

# Anthropologie

Researching shoppers in stores & online

Tully Taylor

IMC 503

Insights & Measurements

Dr. James Lumpp

04/29/2013

ANTHROPOLOGIE

**Table of Contents:**

**Introduction.....Pages 3-4**

**Client Overview/Competition.....Pages 4-5**

**Research Designs.....Pages 6-9**

Design 1: Focus Group..... Page 6

Design 2: Survey..... Page 7

Design 3: In-store Observation..... Pages 7-8

Design 4: Secondary Research Survey..... Page 8

Design 5: In-depth Interview..... Pages 8-9

**Results.....Pages 9-13**

**Conclusion.....Pages 13-15**

**Works Cited.....Pages 16**

**Appendices.....Pages 17-23**

ANTHROPOLOGIE

## **Introduction:**

Anthropologie is a lifestyle brand dedicated to bringing its female clientele unique and beautiful merchandise that evokes good design.



The products include clothing, books, home furnishings, shoes, accessories, gifts, beauty products, and more. The store creates a unique, imaginative atmosphere for its patrons: it is truly unlike its competitors. Anthropologie has done a great job of carving out a niche for itself. The store has hardwood flooring, the lighting is warm, and there is impressive display art that is changed

regularly. The layout is not necessarily linear. Customers could very well find books or beauty supplies on a table with clothing. All of their merchandise is integrated, which makes for an uncommon shopping experience. However, research shows that this is part of the Anthropologie appeal.

Anthropologie has worked hard to curate this in-store experience that is so unique to them, and one that their customers have responded well to. Social media and e-commerce are vital in connecting with consumers in this day and age. So what happens when a store, one that relies on the overall in-store experience to lure shoppers in, needs to become digital? Can Anthropologie translate their in-store experience to the web via their website, Pinterest, Facebook, Twitter, etc.? According to a Nielson's study from 2010, 46% of global consumers purchased books online in a three-month span. And 41% bought clothing in the same three-month period ("Global Trends," pg. 2). Given the fast growth of technology, I do not think it is outlandish to deduce these numbers have gone up in the last three years, making it even more important to maintain a relationship with customers.

Through a variety of research I hope to see:

1. How consumers feel about their in-store experience
2. How these consumers interact with Anthropologie on the web

### 3. What and how customers are buying from the store

I hope when the research is finished I will have a good idea of why customers feel so strongly about Anthropologie and whether this is predominately through in-store experiences, or if the online experience factors in as well. Hopefully, Anthropologie could use this type of research to see what they are doing correctly in-stores and determine how to improve online relationships that will translate to increased online sales and customers spreading advocacy via social media.

#### **Client Overview/Competition:**

Anthropologie was founded in 1992 and added a catalog and website in 1998 (“Anthropologie”). Urban Outfitters, Inc. is the parent company. They operate 175 stores worldwide with international stores in Canada and the United Kingdom. Their website says:

“Anthropologie remains a destination for women wanting a curated mix of clothing, accessories, gifts and home décor that reflects their personal style and fuels their lives' passions, from fashion to art to entertaining” (“Our Story”).

Anthropologie’s demographic market is predominately women ages 18-34, with a majority being 25-34. Most consumers have a college education and browse from either work or school. The majority of annual incomes are over \$100,000 with \$60,000-\$100,000 coming in second. The majority ethnicity is Caucasian with African-Americans a distant second. These results come from a website analytics company. However, I still think it is an accurate portrait of the Anthropologie consumer as a whole. The Anthropologie in-store customer is going to (on average) live in a more urban setting given the fact there are only 173 stores worldwide. This is not to discount customers from more rural areas visiting big cities or driving a short distance to an Anthropologie. And of course, more rural customers are ordering online.



