

## **Conclusion**

In conclusion, e-commerce is very unlikely to destroy traditional shopping due many factors such as the social aspects of traditional shopping. Also, not everyone has access to the internet, and others have difficulty accessing it. However, e-commerce will have a great impact on markets as it may alter how businesses operate. The advantages of e-commerce outweigh the disadvantages and businesses now are trying to get the best of both worlds by selling on the internet and selling through retails. Businesses should try to fix the disadvantages of e-commerce and benefit from the advantages of e-commerce in order to increase sales revenue and profit in the future. Thus, a proper strategy should be in place to address the issues of e-commerce and traditional shopping to build customer loyalty, and a suitable system that can help organizations adapt to rapidly changing and demanding markets.

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