

# The Influence of Audio Marketing on Fashion Stores Among Generation Z: Case Study in the Highly Competitive Environment of the V4 Group

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## Abstract

This paper investigates the influence of audio marketing strategies on Generation Z within the context of fashion stores. The mentioned area, The Influence of Audio Marketing on Fashion Stores, has not yet been explored in the post-COVID era on the European market. The European fashion retail market has recently encountered numerous challenges and the previously mentioned issues. Given the stiff competition faced by fashion retailers in Central Europe, understanding how to enhance the shopping experience for this emerging consumer group is crucial. We conducted a quantitative case study using a research sample collected through online forms at V4 Economics (Czech Republic, Slovakia, Poland and Hungary). Our five hypotheses were rigorously tested using statistical tools by One Mean Wilcoxon Test. It was found that there is an influence of audio marketing on increasing the time spent and encouraging higher spending in stores. Another significant finding is the impact of audio marketing on impulsive buying behavior, store satisfaction, and customer intentions. Additionally, our research examines suitable musical genres for Generation Z in fashion stores, with pop music emerging as the most suitable choice based on the results. This paper provides valuable insights for marketers considering the implementation of audio marketing strategies in fashion stores and guides them on selecting the appropriate musical genre to enhance the overall shopping experience for customers.

**Keywords:** audio marketing, sensory marketing, Generation Z, impulsive buying behavior, fashion store competitiveness

**JEL Classification:** M31, L13, D12, L11, D40

## 1 INTRODUCTION

Currently, there are many products on the market that are equal not only in price but also in quality. And this also applies to brick-and-mortar fashion stores. Buying these products has become an everyday concern for consumers, which has led to the development of different types of consumer behaviour over time (Tomková et al., 2022) and the effective use of marketing strategies that can attract consumers (Tekin & Kanat, 2022). During the shopping process, these consumers are constantly influenced by various stimuli that continuously affect their consumption behaviour. With this knowledge, retailers in a highly competitive environment are forced to influence customer behaviour through various factors, including sensory perception (Tomková et al., 2022). Indeed, according Gazzola et al. (2020) fashion stores is fiercely competitive environment.

Sensory marketing strategy, which influences consumers' buying behaviour and perceptions by enticing their senses, is one of the marketing strategies that have increased in importance and use in recent years (Tekin & Kanat, 2022, Krishna at al., 2016, Haase & Wiedman, 2018).

Nowadays, the targeted use of sensory perceptions is increasingly important for marketing managers to effectively influence consumers (Wiedmann et al., 2013, Haase & Wiedman, 2018). This strategy is also used intensively by companies that manufacture and market apparel products, which are one of the basic needs of consumers (Tekin & Kanat, 2022).

There is lot of papers focusing on audio marketing but not on specific industry with specific generation. Research gap can be found by focusing this paper on specific retail industry – fashion and on specific generation – Generation Z. Generation Z has different buying behavior in comparison with previous generation, so there is space to find different attitude to audio marketing.

This article focuses on the impact of audio marketing on Generation Z in the fashion retail industry. It's fascinating to observe how auditory elements can influence purchasing behavior and brand perception among this young and digitally savvy generation. Therefore, the aim of the article is find out if audio marketing can affect customers behavior.

