URBAN OUTFITTERS

2023

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About

Owned under URBN, who owns many other consumer brands, Urban Outfitters was founded in 1970 across the street from the University of Pennsylvania to now having over 200 stores across the United States, Canada, and Europe. Urban Outfitters specializes in both Men and Women's clothing that is a well-curated mix of trendy and handpicked vintage clothing (Statista, 2020). They also provide a wide variety of home decor for many spaces like apartments, dorms, and homes. If you have any music needs, Urban carries record players, vinyl records, and even cassette tapes. All of this can be found through their online store or in-person. As a brand, Urban strives to reduce their waste and source their materials more responsibly by using sustainable fibers.

Secondary Research

Gender and Age Demographics and Trends

When looking at shopping habits, gender and age play a big part. Urban Outfitters target single young adults aged 18-28 through a unique merchandise mix, compelling store environment, social media, and third party platforms (Annualreports.com). Most of Urban's customers are college aged. More people shop in-store than online shopping when it comes to Urban. Millennials make up 51% of the stores popularity while Gen X makes up 42% and Baby Boomers make up 33% (YouGovAmerica). Urban Outfitters is popular with both Men and Women with 41% and 46% respectively (YouGovAmerica).

Lifestyle Types

Since the brand of this store is supposed to represent individuality, a strong example can be seen in the use of "hipster music", usually indie pop, that is played throughout the store in all locations across the US. Prices at Urban are more intended for the middle class, yet there are higher priced items and those are usually made of cotton or similar materials. The layout of Urban stores are geared toward women and women shopping habits.

Secondary Research Cont.

Psychographics

Urban Outfitters customers are creative and trendy. They are best described as having an indie subculture. The word 'indie' is short for 'independent' and is typically used to describe Urban Outfitters customers (studocu.com). With their interest in trends, social status, and brand names, Urban appeals to students and young adults moving into their own place. There is a large variety of home decor that can be found at all Urban Outfitters locations as well as trendy outfit pieces. Because Urban appeals to members of Gen Z and Millennials, they have a higher chance of reaching their target audience through social media rather than anything else.

Consumer Behavior

Social media is a huge factor to bring attention to brands and Urban Outfitters uses it to their advantage to reach their target audience. With consistent posting, customers are more motivated to visiting the store either in-person or online and buying items. Customers who shop from Urban usually own multiple items from the store and regular shoppers purchase 1-3 items per month. Gen Z is known for being impulse buyers, which is positive for brand like Urban Outfitters because these customers usually buy in large quantities.

Secondary Research Cont.

Region Statistics

Even though Urban Outfitters was founded in Philadelphia, Pennsylvania, they now operate 562 stores across the United States (Statistica 2023). There are stores in 43 out of 50 states and in 152 cities. Most store locations are placed in big/well-known cities that have a large population. When it comes to second hand apparel online shop users, brand awareness of Urban Outfitters is 69% in the US (Statistica 2022). A survey was done asking people their favorite brands that produce second-hand clothing. Of the 69% of people that responded only 32% of those people said that they liked the brand (Statistica 2022). 76.5% of Urban Outfitters customers live in a city and only 23.5% live in the "countryside" (UrbanOutfitters 2019). The majority of store locations are located in California with a total of 37 stores across the state. The second highest being New York with 14 stores and the third highest being Florida with 11 stores (Scrapehero, 2023).
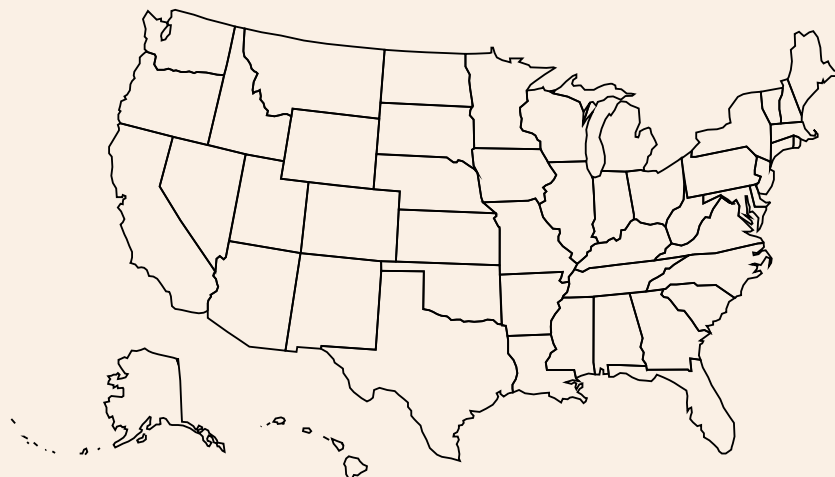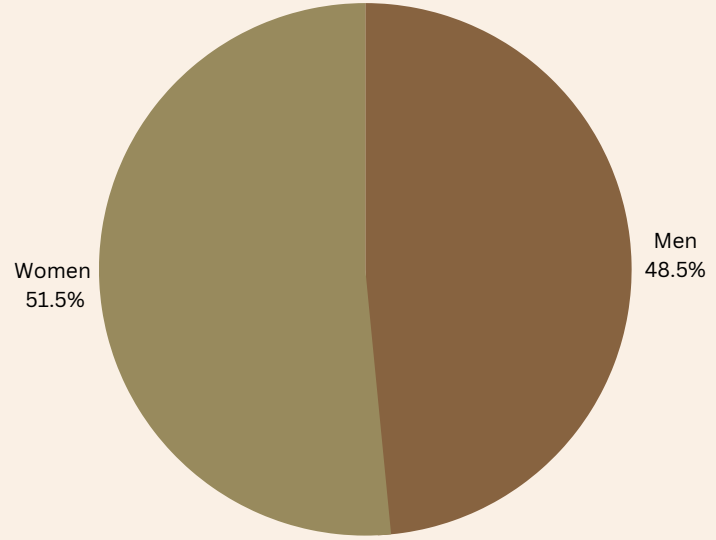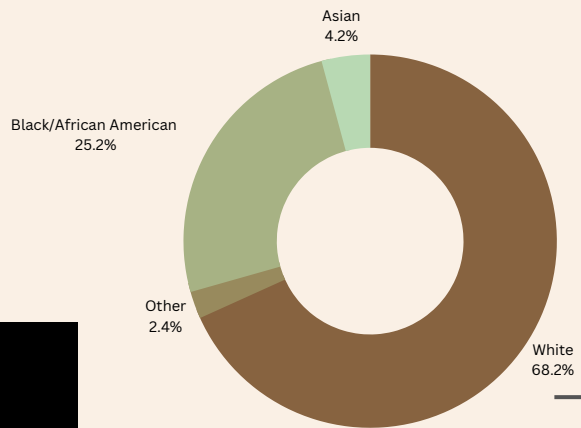
Secondary Research Cont.

