

***Online shopping and the end of the high street shop***

Since we live in the era of Internet and technology, it is completely understandable that online shopping is becoming more and more popular every day. But that does not necessarily need to represent an end of the high street shops. The question is what is the thing that has had such a big influence on the way people shop nowadays.

Considering the fact that no one likes waiting and standing in queues, the increase in online shopping should not be a surprise. It is definitely far quicker and easier than doing the shopping in high street shops. Also, avoiding usually impolite staff is one of the positive features of shopping from a computer or mobile phone. It would not be a problem even if one gets an unsuitable piece of clothing, because replacing it is feasible just by one click. The moment client asks for a replacement, it will be sent on his home address.

On the other hand, there are many people who like doing the shopping in person, which is not wrong either. In fact, it is the safest way of buying things. There are no hackers who would try to steal your money or some personal information. A lot of customers find wandering around different shops very interesting and relaxing, too.

Due to all of this, it is undeniable that the development of modern technology and advertising has had an enormous effect on popularity of an online shopping, which threatens to destroy high street shops.

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