



IFAK & EXPERTMUSIC RESEARCH IN THE KOSMO CHAIN STORES


THE PERCENTAGE OF CUSTOMERS STAYING IN THE STORE MORE THAN 10 MINUTES

 55% WITH BACKGROUND MUSIC FROM EXPERTMUSIC

 37% WITH POPULAR MUSIC OR IN SILENCE


 98%

OF VISITORS STATED THAT THEY FELT COMFORTABLE DURING SHOPPING WHEN THE MUSIC FROM EXPERTMUSIC WAS PLAYING

 92%

OF RESPONDENTS WERE DOING SHOPS WHILE THE BACKGROUND MUSIC FROM EXPERTMUSIC WAS PLAYING

THE PERCENTAGE OF UNPLANNED PURCHASES

 26% WITH THE BACKGROUND MUSIC FROM EXPERTMUSIC

 14% WITH POPULAR MUSIC

 8% IN SILENCE

OVER 8 YEARS, THE GROUP OF EXPERTMUSIC COMPANIES HAS BEEN PERFORMING BACKGROUND MUSIC SELECTION, AS WELL AS ORGANIZATION AND MANAGEMENT OF BROADCASTING IN ALL KOSMO CHAIN STORES