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## The Decline in Brick-and-Mortar Shopping

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# The Problem

There has been an overall steady decline in brick-and-mortar retail shopping.



6.2% decline in brick-and-mortar sales



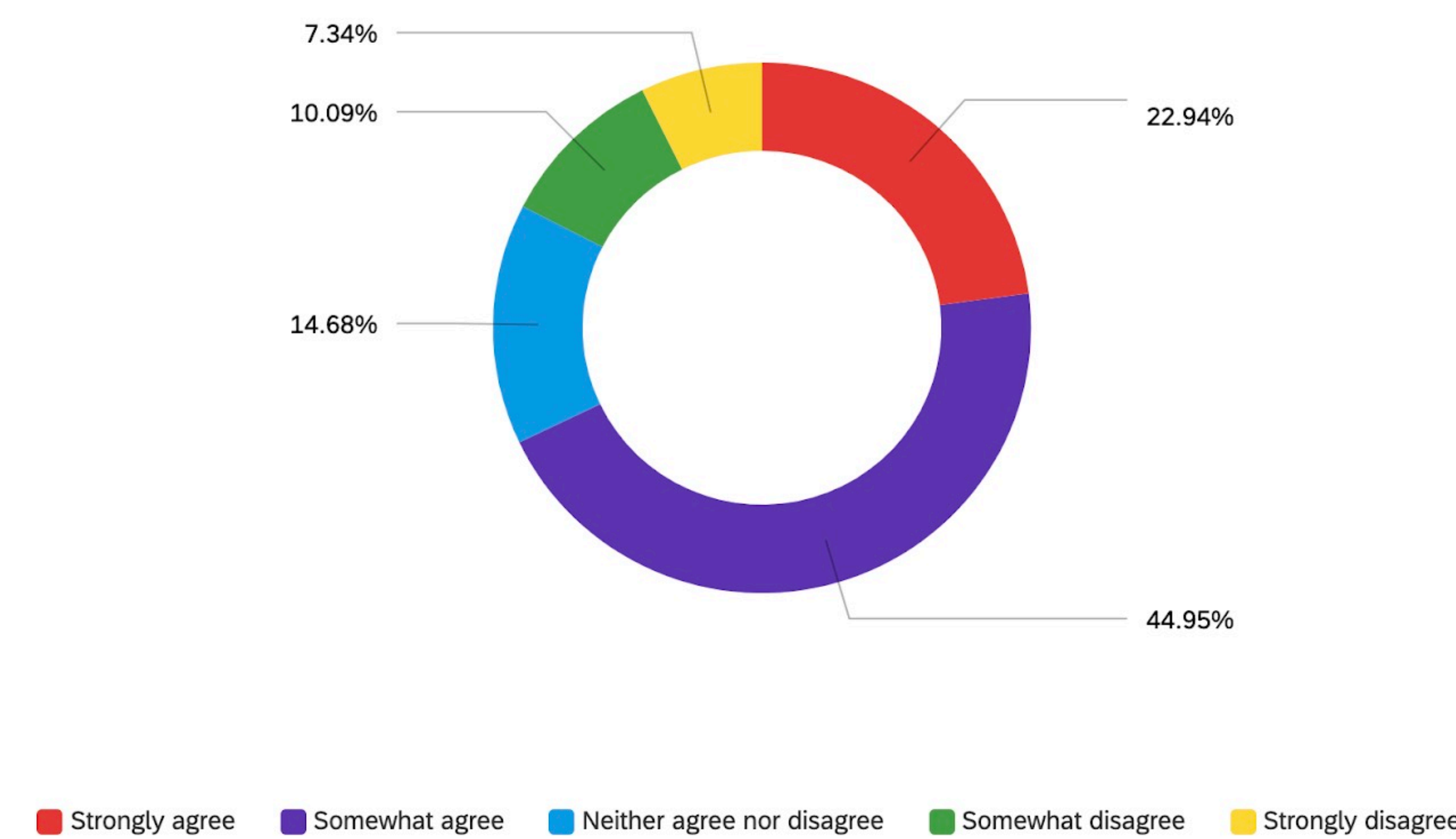
Mall-based retail earnings dropped 256% in 2020

# Decline in Brick-and-Mortar Shopping

By: Caroline Mohan, Patrick Stephens, Crosby Colyer, Kyle Meyer, and Lucas Pinter