As far as psychographics go, I think former CEO Gary Senk said it best in his quarterly earnings call. In regards to the Anthropologie woman he said:

“It is a customer who would prefer not to shop in a chain store environment because the customer who really sees herself as a boutique customer but loves the value, the convenience, the reliability, the consistency of shopping in Anthropologie. This is -- the vast majority of these women are college educated. The last time I looked, I think 60% of them travel overseas on holiday once a year. This is a customer who is well read. It is not a customer who is driven to be first with fashion, but it's a customer who wants to look appropriate. We say that this is the customer you want to have at the dinner table. She's an optimist. She's aware of what's going on in the world, but she chooses to focus on the positive, not the negative. She wants to look beautiful. I think that, quite frankly, anytime we miss with the fashion, we have to remind ourselves more often than not it's because we're selling product maybe intellectually on trend, but it doesn't flatter her” (“Notes from Urban Outfitters”).

In the same earnings call Senk said their customer also goes to J. Crew for clothing and accessories and Banana Republic for clothing basics. Interestingly, he said Anthropologie does not “really share a lot of share of wallet with the other department stores or chains” (“Notes from Urban Outfitters”). J. Crew and Banana Republic are most likely Anthropologie’s major clothing competition. Since the store has a wide variety of products, it is hard to find competitors that carry everything Anthropologie does (which I think works to their benefit). However, on the bedding and home accessories I see the Anthropologie customer looking into Pottery Barn as well. As for the kitchen accessory facet I believe Williams-Sonoma is a viable competitor.

Obviously, seasons affect Anthropologie’s demand. For example, during the holiday season sales increase at Anthropologie. Trends also affect sales at Anthropologie. Their products have their own feel; they do not wholly adhere to seasonal fashion/home design trends. However, if a trend comes along that Anthropologie may be known for, customers may consider Anthropologie to meet their trendy needs.

## Research Designs

### 1.

For my first research design I would arrange a focus group of Anthropologie customers that would give qualitative results. Moreover, these customers visit stores and also interact with the company online. Preferably they would shop online and follow one or more social media sites. The all-female group would also need to fall within the right age range, approx. 18-34. I would try to host the group in a room that resembled the Anthropologie's unique aesthetic. This would get them in the right frame of mind for talking about the company. Questions during the focus group would start with basics like:

1. When did you start shopping at Anthropologie?
2. How often do you buy? Mostly in-stores or online?
3. Basic demographics
4. How do the Anthropologie stores make you feel?
5. How does the Anthropologie shopping experience differ from other stores you visit?
6. On average, how much time do you spend in Anthropologie stores? How about in other clothing stores? Home furnishing stores?

Then the questions would start to evolve into more in-depth questions about Anthropologie online.

A sample:

1. If you follow Anthropologie social media sites, when did you start?
2. How do social media interactions improve your opinion of Anthropologie? Or do they diminish your opinion, or does it remain the same?
3. How good of a job does the company do in creating that uniquely Anthropologie "feel" customers get in stores on social media sites?
4. How often do you go to the website? How often do you buy from the website?
5. Does the website offer an enjoyable shopping experience?

**2.**

The second research component I would utilize is a survey. The survey could be sent to email newsletter subscribers and also shared on Anthropologie's social media sites. An Anthropologie gift card could be offered as incentive. However, individuals could also fill out the survey haphazardly just to be entered to win. The survey would be a good way to get easily quantifiable answers. The questions would include some rating questions along with Likert scale questions and more basic questions. For example:

1. Please rate Anthropologie (excellent, good, neutral, poor, n/a) on the following categories:
  - a. Quality of products
  - b. In store customer service
  - c. In-store displays/layout
  - d. Website
  - e. Online customer service
  
2. You enjoy interacting with Anthropologie through its social media mediums:  
Strongly agree---Agree---Neutral---Disagree---Strongly disagree
  
3. How likely are you to make a purchase at Anthropologie in the next month?
  - a. Very likely
  - b. Somewhat likely
  - c. Neutral
  - d. Somewhat unlikely
  - e. Very unlikely

**3.**

My third research design would be in-store observation. If I were performing the observation I would look for things like:

1. How people move about the store
2. How much time they spend in the stores
3. Do they take their time or seem in a hurry
4. What they spend the most time interacting with
5. If they look confused trying to find something
6. How they interact with employees

I would also consider interviewing some of the people I observed as they were exiting for their answers to questions related to the ones mentioned above. It could help substantiate observations, but also perhaps offer some new insights.