Demographics in Tampa

There is only one Urban Outfitters location in Tampa, which is inside the International Plaza and Bay Street located on Westshore Blvd in the zip code 33607. Because this is the only location and there are many stores in this mall, the store gets attention. According to Claritas PRIZM, the most common demographic in the area is the working class followed by the middle class who are single with no children. In relation to Urban Outfitters, their target audience is geared towards 18-28 year olds that are in the middle class. It doesn't match up with the target audience if the average income in this area is less than $15,000 a year.

Age, Gender, and Race in Tampa
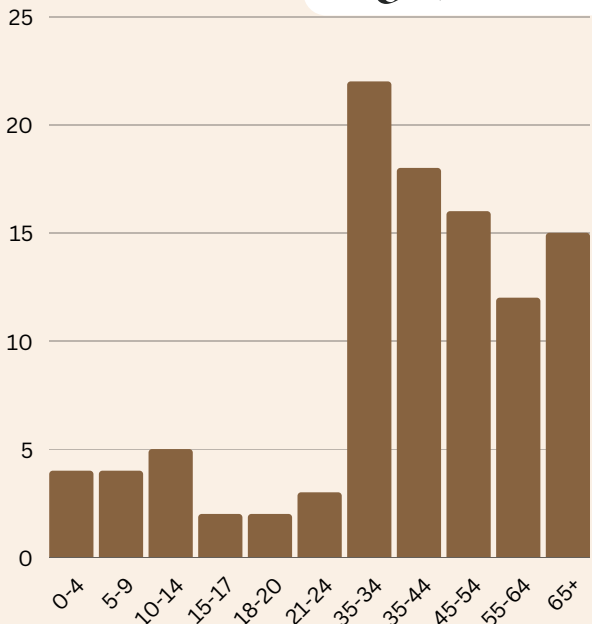
These 3 charts show age, race, and gender in Tampa. Specifically the zip code of 33602. The bar chart shows age while the pie charts show race, and gender respectively.

Bar chart (Age): 0-4: 4, 5-9: 4, 10-14: 5, 15-17: 2, 18-20: 2, 21-24: 3, 35-34: 22, 35-44: 18, 45-54: 16, 55-64: 12, 65+: 15

Race donut chart: Asian 4.2%, Black/African American 25.2%, Other 2.4%, White 68.2%

Gender pie chart: Women 51.5%, Men 48.5%

Mystery Shopping

Objective

How do Urban Outfitters employees treat the customers in the store while shopping? What does the typical shopping experience at Urban Outfitters like?

Process

This was an unstructured direct observation taken place at the Urban Outfitters in the International Plaza and Bay Street. Interactions between customer and employees were observed and recorded between the times of 1:37 pm - 2:22 pm on Friday, February 10th. By doing an unstructured observation, this allowed for realistic observations of what happens on a daily basis and what a true customer experience is like at this Urban Outfitters location. Unstructured direct observations are effective for seeing interactions between customers and employees and it also limits bias.

