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| **Comparison**

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| **Basis of comparison** | **India** | **Netherlands** |
| **What owners of shops feel** | Owners are starting to feel threatened by the gradual increase in the influence of online stores | Owners have felt the effect of online shopping trying to take over the market and are threatened but there are also shop owners that have their own online shops and are trying their best to stay in the market |
|  **What common people feel** | People are currently divided on the opinion of which category of shops are better and both have equally acceptable reasons to believe so. | A huge percentage of people are starting to go towards online shops considering it a more convenient and a more effortless way of getting their supplies |
| **What the youngsters feel** | The youth of the region is more inclined toward online shopping as it is more convenient and effortless | The youth of the region is more inclined toward online shopping as even they feel it is more convenient and effortless |

**Conclusion**In conclusion we have realised that local shops are being gradually replaced by online shops and due to the convenience and effortlessness of online shops the youth and common people are also leaving the approach of doing physical shopping and are turning towards online shopping. A few suggestions we decided that would help in coping up with the losses incurred by people shopping are as follows :* Local shops could try to increase their customer approach by introducing home deliveries
* Local shops should try and increase the abundance of products that makes it even more convenient for shoppers
* Local shops could try giving lucrative deals that attract customers more towards local shops
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