#### 4.

My fourth research design would be secondary research stemming from information I found about Anthropologie's website traffic. More precisely, I would focus on the fact that the 18-24 age range makes up a large portion of visits; furthermore, they visit the site from school. This age group seems a little young compared to the woman Anthropologie's former CEO Senk talked about on page 5. Are they just looking? Are they scouring the site for sales? Are they using their parents' money? Are they picking out gifts for people to purchase for them? A simple survey sent to this age group would give valuable feedback. The survey could contain questions like this with the appropriate answer key:

1. How often do you buy from Anthropologie?
2. What percent of items you buy are full priced?
3. Do you regularly check for sales?
4. What is your occupation?
5. What is your personal income?
6. What is your family's income?
7. How often do you receive Anthropologie products as gifts?

#### 5.

ANTHROPOLOGIE



My fifth and final research design is in-depth interviews, three of which I have already conducted. These interviews would be with repeat Anthropologie customers. These interviews would try to pinpoint the motivation of these shoppers. How often and why they shop, how they feel about the in-store environment, Anthropologie's online presence, its competitors, etc. These interviews would obviously be conducted with customers, but also with *all* customers, even those who are completely outside of Anthropologie's target demographic. For example, I talked to a male in his 20s who buys gifts from Anthropologie.

A few questions are:

1. How does the environment make you feel when you go into an Anthropologie?
2. How does it compare to J. Crew or Williams Sonoma?
3. What's your opinion of the customer service in-stores? How could they improve?
4. Do you interact with Anthropologie other than in-stores? Any social media mediums (Twitter, Facebook, Pinterest), email, website?
5. If yes, do you like Anthropologie's content? Do you stop and examine what they are posting? If no, why don't you follow them?

### **Results:**

If Anthropologie were to utilize the research methods above, the company would have a wealth of information to work with. Anthropologie isn't guaranteed a purchase



when a shopper enters the store. The focus group would reveal that when shoppers are out and about, they do like to browse the store for fun. It would perhaps find that the unique in-store layouts and rotating designs, which are seen almost as works of art in and of themselves, is key to the customers' experience. Even if the customer does

not purchase anything while in stores the experience isn't seen as a waste because of what the store offered. The focus group would find that shoppers spent substantially more time browsing Anthropologie compared to some competitors' stores. Also, individuals in the group went into Anthropologie more often than its competitors' stores.

Moving on to the online portion, the focus group would perhaps find that customers do visit Anthropologie.com when looking for something specific, for example a nice dress for a special occasion. Also, towards the end of seasons, shoppers may go online looking for items that may be going on sale. Overall, the focus group would help give researchers a candid look at how consumers interact with the stores, both physically and online. Hopefully, from the insights gathered Anthropologie could improve their website traffic and sales.

The second method entails a survey sent out to email subscribers and shared on social media. The results of the survey would give Anthropologie valuable data related to their online presence, both on their website and through their social media sites (Facebook, Twitter, Pinterest, YouTube and Tumblr). The survey would specifically deal with how and why consumers communicate with Anthropologie online. It would find that the posts tend to try too hard to be funky and unique. It seems that Anthropologie isn't working hard to reach their followers on a personal level. They are simply throwing out material instead of creating two-way conversations.

My third research design is store observations. I imagine observations in various Anthropologie stores would show that customers react warmly to the store layout and impressively unique displays. Shoppers would have to make a lap or two around the store to fully digest what all is being offered. And most importantly, they don't seem to mind the extra lap. In fact, shoppers like that integrated layout that requires extra attention. They look around; admire the merchandise and the artwork-like displays. It is a different shopping experience, laidback yet interesting to the eye.

It would be important for the observer to remain silently in the background and not interfere with shoppers. However, catching customers right outside the door and asking a

few questions about his or her experience would only add information to the observations. This has a little less to do with Anthropologie's online presence. However, seeing how customers respond and interact with Anthropologie stores would give some insights into how the company is perceived and what customers want outside of the store.