Questions

- Were there more men or women customers?
- Were there more men or women employees?
- Did the employees offer help to the customers? If yes, how long did it take?
- What was the customer shopping for?
- Did the customer approach the employee?
- Did the customer look satisfied after the encounter?

Mystery Shopping Results

Time of Interaction	Estimated Age and Gender	Did the employee go up to the customer first?	Description of Interaction	How long was the interaction?	Observed mood of Employee and Customer
1:40 pm	18ish, Female	Yes, the employee went up to the customer	Customer was walking around the store for a while and was looking a little confused and that is when the employee approached the customer	5 minutes	Employee looked happy and so did the customer
1:53 pm	20s, Female	No, she went up to the employee herself	When she first walked into the store, she looked like she was in a rush, so she went up to the employee	2 minutes	Customer was happy that she was able to be helped out so fast and the employee was happy to help
2:08 pm	Early 20s, Female	No, she went up to the employee herself	Customer walked in with a male and they separated as they walked into the store. He found what he wanted, but she couldn't. She then went up to an employee	2 minutes	Customer looked a little stressed out until the employee came over and helped her out. The employee looked satisfied.
2:11 pm	15ish, Myself	Yes, the employee went up to the customer	Customer walked in with a big group of girls and almost immediately an employee went up to the entire group of girls	20 seconds	The customers looked annoyed as well was the employee for having all these girls in the store
2:20 pm	20s, Myself	No, I went up to the employee myself	This was the end of my observation and I wanted to see what would happen if I went in myself. No one came up to me so I decided to go up to the employee myself	2 minutes	I was satisfied to be able to find what I was looking for and the employee was happy to help me find it.

Mystery Shopping Analysis

Based on the mystery shopping results at Urban Outfitters in the International Plaza and Bay Street, it was found that almost every customer in the store was female. They were all around the same age range of being in their mid to late teen or in their early to mid 20s. The one male customer that saw was with a female and it wasn't clear if he was her significant other, friend, sibling, etc.

The interactions that were observed it was clear that the only people that employees went up to first were those who were clearly young or confused. If those weren't noticeable, then the employees wouldn't approach the customer first and would wait for the customer to ask a question if they had any. Also while observing the employees, they would stand in groups by the registers and talk amongst themselves. There were a handful of employees walking around the store fixing the displays.

However, every interaction that happened the employee looked happy before and after helping the customer. From a distance, they did look intimidating to approach, but they ended up helping everyone nicely.

I was pleased with my own interaction with the employees. I went into the store knowing what I wanted, but wanting to see if I could find it without help. I realized I wanted helping looking for the item and the employee I went up to was able to help me find the item quickly. The experience was comfortable.

Overall, from the observations, it was noticable that the employees looked intimidating but were friendly when talking to their customers and helping them find what they were looking for. It was clear that they were putting their best foot forward.
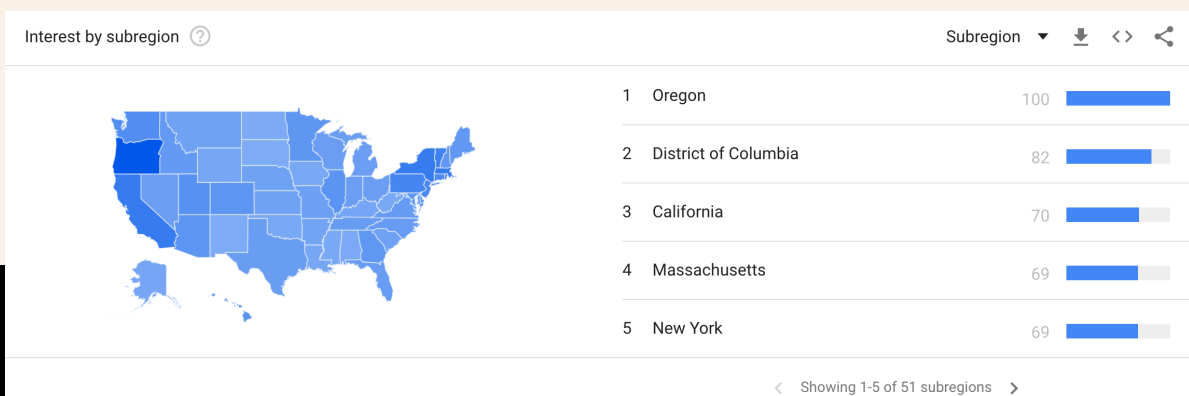
Media Trends

