

# REBUILDING THE FUTURE

STRATEGIC SHIFTS IN MARKET TRENDS

REBUILDING THE FUTURE: STRATEGIC SHIFTS IN MARKET TRENDS



Dr. Orooj Siddiqui  
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# **Rebuilding the Future: Strategic Shifts in Market Trends**

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# Table of Contents

<b>Sr. No.</b>	<b>Chapter Name</b>	<b>Page No.</b>
<b>PART I</b>	<b>EVOLVING CONSUMER BEHAVIOUR AND DIGITAL TRANSFORMATION</b>	<b>1</b>
Chapter 1	Consumer Buying Behaviour in the E-Commerce Era: A Study of Flipkart vs. Amazon <i>Faisal Ahmad, Dr Rizwana Atiq</i>	1 - 13
Chapter 2	Market Strategy and Branding in Online Retail: A Case Study of Flipkart <i>Mohammad Kaif, Dr Shahab Ud Din</i>	14 - 23
Chapter 3	Digital Payments and E-Commerce Growth Amid COVID-19 <i>Faiza Khan, Dr Nazia Akhlaq</i>	24 - 33
Chapter 4	Digital Advertising and Government Messaging During the Pandemic <i>Megha Goswami, Dr Uzmi Anjum</i>	34 - 47
Chapter 5	Digital Banking and Customer Satisfaction <i>Ashutosh Singh, Syed Afzal Ahmad</i>	48 - 58
Chapter 6	Digital Visibility and the Fintech Revolution: Leveraging SEO and SMO for Sustainable Market Growth <i>Avinash Rastogi, Dr Firoz Hussain</i>	59 - 64
<b>PART II</b>	<b>SECTORAL STRATEGIES FOR RESILIENCE AND INNOVATION</b>	<b>65</b>

Chapter 7	Retail Competition and Market Dynamics: A Case Study of Mother Dairy in Lucknow <i>Faheem Khan, Dr Abdul Tayyab Khan</i>	66 - 77
Chapter 8	Recruitment and Selection in Banking: The Case of Kotak Mahindra Bank <i>Asra Afreen, Dr Ariz Siddiqui</i>	78 - 85
Chapter 9	Artificial Intelligence in Human Resource Management <i>Asra Afreen, Dr Habib Uddin</i>	86 - 92
<b>PART III</b>	<b>HUMAN RESOURCE MANAGEMENT IN THE POST-COVID ERA</b>	<b>85</b>
Chapter 10	Impact of COVID-19 on HRM and Recruitment in the Hospitality Sector <i>Emaad Hassan Bandy, Dr Orooj Siddiqui</i>	94 - 103
Chapter 11	Role of HRM in Higher Education Institutions Post-COVID <i>Saleena Parveen, Dr Orooj Siddiqui</i>	104 - 111
<b>PART IV</b>	<b>POLICY AND ECONOMIC INTERVENTIONS FOR RECOVERY</b>	<b>112</b>
Chapter 12	Fiscal Policy and Economic Recovery in Ghana After COVID-19 <i>Bismark Agoba Opoku, Prof Asma Farooque</i>	113 - 119
Conclusion	Navigating the Future with Innovation and Inclusivity <i>Dr. Orooj Siddiqui, Ms Anamta Ali</i>	120 - 124

# **Part I Evolving Consumer Behaviour and Digital Transformation**

# **Consumer Buying Behaviour in the E-Commerce Era: A Study of Flipkart vs. Amazon**

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## **1. Introduction**

The rapid growth of e-commerce has fundamentally transformed the landscape of global retail. In India, the proliferation of internet access, smartphones, and digital payment infrastructure has catalysed a dramatic shift in consumer buying behaviour. Increasingly, Indian consumers are choosing to shop online rather than visit traditional brick-and-mortar stores, drawn by the convenience, variety, and competitive pricing available through e-commerce platforms. This digital shift has given rise to a fiercely competitive marketplace, dominated by two major players—**Flipkart** and **Amazon**—who continuously strive to capture consumer attention and loyalty.

**Flipkart**, a Bengaluru-based company founded in 2007 by Sachin Bansal and Binny Bansal, was among the first to pioneer online shopping in India. Initially focusing on books, Flipkart rapidly expanded its product portfolio and now offers a wide range of goods, including electronics, fashion, home appliances, and personal care items. Known for its tailored shopping experience, extensive use of mobile apps, and responsive customer service, Flipkart has firmly established itself as a household name across urban and semi-urban India.

**Amazon**, the American e-commerce giant, entered the Indian market in 2013 through its platform Amazon.in. Leveraging its