

## Consumer Behavior of Digital Payment Usage in Online Food Delivery Services

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**Abstract:** The rapid development of technologies has influenced the food delivery market significantly by changing the process of ordering food. Nowadays, the worldwide online food delivery market has been growing rapidly due to the wide spread of smartphones and the emergence of digital platforms, making it easier for customers to order food on any occasion. This research aims to explore the impact of digitalization on online food delivery services and find the reasons for their success. Digitalization tools such as mobile applications, online payments, order tracking, and recommendations help customers to order food conveniently and enjoy their experience. In addition, data analytics and artificial intelligence allow online platforms to optimize their logistics, delivery time, and marketing strategies. The transition into digital technology also brought about new business models like cloud kitchens and virtual restaurants, which are disrupting the manner in which people consume food through greater flexibility, affordability, and choice. This paper investigates the effects of digital platforms, mobile technology, and social media on consumer behavior and preferences in the online food delivery industry. In addition, the paper brings to light some of the opportunities and challenges that key stakeholders like food delivery service providers, restaurants, and policymakers face in response to the rapidly evolving digital environment. Digital technologies are vital in ensuring competitiveness and efficiency within the online food delivery industry.

**Keywords:** Online Food Delivery, Digital Transformation, Mobile Applications, Digital Payment Systems, Artificial Intelligence, Cloud Kitchens

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