Interest Over Time

According to Google Trends, the interest over time for the search "Urban Outfitters" was steady and consistent until that big jump in Nov. This could be because of social media trends. The "Out From Under Going For Gold" top was going viral for a while and this could have been around November. The same goes for the very popular "Out From Under Corset Top"
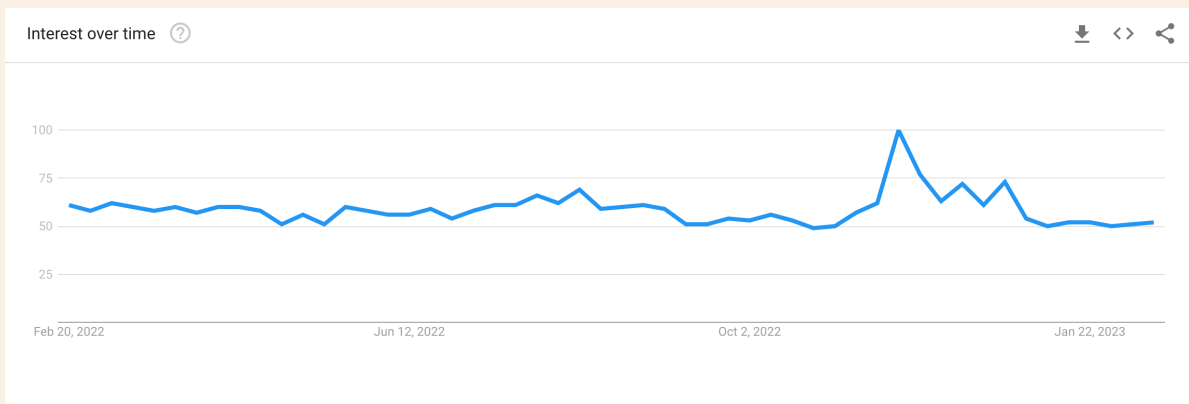
Interest Over Subregion

According to Google Trends, interest over subregion for the search "Urban Outfitters" was searched for the most in Oregon followed by the District of Colombia and then California, which I believe is because there aren't that many stores in those states people want to find one near them It's interesting that California was third considering they have the most stores across the entire US. The other two states that have the most stores don't have that many searches.

Media Trends Cont.

The related queries were are to the right and are related to Urban Outfitters. Urban is known for carrying other brand in their stores as well as their own. It doesn't come as a surprise that other brands come up when searching for Urban. 3-5 are other clothing brands however aren't as popular or well known as Urban Outfitters.

Related Queries

1.   Urban Outfitters Promo Code 2022
2.   Urban Outfitter Josie Top
3.   Emmiol
4.   MadHappy
5.   Halara

Related Topics

1.   Cargo Pants- Clothing
2.   Cider- Beverage
3.   Aritzia- Fashion Company
4.   Birkenstock- Topic
5.   Tote Bag- Topic

The related topics are related to clothing or to Urban Outfitters expect the second related topic of "Cider- Beverage". There is a clothing website called Cider, but for the related topics its specifically saying the beverage, which has nothing to do with the other related topics or Urban Outfitters. The other topics are related or products that are carried at Urban.

Relevant Searches

Brand Keywords: Organic SEO

Relevant keywords people use when searching for "Urban Outfitters" are "urban outfitters promo code", "urban outfitters near me", and "urban outfitters corset". All of the relevant keywords can be considered as fathead keywords since they are all made up of 3-4 words total.

1. "urban outfitters promo code": The SEO difficulty is at a 59 and volume of 49,500 (the average amount of searches per month), which makes the paid difficulty high.
2. "urban outfitters near me": The SEO difficulty is 79 and a volume of 33,100. The paid difficulty is at a 42, which isn't bad considering the volume and SEO difficulty.
3. "urban outfitters corset": The SEO difficulty is at an 84 with a volume of 18,100. The paid difficulty is at a 100, which shows how much Urban Outfitters wants to keep it just to them.

Non Brand Keywords

Keywords that aren't relevant to a brand specifically tend to be extremely broad. When using the search term "clothing stores near me", many terms pop up. Some include "dresses in stores near me", "men's clothing stores near me", and "clothing stores near me for men". It's surprising to see most of the related topics are mostly about men's clothing.

1. "dresses in stores near me": The SEO difficulty is at a 77 with a volume of 60,500. The paid difficulty is at a 100, which is the highest a difficulty could go.
2. "men's clothing stores near me": The SEO difficulty is at 72 with a volume of 33,100, which isn't as high compared to the previous related topic. The paid difficulty is at a 93, which is very close to being a full 100.
3. "clothing stores near me for men": The SEO difficulty is as 77 with a volume of 33,100 and a paid difficulty of 93. This related keyword is a mixture of the past 2 topics.

Urban Outfitters is searched 3.4m times on average in one month!

