Survey:

Urban Outfitters Consumer Research

I am a third-year Sociology student at UBC engaged in a technical writing course. The purpose of this survey is to collect primary data for an investigation that aims to understand the Chinese fast fashion market so recommendations can be made for how Urban Outfitters can better adapt to this fast-paced market. The final formal report will be presented to the General Manager of Urban Outfitters China as well as the Buying and Marketing Directors. Ultimately, the data gathered from this survey will provide valuable insights for UO in understanding what are the trends and preferences in the market right now. This voluntary survey contains 10 multiple-choice and short-answer questions and should take no longer than 5 minutes of your time. Your responses will remain anonymous and I would greatly appreciate it if you could participate. Thank you.

1. What is your age? **\_\_\_\_\_\_\_\_\_\_\_\_\_**
2. Which city in China do you currently reside in? **\_\_\_\_\_\_\_\_\_**
3. Have you ever heard of the brand Urban Outfitters? **Yes/No**
4. How did you first hear about Urban Outfitters, if you know of the brand? **Friends and Family/Internet/Passed by physical store/Online Advertisements**
5. Use three words to describe Urban Outfitters: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
6. Are you aware that Urban Outfitters carries other brands’ products? **Yes/No**
7. If so, what brand(s) have you purchased from Urban Outfitters before? **\_\_\_\_\_\_\_\_\_\_\_**
8. Which fast-fashion brands do you usually shop at? **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
9. What brand would you consider that’s similar to Urban Outfitters? **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
10. Are there any local from-China brands that you like or shop from? (Please name if any) **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Interview:

1. What is your job title and how long have you been on-board with Urban Outfitters China?
2. What do you think is Urban Outfitter’s unique selling point?
3. How do you think Urban Outfitters is currently adapting to the Chinese market?
4. What are some practices you think Urban Outfitters can adopt to increase its awareness in the Chinese fast fashion market?
5. What are some solutions you think are appropriate for helping Urban Outfitters’ slow growth?
6. What do you think about Urban Outfitters buying from local brands and carrying their items? Any advantages and/or disadvantages?