## 2 THEORETICAL BACKGROUND

The concept of consumer behaviour is defined as the way consumers behave and express various emotions when seeking, purchasing, using and evaluating products and services that they expect to satisfy their needs, including consideration of the impacts these processes have on consumers and society (Kianpour et al., 2017, Kuester, 2012). Consumer behaviour focuses on how individuals make decisions and spend their available resources (time, money, effort). This includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after purchase, the impact of such evaluations on future purchases, and how they dispose of it (Tomkova et al., 2022, Szmigin & Piacentini, 2022). As explained by authors Rozenkowska (2023) and Oliver (2014), understanding consumer behaviour and psychological intention when purchasing a product is a key issue for marketing managers when designing marketing strategies by understanding how consumers think, feel and select products. On this topic, Hoyer et al. (2012) note that understanding how consumers acquire, use, and dispose of different offerings (e.g., products, services, and activities) allows for the creation of more effective selling methods. For brick-and-mortar stores is competitive advantage that, these stores can offer immersive in-store experiences and personalized customer service. (Mahmood, 2023) The store environment shapes the image based on the products or services sold in the store (Webber et al., 2018, Wu et al., 2013). Several factors such as product assortment, pricing tactics, and promotional activities influence the purchasing decisions of brick-and-mortar stores. In addition, atmospheric cues in the store play a critical role in influencing consumers' perceptions, experiences and purchase decisions (Ballantine et al., 2015, Coskun et al., 2020). The store environment consists of several aspects and these aspects in turn influence consumer behaviour (Hwang et al., 2023), Coskun et al. (2019) agree with this conviction and specify that the store environment influences consumers' sensory feelings, cognitive and emotional experiences and purchase behaviour. Each element of store atmosphere (e.g., music, lighting, color, etc.) has been found to influence consumer shopping behaviour. (Hwang et al., 2023) Music in a store can influence shoppers' psychological reactions (e.g., mood) and approach avoidance behaviour depending on the type of music and shoppers' level of familiarity with the music or music preferences (Yi and Kang, 2019). In-store music in the context of Chinese luxury brands, with many other in-store cues, has been confirmed to influence consumers' emotions and product purchase intentions (Yang et al., 2022). Music has also been tested in emerging markets for its role in behavioral intentions to shop in stores through consumers' mood, affect, and perceptions of the store (Sbai et al., 2022). The interaction effect of in-store music and store scent on store

revisit intentions has also been found (Srivastava, 2022). Store design is very important to managers and can even be the reason for the success or failure of trade. Therefore, researchers in this field are increasingly looking at various classified environmental elements as dependent variables (e.g., crowding, colors, music, and olfactory cues) and emotions, consumer/staff behaviour as independent variables. The elements related to sound are considered as an important component of store atmosphere. Many previous studies have found that the sound environment of public indoor spaces (including shopping malls, supermarkets, banks and hospitals) has remarkable effects on people's perceptions, evaluations, emotions and behaviour in indoor and outdoor spaces (Yi & Kang, 2019).

Based on the knowledge of sensory perception, sensory marketing has been developed to influence the buying process (Tomkova et al., 2022) and aims to separate a company's brand or products from its competitors by revealing the all-round brand experience through the action of the five senses (Tekin & Kanat, 2022), especially when functional/rational attributes such as price or quality are often the same (Hultén, 2011). It is the conscious modification of space to create emotional effects in the customer that will increase the chance of making a purchase (Kotler, 1974). According to Kumar (2014), is this approach the future of marketing. Sensory strategies are therefore based on emotional/psychological elements rather than functional attributes in differentiating and expressing product, service, company, brand identity and values (Hultén, 2011). The senses relate to the feeling, seeing, hearing and tasting of people who are exposed to external stimuli of a particular environment and are affected by their visual, auditory and tactile perceptions with regards to experience (Kim et al., 2020), feelings and sensory expressions in relation to the five human senses (Krishna, 2012). Consumers use bodily experiences, including touch, smell, sound, taste, and sight, as sources of information that convey abstract, high-level, and cognitive representations that influence their perceptual judgments and behaviours (Krishna & Schwarz, 2013, Shu-Fang et al., 2021). According to Telkin & Kanat (2022) the sensory marketing is used in various fields and one of them is the fashion industry. The implementation of sensory marketing is often used in the marketing of apparel products, which constitute a significant portion of individuals' consumer spending. The scents and colours used in clothing stores, the music played and the visual treatments are selected according to the consumers' senses and aim to entice them.