What Anthropologie does with these insights is up to them. Obviously the in-store experience really resonates with customers. That being said, I would suggest bringing more of the in-store aspects to their social media platforms. Have photo galleries of different stores with their different displays. Let fans vote on the material for future displays. Have a contest for fans to submit display designs. Post videos of someone showing to how build the displays. This could bring forth a stronger connection between the stores and the website.

My fourth design stems from interesting finds from some of Anthropologie's website metrics. Most notable is that the website sees a lot of visitors from school networks. To get to the bottom of how and why so many students are getting on the website, a survey would be sent out to college/graduate age students to measure their demographics and involvement. I imagine the survey would find that students get on the website to pick things for people to get them for gift giving occasions. Or these students are still supported by their parents and are allowed to make purchases. Given what we know from metrics and other information, overall I believe these students would mostly be white females, coming from affluent households that are willing and able to buy Anthropologie products either for special occasions for when the need (or want) arises. There may be a smaller group that looks at Anthropologie's website for sales. They may appreciate the merchandise, but being a student more or less on their own they cannot afford it at full price. However, they are willing to make purchases on sale items they view as a good deal.

My final research design is in-depth interviews, three of which I already have conducted. The three people I interviewed all make Anthropologie purchases from time to time. One is a 20-year-old female who is a college student who buys some things and also receives gift cards and gifts from Anthropologie. Another is a 22-year-old male who buys gifts there periodically. And the last is a 16-year-old female who shops at Anthropologie and also receives gift cards and products. The insights I gained from these interviews were interesting, but lined up with other research I have found. The females in my interview like the experience of shopping at Anthropologie and visit approximately once a month or more. Also, whether they buy anything or not, they don't necessarily view it as a wasted trip. "The atmosphere in Anthropologie is very inviting. It feels more laid back than other stores... Anthropologie makes a shopper feel like if they just look hard enough they can find the perfect product," the 20-year-old female interviewee. The 16-year-old said,

"I like the environment. It's really inviting and makes me want to go in and do some exploring and shopping... [It's] more light-hearted, fun and quirky. So that's nice. It's a real different experience at Anthropologie. Which I really like compared to other stores."

The 22-year-old male interviewee admitted that the shopping is different there, but he doesn't really like it.

"It makes me feel uncomfortable because it's ultra girly. I don't like the layout either. It's too sparse and unorganized. Where are the rows of clothes? And sections? Dresses next to shorts next to teacups... It's just unorganized."

Interestingly, the 20-year-old female admitted the store layout can be confusing and it's probably designed so customers cannot make a 5 minute trip. But it didn't seem to affect her like it did my male interviewee. The 20-year-old female said she buys something about every other time and usually goes in for some purpose or another while the 16-year-old female goes in mainly to just browse. The male interviewee always buys something when he does go in.

As far as the online presence goes, the male interviewee visits the website 2-3 times a year to look for ideas for gifts, but doesn't make any purchases online. He didn't have any strong feelings one way or the other: "the website gets the job done." And he doesn't follow any Anthropologie social media sites because there simply isn't anything for him there. On the other hand, the 20-year-old interviewee gets on about once a month.

"I normally go to the site to look for something. I will be looking for a gift for someone or an idea. If I find something I kind of like I will probably look for the same idea on another site. I am less likely to buy a more 'out there' piece from just seeing it online."

And she "likes" Anthropologie on Facebook, but doesn't feel the posts really relate to her. "I think that Anthropologie's posts can be too audacious. They tend to post more artsy photos with funkier clothing... the things they post don't look realistic." The 16-year-old only follows Anthropologie on Instagram and enjoys looking at the photos they post. But that's it. There's no interaction or relationship between either girl on social media sites.

