The Street: DoorDash makes a promise to Instacart members

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Rob Lalka, Albert Lepage Professor in Business, was interviewed by The Street about how DoorDash’s agreement to purchase to purchase grocery delivery app Instacart

might impact consumers.

> "What the average customer should look for now isn't just price increases but other ways costs appear, in ways that aren't always obvious: markups on popular items, higher service-fee percentages, ad placement, or memberships you pay to stop seeing fees, just to name a few examples," Lalka told TheStreet.

To read the story in its entirety, visit thestreet.com:

https://www.thestreet.com/retail/what-doordash-and-instacart-members-get-if-the-companies-merge