Recent News

VEGAN BEAUTY BRAND WINS MAJOR URBAN OUTFITTERS DEAL

This article written by insider media discusses the topic of the vegan beauty brand *Mallows Beauty*. They are an Australian founded brand that got popular on tik-tok. They specialize in skin care with products like "Unicorn Shave Butter" and "Pineapple Enzyme Peel Mask". Getting a deal with Urban Outfitters is the start for the brand to expanded their customer base to be globally. The deal agrees for Urban Outfitters to carry Mallows Beauty products in 177 stores.

WHAT'S HAPPENING WITH URBAN OUTFITTERS STOCK?
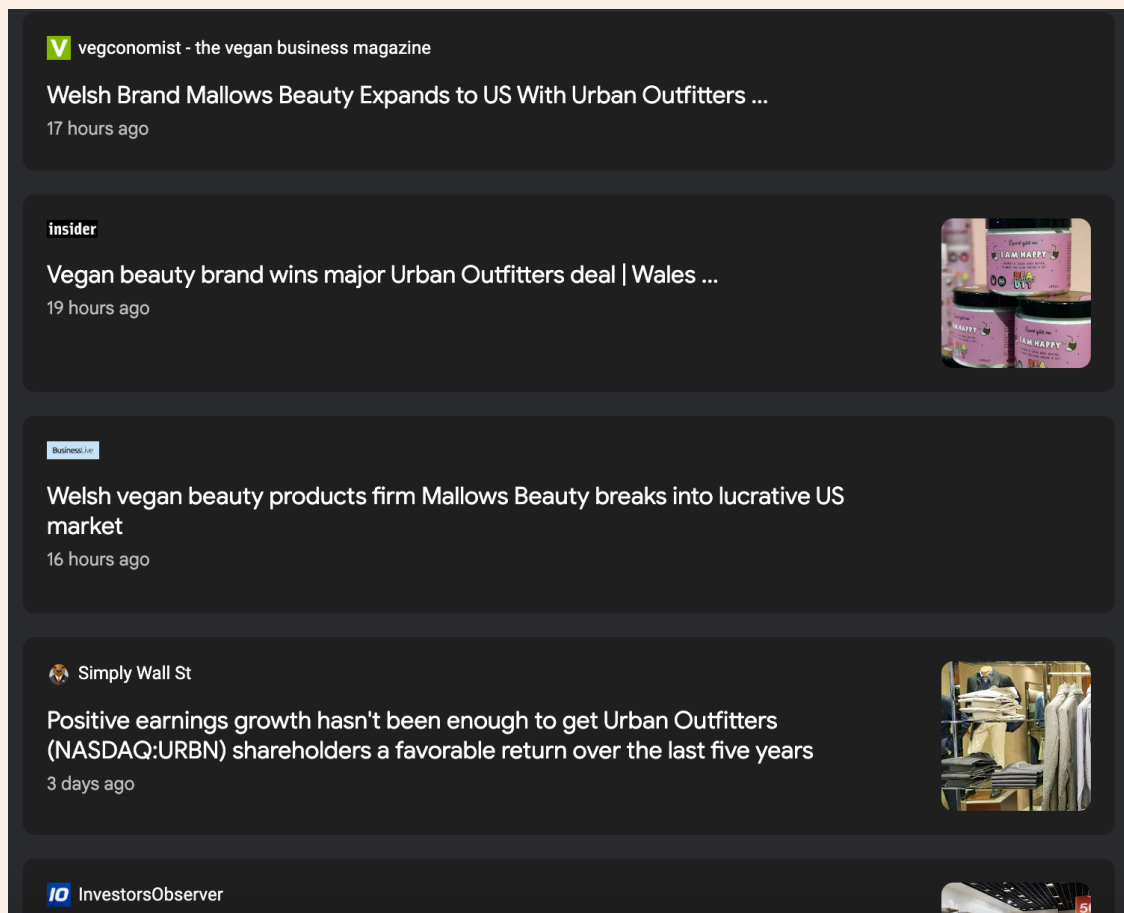
This article talks about the crazy growth the Urban Outfitters stock has made within the past six months. There has been a $7 growth in stock shares in six months, which is a 32% growth. This exponential growth is seen from the new rental brand, under URBN, called Nuuly, which is a monthly women's apparel subscription rental service. The rest of the article talks about the effects the other brands under URBN had on their stocks.

Recent News Cont.

Google News

Many of the headlines about Urban Outfitters on Google News are about the new brand deal that Mallows Beauty got since that is the most recent. Scrolling further down, there is a lot of talk about Urban Outfitter stock and where people see that going. There are articles that have postive headlines about the stock while there are others that have negative connotations.

V vegconomist - the vegan business magazine

Welsh Brand Mallows Beauty Expands to US With Urban Outfitters ...

17 hours ago

insider

Vegan beauty brand wins major Urban Outfitters deal | Wales ...