Sensory marketing commits customers to repeat and larger purchases (Erenkol and AK, 2015). Tulipa et al. (2014) agree with this opinion and mention that store atmosphere has a relationship with satisfaction and mood where this satisfaction has an effect on repeat purchases. Brick-and-mortar stores used to be shopping destinations where customers perceived shopping as a free time activity. However, nowadays, when customers can check the prices of the assortment at retailers from the comfort of their homes at any time on their smartphones or laptops, these stores need to differentiate themselves in some way (Gauri et al., 2021). Therefore, this more competitive retail environment, innovations in technology and evolving customer needs present a new challenge for brick-and-mortar stores (Szocs and Co., 2023). For this reason, they are redesigning store aesthetics and furnishings, modifying assortments and introducing new concepts to attract customers (Gauri et al., 2021) as fierce competition forces retailers to use the store environment as a source of differential advantage (Brüggen et al, 2011). Szocs and his co-authors (2023) state that the store environment is the place where experiences take place and therefore the store environment plays a vital role in creating a pleasant shopping experience (Roggeveen and Co., 2020). As Yoganathan et al. (2019) state, it is increasingly important to create and deliver better customer experiences due to improved competitiveness, frequent product similarities with other competitors, and expanding of contact store (Brakus et al., 2009; Lemon and Verhoef, 2016). To maintain their position in an increasingly competitive environment while meeting new and different consumer needs, retailers need to create pleasant

and meaningful in-store experiences (Gauri et al., 2021, Roschk and Hosseinpour, 2020) that cannot be replicated by online environments (Szocs et al., 2023). The reason why a company develops sensory strategies is to differentiate the brand to succeed in the fierce competition of experiences (Roschk and Hosseinpour 2020), especially when functional and rational attributes such as price and quality are often similar or the same (Hultén, 2011). Therefore, the success of companies on the market is dependent on the improvement of the customer in-store experience, as only physical presence allows for sensory and social interaction that customers cannot get in an online environment or with competitors (Brüggen et al, 2011). Mahmood (2020) even explain that consumers can have immersive in-store experience in brick-and-mortar stores, which cannot online shopping offer. In his publication, Hultén (2011) presents the view that according the retailers, the opportunity to try on clothing is very important for fashion store customers. This fact is a major competitive advantage for brick-and-mortar fashion stores compared to online stores because when a customer can see, feel, try on and buy a product, it is easier to bring the customer into the store and, together with sensory marketing, create a shopping experience.

Therefore, brick-and-mortar stores will continue to exist now and in the future as a sales channel where consumers select, purchase, pick up and return products, as well as a marketing channel where customers have a pleasant experience with a brand (Alexander and Cano, 2020, Shankar et al., 2021, Szocs et al., 2023).

According Hultén (2011) is sensory audio strategy used to reinforce brand identity and image. Sound, and especially music, as sensory expressions, give people meaning and are a source of inspiration. A sensory audio strategy also emphasises the importance of sensory expressions such as atmosphere, theme and attention, often used in creating an audio experience. Sound has a strong influence on a person's mood, through which it can also influence their buying behaviour and the auditory perception theory of customer perception is also based on this fact. Therefore, properly chosen music can play an important role where there is a need to support the atmosphere of the company (Birkner et al., 2017).

Even though Badgaiyan and Verna (2015) examined the relationship between music at the point of sale and impulse buying behaviour, they did not confirm this relationship, so Morrison, Gan, Dubelaar and Oppewal (2011) stated that the right music influences customers to evaluate the store more positively, make impulse purchases, spend more time in store and be more satisfied. Research by Putri, Raharso and Suhaeni (2021) examined the influence of music on young people. And they found that music will affect the customer's mood, persuading them to make an impulse purchase. As for how appropriate music to choose, Hultén (2011) based on interviews with managers stated that the appropriate music for the point of sale is pop music with soft voices, however, the different focus of the store may also influence different genre of music.

### 3 METHODOLOGY

For this paper, primary data were obtained through a questionnaire survey conducted in the period 20th November of 2023 to 5th March of 2024. This survey was aimed at identifying subjective responses to questions asked about audio marketing in fashion stores focused on generation Z. There were 8 questions in this questionnaire. Two of them were used to identify respondents and rest of them were specific. For statistical analysis we used One Mean Wilcoxon test, absolute and relative frequency.