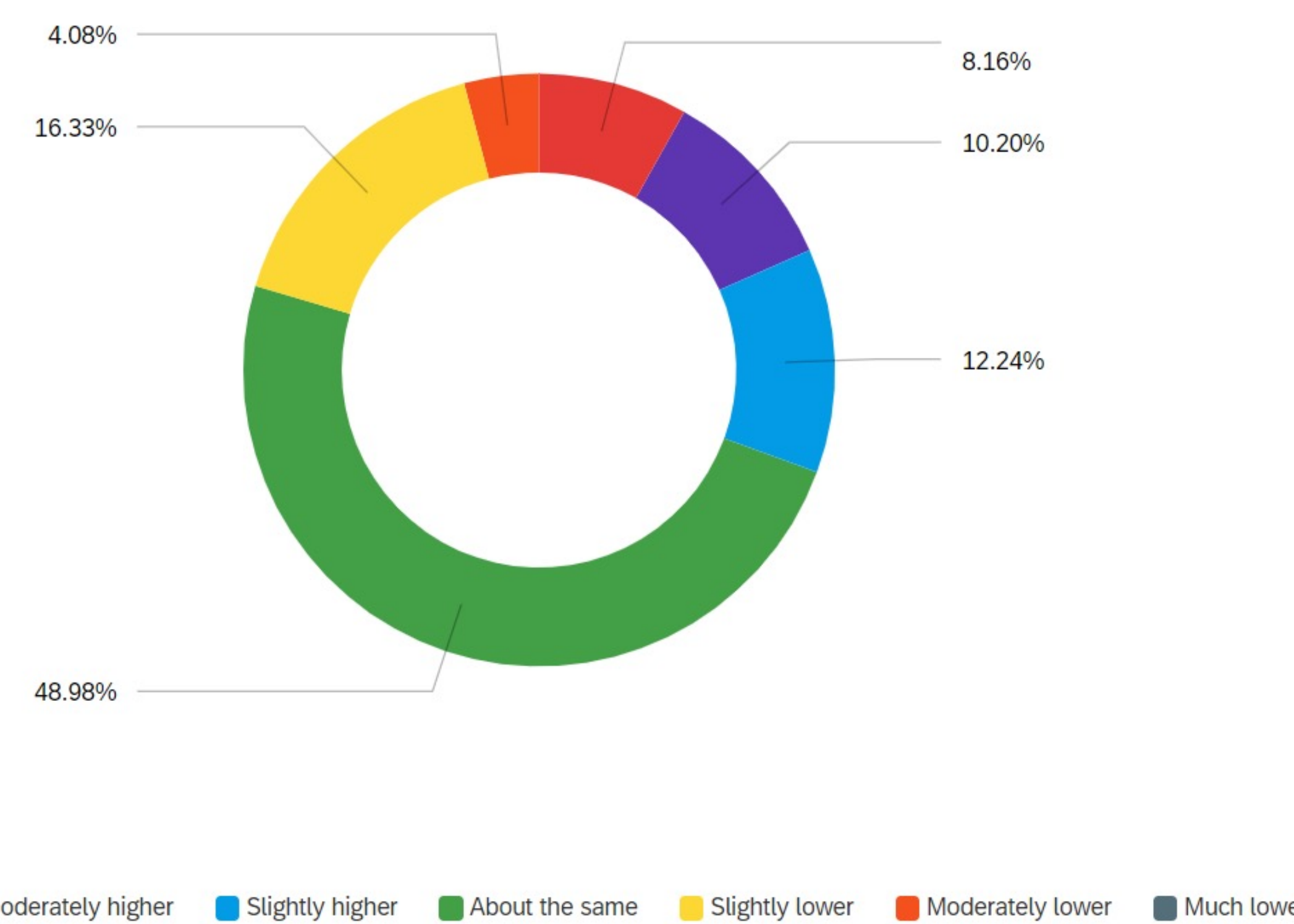
Our group was fascinated by the steady decline in brick-and-mortar retail sales especially in the holiday season that were exacerbated by the COVID-19 pandemic. We decided to investigate and conducted a survey and study group to gather data and input on our findings.

## Data Analysis



- 68% of survey respondents agreed that the COVID-19 pandemic had negatively affected their desire to go in-person shopping
- On top of the fact that brick-and-mortar sales had decreased 6.2% in 2019 alone

- When survey takers were asked how their online shopping behavior would change after the pandemic, over 75% responded saying it would increase or stay the same
- This means that the shift toward online retail shopping catalyzed by the COVID-19 pandemic could have lasting ramifications



Special thanks to Dr. Newman and Dr. Defanti

# The Recommendations

With a clear decline in retail shopping, we wanted to give some recommendations to bring shoppers back in store.

1. In Store Only Discounts  
Stores should give consumers discounts that only apply in stores. 81.25% of our survey takers found discounts important.

2. Harness the Holiday Spirit  
Much of the decline that was seen happened during the holiday season which is normally a huge boost to the in-person retail landscape. Stores need to focus on the experience of holiday shopping to bring shoppers back.

3. Emphasize Safety Measures  
Shoppers want to feel comfortable when shopping. Reallocating staff to focus on regulations will allow consumers to feel comfortable.