19 hours ago

BusinessLive

Welsh vegan beauty products firm Mallows Beauty breaks into lucrative US market

16 hours ago

Simply Wall St

Positive earnings growth hasn't been enough to get Urban Outfitters (NASDAQ:URBN) shareholders a favorable return over the last five years

3 days ago

IO InvestorsObserver

Social Listening

When looking at the popular mentions when it comes to the search topic "Urban Outfitters", all of the mentions come from Tik-Tok. Tik-Tok is known for making a lot of content popular and spreading information to a large group of people quickly. Some of the mentions are from regular Tik-Tok accounts and the rest are from the brand owned Tik-Tok account. When talking about a specific clothing item, if one video goes viral that piece of clothing will sell out almost instantly.

Emma 🤍🫶🫳 📅 2023-02-17 10:15
🔗 tiktok.com

More affordable version of the Urban Outfitters Josie top, so comfy too! 🫶🫳 @Primark #fyp #foryou #

Amy Anderson 📅 2023-02-13 16:18
🔗 tiktok.com

finally got my @urbanoutfitters limited coral vinyl! #DanceWithTurboTax #paramore #paramorefans

Urban Outfitters 📅 2023-02-17 09:04
🔗 tiktok.com

@uberliss Bond Sustainer Temporary Hair Color is now available at UO in 6 colors! 🌈 Add color to yo

Urban Outfitters 📅 2023-02-15 07:45
🔗 tiktok.com

Have you looked through our weekly new arrivals yet? ✨ #urbanoutfitters #wishlist #haul #shopping #s

Urban Outfitters 📅 2023-02-20 08:34
🔗 tiktok.com

Obsessed with our new arrivals 😍 Which item would you get? ✨#urbanoutfitters #shopping #wishlist ...

📊 Mentions

All the mentions to the left are about clothing, beauty items, and music items that are carried at Urban. People are talking about how the "Josie" top is super affordable and trendy. Another person is excited to have received their limited edition colored vinyl exclusive to Urban Outfitters. The other mentions talk about new arrivals at the store and promoting a call to action to bring traffic to their online store or in-person store. The other line graph shows the amount of mentions from the middle of January to the middle of February. Out of a total of 1300 mentions only 105 of those were negative and 258 were positive. While looking through the mentions, there were no examples of negative mentions only positive.
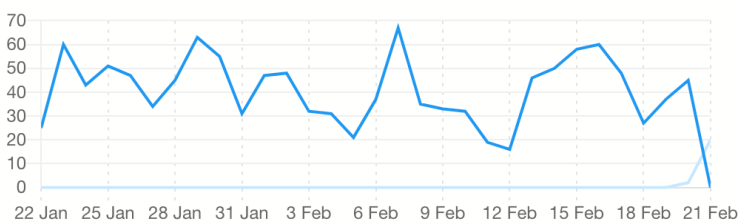
Social Listening Cont.

This chart below shows the top 5 most influential people to Urban Outfitters currently. While each of these influencers have 1 to 2 mentions of the brand, their reach, depending on the influencer, is up to almost 500,000 people. Reach like that is what helps drive more and more people to the Urban Outfitters stores. PETA is number one and is the most related out of all the influencers. There have been multiple protests against buying from Urban Outfitters because of claims that say the brand uses real animal fur and animal products, which is unethical.

1	PETA (People for the Ethical Treatment of Animals)	go to	▶	2	496 000	65.328	99 200	10/10	ⓘ 🔒
2	Clancy Burke	go to	▶	1	426 000	28.054	42 600	10/10	ⓘ 🔒
3	Paul Soles	go to	▶	1	32 100	2.114	3 210	8/10	ⓘ 🔒
4	Simply Siena	go to	▶	2	16 900	2.226	3 380	8/10	ⓘ 🔒
5	Ten Ways To Wear It	go to	▶	1	8 840	0.582	884	7/10	ⓘ 🔒

