



# Document details - Digital branding adoption by specialty eatery start-ups in the post-pandemic environment in India

1 of 1

[Export](#) [Download](#) [More...>](#)

Cogent Business and Management

Volume 10, Issue 1, 2023, Article number 2196043

## Digital branding adoption by specialty eatery start-ups in the post-pandemic environment in India(Article)(Open Access)

Sharma, A., Sharma, B.K., Rajput, S., Mehra, A., Gulati, U.

<sup>a</sup>Symbiosis Institute of Business Management, Symbiosis International (Deemed University), Pune, India<sup>b</sup>Department of Management, Prestige Institute of Management and Research, Gwalior, India<sup>c</sup>School of Management, Graphic Era Hill University, Dehradun, India[View additional affiliations](#)

### Abstract

The aim of this research paper is to investigate the adoption of digital branding among specialty eatery start-ups in a post-pandemic environment. The study analyses the relevance of digital branding's advantages and drawbacks, and examines the intention of specialty eateries to adopt digital branding. Additionally, the research investigates the mediating influence of digital support and awareness on the adoption of digital branding. A detailed Google-form-based survey was conducted on 231 small cafés and restaurants in Maharashtra's major cities that opened after COVID-19 (Mumbai, Pune, Nagpur, and Thane) to collect primary data. The data was analysed using the AMOS (Analysis of Moment Structures) program. The

Cited by 0 documents

Inform me when this document is cited in Scopus:

[Set citation alert >](#)[Set citation feed >](#)

Related documents

Find more related documents in Scopus based on:

[Authors >](#) [Keywords >](#)