Currently, Generation Z is becoming important to marketers as they are maturing and becoming mainstream consumers (Simangunsong, 2018). The year of birth of Generation Z is defined differently by each author, however, they hover around the year of birth 1994-2010 (Pham et

al, 2021, Bharadwai, 2020, Kahawandala and Niwunhella, 2020, Rahayu, 2020, Grigoreva et al, 2021). Bharadwai (2020) and Simangunsong (2018) state that Generation Z focuses more on short-term shopping behaviour, mostly in fashion where new trends are constantly emerging and also this generation mostly shops online for convenience and time efficiency. Vojvodić (2019) adds that Generation Z needs to be brought back into stores by providing new experiences for customers and creating differentiation within the sales environment.

Data collection was conducted online by sharing a link to Google Forms. Respondents are from Czech Republic, Slovakia, Poland and Hungary.

Before data collection, questionnaire was pretested by group of people to earn feedback, that questionnaire is understandable and does not contain double questions and misleading questions. After minor corrections data collection could start.

The sample consists of a representative sample of 2,670 respondents belonging to generation Z. First question was filtering, if respondents are shopping in stores, if not questionnaire was ended. After filtering question there is representative valid sample of 2,310 respondents. Specific quotas were focused on music satisfaction and further effect of music on different factors based on literature.

Birknerová et al. (2017) stated that is important to choose correct type of music to store. This correct chosen type of music can affect customer’s behavior.

Last Two quotas were used to identify respondents. The structure of the sample is presented in table below.

Tab. 1 – Sampling frame. Source: own research

<b>Gender</b>	n	%
Male	930	40.26 %
Female	1,370	59.31 %
Non-Binary	10	0.43 %
<b>Economic activity</b>	n	%
Full-time employee	380	16.45 %
Entrepreneur, self-employed	90	3.90 %
Unemployed	10	0.43 %
Student	1,800	77.92 %
Household (parental or maternity leave)	30	1.30 %

As was said above, based on literature review there were set research question and hypotheses. Yi and Kang (2019), Sbai et al. (2022), Erenkol and AK (2015) accepted hypotheses, that music in store can affect emotion. With this statement agreed Yant et al. (2022) and Tulipa et al. (2014) and added that music can affect customer intentions (e. g. Come back again to same store). Sristava (2022) researched customer intentions too.

*Research question:* Can in-store music influence customer behaviour?

Music in store can affect time spendend in store was found by Morrison, Gan, Dubelaar and Oppewal (2011), Elmashhar and Soares (2022).

*H10:* If there is playing music in the store customers don't spend more time in store.



*H1<sub>1</sub>: If there is playing music in the store customers spend more time in store.*

Music in store can affect customer's emotions was found by Yi and Kang (2019), Yang et al. (2022), Sbai et al. (2022), Birknerová et al. (2017), Tulipa et al. (2014), Putri, Raharso a Suhaeni (2021).

*H2<sub>0</sub>: If there is playing music in the store customers emotions are not affected.*

*H2<sub>1</sub>: If there is playing music in the store customers emotions are affected.*

Music in store can affect money spend in store was found by Erenkol and AK (2015), Tulipa et al. (2014), Morrison, Gan, Dubelaar and Oppewal (2011), Gopal (2010).

*H3<sub>0</sub>: If there is playing music in the store customers don't spend more money in store.*

*H3<sub>1</sub>: If there is playing music in the store customers spend more money in store.*

Music in store can affect satisfaction with store was found by Tulipa et al. (2014), Morrison, Gan, Dubelaar and Oppewal (2011), Roshchk et al. (2017), Elmashhar a Soares (2022).

*H4<sub>0</sub>: If there is playing music in the store customers satisfactions with store are not affected.*

*H4<sub>1</sub>: If there is playing music in the store customers satisfactions with store are positively affected.*

Music in store can trigger impulsive buying behavior was found by Morrison, Gan, Dubelaar and Oppewal (2011), Putri, Raharso a Suhaeni (2021). However, Badgaiyan and Verna (2015) didn't found relation between music and impulsive buying behavior.

*H5<sub>0</sub>: Music in the store don't affect customers impulsive buying behaviour.*

*H5<sub>1</sub>: If there is playing music in the store customers tend do more impulsive purchases.*

We use statistical test to disprove these hypotheses.