Social Media Analytics
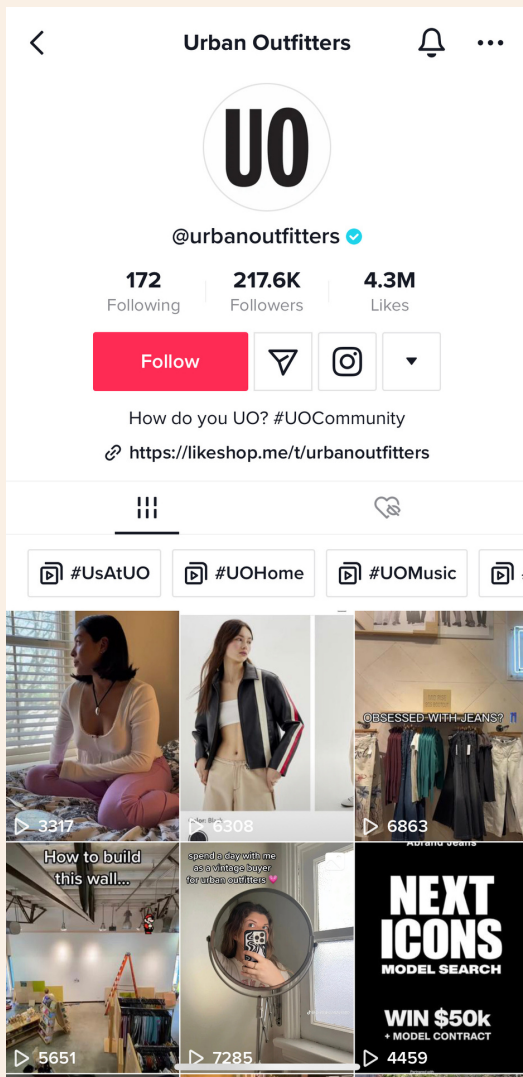
Urban Outfitters' Tik-Tok had to be looked at especially since Tik-Tok was the platform that they had the most mentions on. The brand's feed consists of their new arrivals and examples of those, models wearing thier clothes, giving inside scoop to what goes into building in-store displays, as well as a day in the life of a vintage clothing buyer. They also have contests that is seen in the bottom most cover photo on the right.

Urban Outfitters' Instagram feed had to be looked at. Instagram for a clothing brand is extremely important because of the photo aspect of instagram. The brand has multiple reel on their page that consist of current popular trendy sounds, sneak peaks and new clothing drops, and look books at different collections that Urban Outfitters carries. Their photo carousels are repost of customers posing in the brand's clothes.
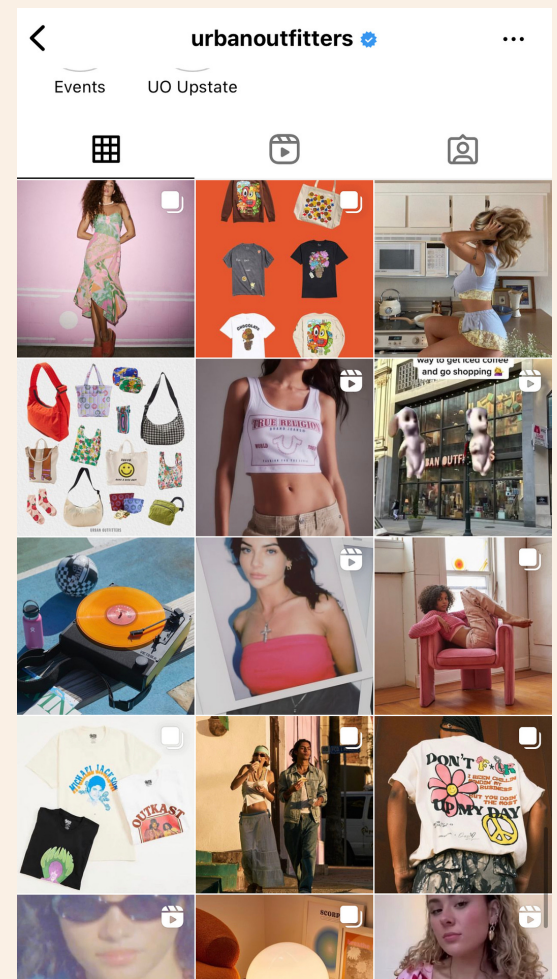
Online Reviews

Google Reviews

Ethan Rogerson
4 reviews

★☆☆☆☆ 5 days ago [NEW]

Drove from Apollo beach, said they were open till 8pm and the doors were locked by 7:00pm.

