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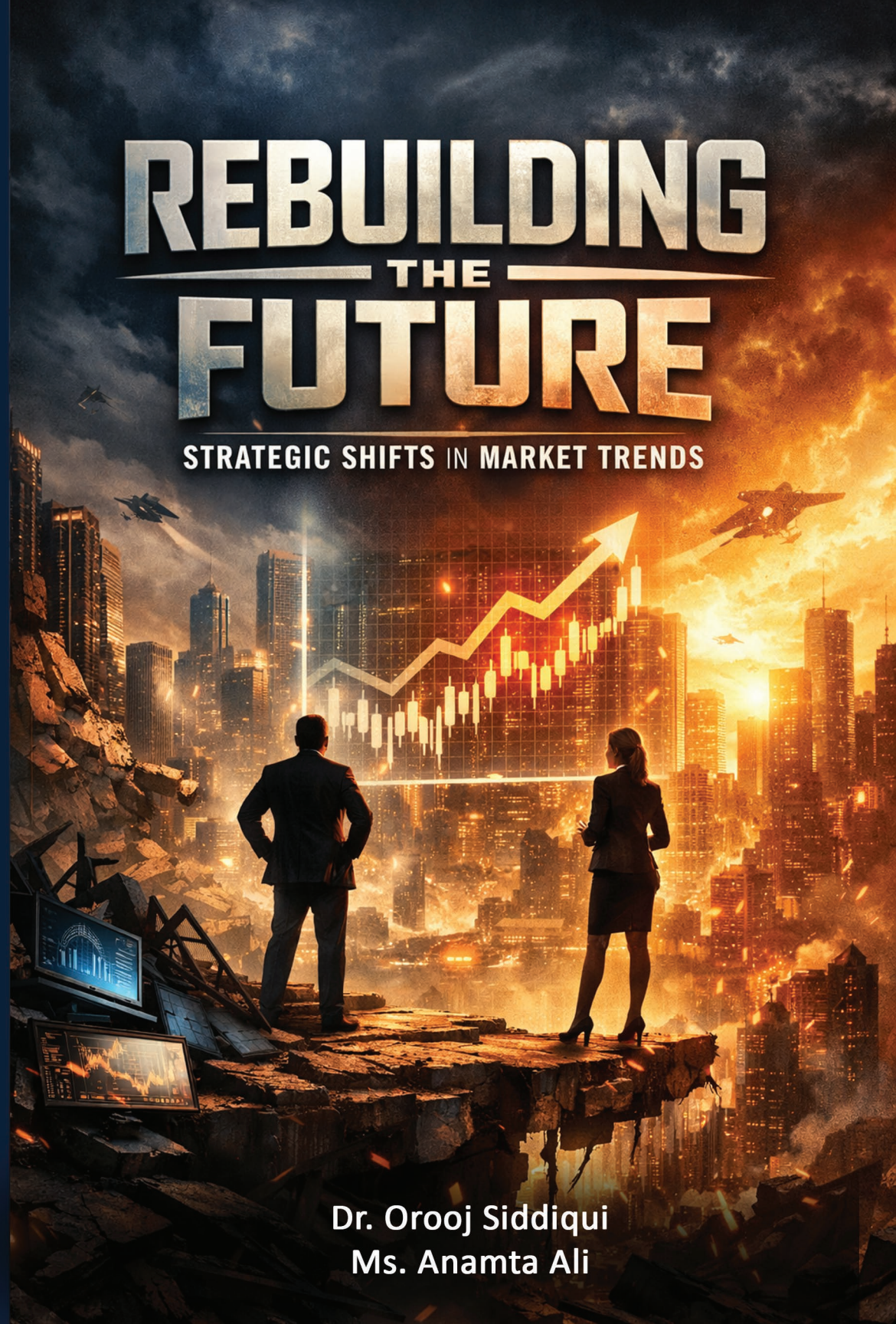
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# REBUILDING THE FUTURE

STRATEGIC SHIFTS IN MARKET TRENDS

REBUILDING THE FUTURE: STRATEGIC SHIFTS IN MARKET TRENDS



Dr. Orooj Siddiqui  
Ms. Anamta Ali

# **Rebuilding the Future: Strategic Shifts in Market Trends**

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## Table of Contents

Sr. No.	Chapter Name	Page No.
<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 Banday, 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

## **Retail Competition and Market Dynamics: A Case Study of Mother Dairy in Lucknow**

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### **1. Introduction**

In the rapidly evolving Indian retail landscape, urban centers like Lucknow are witnessing significant shifts in consumer preferences, supply chain models, and competitive strategies. Among the prominent players shaping this dynamic environment is Mother Dairy, a subsidiary of the National Dairy Development Board (NDDB), which has established a strong retail footprint in metropolitan and semi-urban areas. This chapter explores the nuances of retail competition and market dynamics through the lens of a case study on Mother Dairy's operations in Lucknow, Uttar Pradesh.

The retail sector in India, particularly food and dairy retail, has become increasingly competitive with the emergence of organized retail formats, local vendors, and e-commerce platforms. Mother Dairy, known for its cooperative structure and quality assurance, faces both opportunities and challenges as it attempts to expand its market share amidst this competition. Its strategies for pricing, product assortment, consumer engagement, and supply chain optimization are central to understanding its positioning within the broader retail ecosystem of Lucknow.

This chapter aims to analyze how Mother Dairy navigates these market dynamics, what competitive tactics it employs against private retailers and unorganized vendors, and how consumer