For Anthropologie's competitors, the male interviewee hadn't been to J. Crew, but liked Williams Sonoma much more for kitchen needs. Their layout is more convenient and the sections are well-defined. The 20-year-old interviewee feels J. Crew doesn't try to reach her demographic. And Williams Sonoma does a better job at organizing, but Anthropologie is more fun and inviting. The 16-year-old likes the layout and atmosphere at Anthropologie as opposed to the other two. She doesn't shop at the other two, but has visited them.

### **Conclusion:**

It is easy to see that Anthropologie offers their dedicated customer base a whimsical break from the ordinary. They strive to keep customers engaged and inspired by their products, layouts and displays. And it's working, at least for the female customers. The results show a majority of Anthropologie customers truly appreciate and enjoy Anthropologie stores. They feel the company is meeting their needs with unique products and good store/shopper relationships, although the prices on clothing can be a little steep. They are doing such a good job creating a unique atmosphere their target will enjoy that

they are causing strife with irregular customers trying to buy gifts for the store's target. Basically, men don't seem to "get" Anthropologie. However, it may be worth the minor gripes from people like my male interviewee. After all, it seems even those customers are shelling out money for Anthropologie's sought-after products in the end.

The research also shows Anthropologie's customer base might be a little younger than the company expects. There may be room for growth if Anthropologie keeps their younger customer base in mind. The company doesn't need to discount younger females making the decisions if an older individual is actually doing the buying. College-age girls are getting on the website to browse for things they want, then are gifted those items. Or perhaps they were given a gift card and are online making purchases. There is also a smaller, but substantial group of college girls who don't have a benefactor, but like Anthropologie products and get them on occasion. This group is looking at the website for good sale items they might be able to buy on their budget. But the company does have a few younger clients (like my 16-year-old interviewee) who predominately browse and make small purchases here and there.

While Anthropologie thrives in-stores, their social media presence leaves something to be desired. The company's social media platforms do not seem to do much to further engage customers who are already loyal and enthralled with the brand. It seems almost seems what customers think of the brand and what they see on social media do not align. The customers cannot relate. And it is interesting that Anthropologie's competitors J. Crew and Pottery Barn have more page views on their website than Anthropologie ("Traffic Stats"). Furthermore, Pottery Barn and J. Crew's Facebook pages have more "likes" than Anthropologie: Pottery Barn has 1,150,278 likes, J. Crew has 994,577 likes, and Anthropologie has 707,210 likes. Anthropologie does edge out Williams-Sonoma, who has 437,360 likes. Even so, Anthropologie isn't connecting with its consumers on social media as well as their competitors. Their customers just don't see any benefits in following their store on more than one social media platform.

Based on my research findings I recommend that Anthropologie does a better job of creating two-way communication on their social media platforms. They need to quit trying to be so different and quirky on their social media and work on getting to know their social media followers. It's more about figuring out how to relate to one's followers and less about blindly putting content out there. If Anthropologie did a better job of connecting with their followers they would deepen the bond and advocacy of their consumers – which would result in a stronger company with more business. The in-store experience seems to work so well I suggest the company involve its followers in that aspect. Ask for display ideas, have a poll on the best displays, have a contest for follower-submitted display ideas, etc.

Another suggestion would be to keep up the good work in-stores. It's unique, and shoppers have different experiences several times a year. So keep the displays and make them artsy. Also, keep the layout integrated. Consumers can't see everything in a few minutes and it makes browsing more fun. Non-target consumers may not appreciate the layout, but they are still spending money. When employees see a man enter the store perhaps they could work harder to help him out so he's not left wandering the store. Overall, Anthropologie needs to somehow translate their impressive in-store experiences to their social media platforms, as well as to their website, and they will have created a supremely strong relationship with their consumer base.