👍 Like
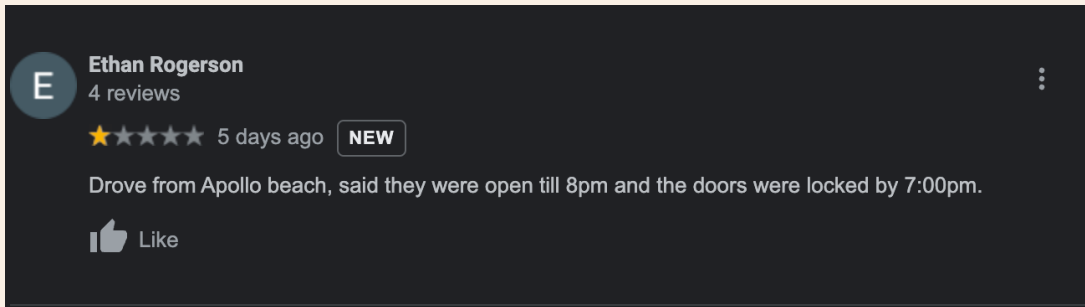
The Urban Outfitters located in Tampa at International Plaza and Bay Street has a total of 496 Google Reviews. Not many recent reviews and the recent reviews there are don't include any text or reasoning to why they gave that rating. The store has an average of 4 stars and a lot of the reviews are positive however there was a negative review found. The negative review, seen above, talked about how the hours online didn't match up to what they thought. The store was closed well before the time it said they were supposed to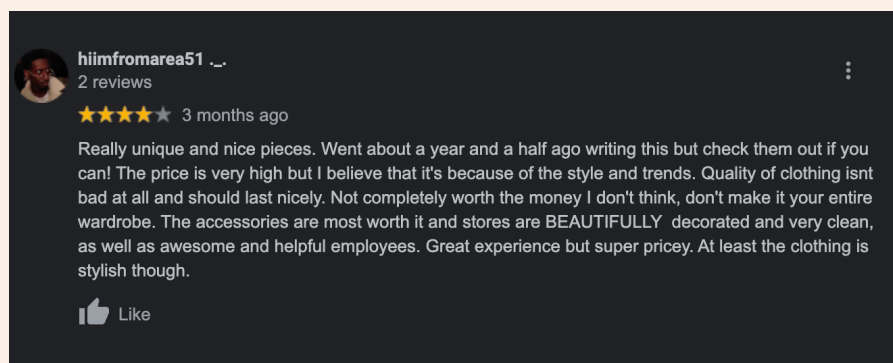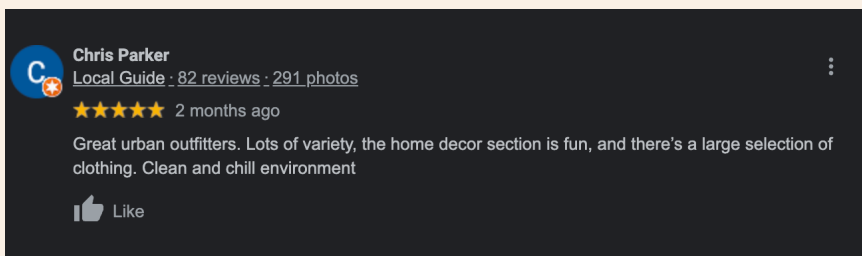 online. Because this person went out of their way and drove far to go to this store just to find out it was closed, warrants a valid reason to be upset with this store. The two positive reviews talk about the clean store environment and how unique the selection on pieces in both decor and clothing this store has to offer.

Chris Parker
Local Guide · 82 reviews · 291 photos

★★★★★ 2 months ago

Great urban outfitters. Lots of variety, the home decor section is fun, and there's a large selection of clothing. Clean and chill environment

👍 Like

hiimfromarea51 ._.
2 reviews

★★★★☆ 3 months ago

Really unique and nice pieces. Went about a year and a half ago writing this but check them out if you can! The price is very high but I believe that it's because of the style and trends. Quality of clothing isnt bad at all and should last nicely. Not completely worth the money I don't think, don't make it your entire wardrobe. The accessories are most worth it and stores are BEAUTIFULLY decorated and very clean, as well as awesome and helpful employees. Great experience but super pricey. At least the clothing is stylish though.

👍 Like

Summary Insights and Recs

While doing research, there weren't many problems found in Urban Outfitters as a brand. They have consistent high rated reviews, a loved reputation, and the company made 4.7 billion in the past year in sales. The brand's main form of advertisement is through word of mouth and influencers. This isn't a negative trait to have at all however if they advertised more on social media, they would be able to bring even more traffic to their stores. Urban Outfitters is one of many sister brands under URBN. Because there are a handful of other stores that are very similar to Urban Outfitters, Urban needs to find one thing to make them stand out from the other sister brands. Having 9.1M followers on Instagram but only getting a couple thousands of likes on their posts, they could change the way they use their social media to get more engagement on their posts. It was noticeable that Urban Outfitters posts whenever they want to and as many as they want. If they stayed consistent and stayed on a schedule, it would be easier to gain more of a loyal base.

Urban Outfitters engaging in more research about their social media presence and fixing that, would help with the follower to like gap.

Conclusion

Urban Outfitters is a well known clothing brand for the younger generations that prides themselves on individuality and uniqueness. This large company is owned by a bigger corporation that has more stores extremely similar to Urban, Urban is able to target towards their wanted target market of 18-28 year olds. Each store strives to create the same different and comfortable environment.

Urban Outfitters mission is have something for everyone on their store. From the girly girl to the skater boy, there is one thing at the store for everyone. Urban wants to be unique and inclusive at the same exact time, which is successful due to the plethora of different items carried at every location

Urban Outfitters stays loyal to their word of mouth customers and strives on that. Their affordability when it comes to their clothes isn't what they make it to seem however these prices reflect the strive to move away from unsustainable fast fashion.

If Urban Outfitter was able to stand out a little bit against their sister brands and have a consistent posting schedule on social media, there would be a better chance of getting more people to choose Urban over any other clothing store.

Resources

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