For quotas in questionnaire were used mostly likert scale (level of agreement with statements). Hypotheses were analysed by One Mean Wilcoxon Test, where  $H_0 \geq 3$  (Neither agree or disagree; Strongly disagree; Disagree) and  $H_1 < 3$  (Agree; Strongly Agree). Alpha level for hypothesis testing is set to 0.05 and Beta level 0.8 and effect size is 0.2. (Kassambara, 2019) Based on this determination G\*Power stated that Sample size should be at least 164.

## 4 RESULTS

Before hypothesis testing, we need to look out on one question, this question asked respondents for best suitable musical genre for fashion store. Respondents could choose from Pop, Rock, Jazz, Metal, Classical music, Rap and Folk music. In table below, you can see results.

Tab. 2 – Musical Genre. Source: own research

Musical Genre	n	%
Pop	1,420	61.47 %

Rock	240	10.39 %
Jazz	270	11.69 %
Metal	70	3.03 %
Classical music	80	3.46 %
Rap	210	9.09 %
Folk music	20	0.87 %

From the results respondents choose that Pop is the best suitable musical genre in store with fashion.

For the first hypothesis (H1) we were looking if in store music is playing, customer spend more time in store.

Tab. 3 – Hypothesis 1 testing. Source: own research

Test Statistic	3238.500
Standard Error	592.327
Standardized Test Statistic	-6.233
Asymptotic Sig. (2-sided test)	<.001

As we can see from the table, alpha level is set to 0.05 and Asymptotic Sig. is less than 0.001, so we reject the null hypothesis and accept alternate. So, we can agree with Morrison, Gan, Dubelaar and Oppewal (2011), Elmashhar a Soares (2022), if in store is music playing customer spend more time in there.

For the second hypothesis (H2) we were looking if in store music is playing customer emotions are affected.

Tab. 4 – Hypothesis 2 testing. Source: own research

Test Statistic	1517.500
Standard Error	784.796
Standardized Test Statistic	-10.745
Asymptotic Sig. (2-sided test)	<.001

As we can see from the table, alpha level is set to 0.05 and Asymptotic Sig. is less than 0.001, so we reject the null hypothesis and accept alternate. So, we can agree with Yi and Kang (2019), Yang et al. (2022), Sbai et al. (2022), Birknerová et al. (2017), Tulipa et al. (2014), Putri, Raharso a Suhaeni (2021), if in store is music playing customer's emotions are affected.

For the third hypothesis (H3) we were looking if music is playing in store, customer spend more money.

Tab. 5 – Hypothesis 3 testing. Source: own research

Test Statistic	9674.500
Standard Error	534.346
Standardized Test Statistic	6.937
Asymptotic Sig. (2-sided test)	<.001

As we can see from the table, alpha level is set to 0.05 and Asymptotic Sig. is less than 0.001, so we reject the null hypothesis and accept alternate. So, we can agree with Erenkol and AK (2015), Tulipa et al. (2014), Morrison, Gan, Dubelaar and Oppewal (2011), Gopal (2010), if is music playing in store customer spend more money.

For the fourth hypothesis (H4) we were looking if music is playing in store customer will be satisfied with store.

Tab. 6 – Hypothesis 4 testing. Source: own research

Test Statistic	2991.000
Standard Error	704.193
Standardized Test Statistic	-8.101
Asymptotic Sig. (2-sided test)	<.001

As we can see from the table, alpha level is set to 0.05 and Asymptotic Sig. is less than 0.001, so we reject the null hypothesis and accept alternate. So, we can agree with Tulipa et al. (2014), Morrison, Gan, Dubelaar and Oppewal (2011), Roshchk et al. (2017), Elmashhar a Soares (2022), if is music playing in store customer will be more satisfied with store.

For the fifth hypothesis (H5) we were looking if music is playing in store customer will purchase product more impulsively.

Tab. 7 – Hypothesis 5 testing. Source: own research

Test Statistic	9515.000
Standard Error	588.644
Standardized Test Statistic	4.672
Asymptotic Sig. (2-sided test)	<.001

As we can see from the table, alpha level is set to 0.05 and Asymptotic Sig. is less than 0.001, so we reject the null hypothesis and accept alternate. So, we can agree with Morrison, Gan, Dubelaar and Oppewal (2011), Putri, Raharso a Suhaeni (2021) if is music playing in store customer purchasing product more impulsively. And we can disagree with Badgaiyan and Verna (2015).