## Works Cited

- "Anthropologie." *Urbn.com*. June 2010. Web. 4 Apr. 2013.  
<<http://urbn.com/profile/anthropologie.html>>.
- "Anthropologie Audience." *Alexa.com*. Web. 4 Apr. 2013.  
<<http://www.alex.com/siteinfo/anthropologie.com>>.
- "Global Trends in Online Shopping: A Nielson Global Consumer Report." *Nielson.com*. June 2010. Web. 4 Apr. 2013.  
<<http://hk.nielson.com/documents/Q12010OnlineShoppingTrendsReport.pdf>>.
- "Notes from Urban Outfitters Q3 2012 Earnings Call."  
*EffortlessAnthropologie.blogspot.com*. 16 Nov. 2011. Web. 4 Apr. 2013.  
<<http://effortlessanthropologie.blogspot.com/2011/11/notes-from-urbanoutfitters-q3-2012.html>>.
- "Our Story." *Anthropologie.com*. Web. 4 Apr. 2013.  
<<http://www.anthropologie.com/anthro/help/ourstory.jsp>>
- "Traffic Stats." *Alexa.com*. Web. 4 Apr. 2013  
<<http://www.alex.com/siteinfo/anthropologie.com>>



**Appendices:****In-depth Interview #1****Detailed notes**

1. Age/Sex

20-25 female

2. Hometown

I'm from Brookhaven, MS, but I live at Mississippi College in Clinton, MS

3. Closest Anthropologie?

About 30 minutes in Ridgeland, MS.

2. How often you visit Anthropologie?

I go to Anthropologie about once a month. There is a store located about 30 minutes from where I live.

3. Do you go in to just browse sometimes or do you have a specific reason for going most of the time?

I mostly go to Anthropologie for a specific reason. Most of the time I go to spend a gift card or look for a gift for someone else

4. How often do you buy something?

I go to Anthropologie about once a month. There is a store located about 30 minutes from where I live.

5. How much do you spend when you buy something? What about annually?

I would say I buy something every other time I go. I may not buy something every time but when I do find one thing I like I am more likely to buy something else along with it. If I buy something I am likely to spend under \$50. Annually, I would spend around \$200-\$300. Most of that being spent around Christmas for gifts or using a gift card I received.

6. What do you buy the most of? Clothes, home goods, books, etc.?

I mostly buy gifts at Anthropologie. I really enjoy their selection of books and accessories. Because Anthropologie can be expensive I would rather have a few different accessories than one piece of clothing. Anthropologie books are great gifts. They offer a wide selection of classics that have more modern covers. I also buy a lot of the more quirky novelty items that can be found around the store.

7. Are Anthropologie products/gift cards given to you as gifts?

Since an Anthropologie opened near my home 5 years ago I would say I have gotten something from Anthropologie every gift giving occasion. I normally get a gift card from my grandmother every Christmas.

8. How does the environment make you feel when you go into an Anthropologie?

The atmosphere in Anthropologie is very inviting. It feels more laid back than other stores. The setup of having things randomly placed around the store can be confusing. The lay out of the floor prevents the shopper from making just a quick 5 minute walk through.

9. How does it compare to say J. Crew or Williams Sonoma?

Compared to J. Crew- I think Anthropologie does a better job appealing to my age group. J. Crew's layout and products seem more geared to business-type women in their 30s. Compared to Williams Sonoma- Anthropologie does a better job making their store more inviting. Williams Sonoma has better organization of their products but can feel a little overwhelming at times. Anthropologie makes a shopper feel like if they just look hard enough they can find the perfect product.

10. What's your opinion of the customer service in-stores? How could they improve?

Overall I think the service in stores is very good. The cashiers are some of the nicest employees. The floater workers can be awkward and seem territorial of certain areas. An improvement would be if all employees wore name tags. I have been mistaken for an employee more than once and I am always hesitant to ask for help.

11. Do you interact with Anthropologie other than in-stores? Any social media mediums (Twitter, Facebook, Pinterest), email, website?

I "like" Anthropologie on Facebook. I check the website on occasion to get ideas for outfits or to look for certain things.

12. If yes, do you like Anthropologie's content? Do you stop and examine what they are posting? If no, why don't you follow them?

I think that Anthropologie's posts can be too audacious. They tend to post more artsy photos with more funky clothing. It is not appealing to someone who is more of a preppy dresser. If I see a picture of a dress with a quirky dressed model and weird hairstyle and makeup I am not likely to click on it or look at an album because the things they post don't look realistic.

