

The growth of online shopping will one day lead to all shops in towns and cities closing. Do you agree or disagree?

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These days, the number of online markets has increased significantly, and they have captured a considerable proportion of daily transactions. The majority of purchasers especially the youngsters are passionate to buy their requirements through the online shops and this trend ~~have~~ has some 'devastating impacts on the traditional shops and they are likely facing a sort of ~~bankrupts~~ bankruptcy in near future.

However, although this new approach of ordering commodities brings several problems for the old shops, it provides many rewarding facilities for the purchasers which are the reason for this impressive popularity. Online shops could provide purchasers to save their time as it is a crucial matter in modern-day cities. Additionally, online markets are more often offer competitive prices in comparison to the traditional ones, since they do not have ~~not~~ to pay for rent or other expenses of keeping the place. Consequently, they could convince consumers more easily by their enticing prices. Moreover, the consumers could be aware of the quality of their required item by just reading the other purchasers' opinion on the website instead of visiting real shops and asking their sellers about their products while we all know that "*every cook praises his own broth*". Therefore, it seems that online marketing is not only a productive opportunity for online shops but also brings lots of benefits in terms of quality and prices for clients.

On the other hand, this sheer number of online markets ~~has led~~ leads to numerous repercussions on the traditional shops and they mostly have encountered financial problems. Although they have strived and ~~took~~ taken any measures to keep themselves afloat/prosperous in this unequal competition, they have mostly failed and are struggling with a lot of problems. It is notable that modern technology and online marketing as one of the subcategories of it, practically affects every aspect of our life and traditional markets are not far from this trend.

In conclusion, there are several solutions to ~~mitigate~~ mitigating such drawbacks. The sales experts believe that the owner of traditional businesses and chain stores should ~~built~~ build up their online shops as well as their available shops. Furthermore, the more competitive price the more people are attracted, so they have to provide valuable discounts for their consumers in order to persuade them to remain ~~as~~ their clients.