13. Why don't you follow Anthropologie on more social media platforms?

Well I guess I could. I haven't gotten around to it. I don't like following businesses on Twitter. It can junk up my feed. And I could follow them on Pinterest. I just haven't. And really since I don't just love their Facebook page I don't really see the point.

14. Do you visit their website often? Are you looking for something specific or just browsing?

I go to the website about once a month. I normally go to the site to look for something. I will be looking for a gift for someone or an idea. If I find something I kind of like I will probably look for the same idea on another site. I am less likely to buy a more 'out there' piece from just seeing it on line.

15. How could the website improve?

I think Anthropologie's website is one of the best sites of its kind. It is easy to navigate, it offers clear pictures and descriptions, and has suggestions of other products. One

improvement would be to have a recently viewed column. Most clothing sites have recently viewed columns and they are nice for comparisons.

16. Do you feel Anthropologie is catering to your needs/wants both in-stores and online? How could they better meet your needs?

I feel like the in store does a better job of capturing the idea and vibe of Anthropologie. The store is fun to look around and feels inviting. The online is a great resource. The website gives very accurate pictures and descriptions of its products. Both types of Anthropologie cater to the buyer. The website gives the buyer the feeling that they are making an informed decision. The in store provides the buyer with the feeling of being young and stylish making them more likely to buy a statement piece.

## **In-depth Interview #2**

### **Detailed notes**

1. Age/Sex

15-20 year old female

2. Hometown

Brookhaven, MS

3. Nearest Anthropologie

65 miles away in Ridgeland, MS

4. How often do visit Anthropologie?

I probably go every 4-6 weeks. More or less every time we go to the Jackson area.

5. Do you go in to just browse sometimes or do you have a specific reason for going most of the time?

I mostly just go to browse. It's a fun store to look around in although sometimes I'm looking for something specific. But I'd say it's more for the fun of it rather than to buy something.

6. How much do you spend when you buy something? What about annually?

\$10.00-20.00 per visit. I mainly just buy little things here and there. Annually I would estimate 100.00.

7. What do you buy the most of?

While I really like the clothing, and sometimes my parents will buy me a piece here and there, it's usually just too expensive. I mainly buy little household items and accessories, like a book or headband mostly, just stuff like that. I wish I could say it was clothes.

8. Are Anthropologie products/gift cards given to you as gifts?

I do. I get a gift card or two every year. And my parents will buy some things I pick out for my birthday and stuff.

9. How does the environment make you feel when you go into an Anthropologie?  
I like the environment. It's really inviting and makes me want to go in and do some exploring and shopping.

10. What's your opinion of the customer service in-stores? How could they improve?  
I don't shop at either very much. But I have visited their stores. And Anthropologie is a lot more light-hearted, fun and quirky. So that's nice. It's a real different experience at Anthropologie. Which I really like compared to other stores.

10. What's your opinion of the customer service in-stores? How could they improve?  
The people always seem very helpful. I don't have a lot to say about it. They are nice, but that's about it. I don't have a whole lot of interaction with them.

11. Do you interact with Anthropologie other than in-stores? Any social media mediums (Twitter, Facebook, Pinterest), email, website?  
I do follow them on Instagram. I love seeing their pictures, but of course that's all you do on Instagram. I don't even visit the website. I don't really know why. I never really need to order anything online so I never visit the website.

12. Why don't you follow Anthropologie on more social media platforms?  
I really don't know. I just haven't gotten around to it. I like seeing their pictures, but I don't know if I want them showing up on my other pages.

13. Do you feel Anthropologie is catering to your needs/wants both in-stores and online? How could they better meet your needs?  
They have a lot of cool stuff. And I really do love their clothes even if I don't own very many. I do wish their clothes were a little cheaper or went on bigger sales, but I am pretty young. But other than that I don't have many complaints. I like what the store has and I enjoy visiting it when I can.

### **In-depth Interview #3** **Detailed notes**

1. Age/sex  
20-25 male

2. Hometown  
Wesson, MS

3. Nearest Anthropologie  
Approx. 50 miles away in Ridgeland, MS.

4. How often you visit Anthropologie?  
2-3 times a year. For gifts, I don't go in to browse or anything. I'm definitely not their target audience. So I'm going in to buy gifts for Anthropologie's target audience.

5. Do you go in to just browse sometimes or do you have a specific reason for going most of the time?

I'm a guy. I go to buy gifts for my girlfriend, maybe her sister. There isn't really anything for me there.

6. How often do you buy something?

I buy something every single time I go. My girlfriend really likes their stuff, so I know that when I do go in for gifts I'll be able to find the perfect thing.

7. How much do you spend when you buy something? What about annually?

If I go in the door I'm probably going to spend \$100. It's hard to get out of there with spending any less. They have some really cute things, but it's all really expensive. I guess annually, I probably spend two to three hundred.

8. What do you buy the most of? Clothes, home goods, books, etc.?

The vast majority of what I buy there is clothing. Tops, dresses, stuff like that. But occasionally I'll see a little knick-knack or something that I'll get. I've bought several kitchen-type items there.

9. Are Anthropologie products/gift cards given to you as gifts?

Nope. And I don't want any.

10. How does the environment make you feel when you go into an Anthropologie?

It makes me uncomfortable because it's ultra girly. I don't like the layout either. It's too sparse and unorganized. Where are the rows of clothes? And sections? Dresses next to shorts next to teacups... It's just unorganized. It's kind of an intimidating place for a guy.

11. How does it compare to say J. Crew or Williams Sonoma?

I haven't been in J. Crew. But I prefer Williams Sonoma's layout and atmosphere. I'm much more likely to go straight to Williams Sonoma for quality kitchenware as opposed to Anthropologie.

12. Do you like going in Williams Sonoma? How does it compare to Anthropologie?

I do like browsing Williams Sonoma. I go in to just look several times a year. It has a good flow, but it's nicely sectioned off. It's an enjoyable experience, whereas I don't necessarily enjoy going into Anthropologie. Unlike Anthropologie, I'll go into Williams Sonoma just to browse, not intending to buy anything.

13. What's your opinion of the customer service in-stores? How could they improve?

There's always nice, helpful. They ask if I need any help and I always tell them "no." It's normal. I kind of like to be left alone when I'm trying to shop. I'd rather look around and find the perfect thing on my own rather than ask for help. I don't really have anything really good or really bad to say about it. The employees certainly always ask if I need help.

14. Do you interact with Anthropologie other than in-stores? Any social media mediums (Twitter, Facebook, Pinterest), email, website?

I occasionally browse the website for gift ideas. But I always make purchases in-stores. I don't interact at all with Anthropologie's social media. I just don't really see the point since I'm not the target. There's nothing there I would particularly be happy to see.

15. If yes, do you like Anthropologie's content? Do you stop and examine what they are posting? If no, why don't you follow them?

The website's fine. It's more organized than the store is. I only get on about 2-3 times a year. So I don't really have any recommendations. It works for me and my needs.

16. Do you feel Anthropologie is catering to your needs/wants both in-stores and online? How could they better meet your needs?

It's fine. I need gifts and they offer gifts that the recipient will love. I don't feel like they cater to me at all. But I'm not the one using the products. I'm not their target. But the recipients of my gifts are and they seem to do a good job creating products they love and desire.

17. Describe the person you buy Anthropologie gifts for.

She's white and in her 20s. She graduated from a private college. She's from a middle to upper middle class family. She's pretty girly, like retro, vintagey things. Anthropologie really appeals to her and I think she's probably part of their target. She also likes to cook so she likes the kitchen section in Anthropologie because it has a lot of cutesy, unique things.

18. Do you "understand" Anthropologie? Do you get why it's popular with a certain demographic?

I get why I don't get it, if you know what I mean. It's not for me. It doesn't appeal to me at all. But I guess I see how some girls would like it. It's different from other stores and that goes for something. I'm willing to spend the money because it means something to the person I buy gifts for. She loves it and that's good enough for me.