## 5 DISCUSSION

We find statistically proofed that audio marketing in stores focused on fashion has affect on time spend in store (H1), on emotions (H2), on money spend in store (H3), satisfaction with store (H4) and impulsive buying behavior (H5). With more time spend in store, when there is audio marketing we agree on results with Morrison, Gan, Dubelaar and Oppewal (2011), Elmashhar a Soares (2022). About emotions affected by audio marketing we agree on results with Yi and Kang (2019), Yang et al. (2022), Sbai et al. (2022), Birknerová et al. (2017), Tulipa et al. (2014), Putri, Raharso a Suhaeni (2021). With more money spend in store, while audio marketing is there we agree with Erenkol and AK (2015), Tulipa et al. (2014), Morrison, Gan, Dubelaar and Oppewal (2011), Gopal (2010). With better satisfaction with store, while audio marketing is present we agree with Tulipa et al. (2014), Morrison, Gan, Dubelaar and Oppewal (2011), Roshchk et al. (2017), Elmashhar a Soares (2022). With audio marketing and relationship with impulsive buying behavior we agree with can agree with Morrison, Gan,



Dubelaar and Oppewal (2011), Putri, Raharso a Suhaeni (2021). Other findings that should be highlighted is that in stores should be present of pop music. The pop music is most favorite genre in generation Z. It must be noted that the enhancing the customer experience through an experiential shopping environment (playing pop music in the store) is increasingly important in a competitive market. This applies not only to the product but to brand differentiation (Yoganathan et al., 2019, Dițoiu and Căruntu, 2014, Hultén, 2011). Authors Roschk and Hosseinpour (2020) even argue that contemporary in-store experiences have become highly competitive. Therefore, creating a pleasant shopping experience has become a key goal for many retailers (Kahn et al., 2018). According Gazzola (2020) retail fashion is fiercely competitive environment. Audio marketing plays a crucial role in enhancing the competitiveness of European retail fashion stores.

There is no doubt, that music and sound evoke emotions. Well-chosen audio can create a positive atmosphere, making customers feel comfortable and connected. Generation Z, a significant consumer group, values authentic and emotionally resonant experiences. Indeed, pleasant background music enhances the overall shopping experience. It reduces perceived wait times and encourages browsing. Audio cues can guide customers to specific sections or promotions, improving navigation within the store. Audio marketing can highlight special offers, new arrivals, or exclusive collections, influencing customer choices. Engaging audio can foster loyalty and bring competitive advantage.

The European fashion store market is a typical representative of the industry where intense competition prevails. This oligopolistic market is highly responsive to changes. Brands often shift, some fade away, while others emerge anew, all vying for their place in the market. The entire market dynamics underwent significant transformation and acceleration during the COVID era when clothing stores had to survive solely on their financial reserves. The sole viable sales channel became the internet, prompting many retailers to establish e-shops and find ways to sell at least a portion of their inventory without relying on traditional brick-and-mortar stores. Naturally, audio marketing was ineffective during this period.

One of the reasons behind declining sales in this market is the inability of audio marketing to impact consumers. However, post-pandemic, the situation rapidly stabilized, and retailers increasingly recognize the importance of these marketing tools in restoring sales to pre-COVID levels. It's worth noting that another challenge faced by this market is the decrease in consumer purchasing power due to high inflation rates in recent times. Clearly, fashion falls into the category of discretionary products, and if consumers allocate more of their funds toward essentials like food and housing, it logically results in reduced sales at fashion stores. Additionally, the high costs associated with container shipping exacerbate matters, leading to delayed product deliveries and ultimately driving up the final price for consumers. Simultaneously, a host of other factors contributed to the persistent inflationary pressures within the European Union.

## 6 CONCLUSION

The study found that audio marketing in fashion stores significantly impacts several aspects. It increases the time customers spend in the store, aligning with findings from Morrison et al. (2011) and Elmashhar & Soares (2022). It also positively affects customers' emotions, consistent with studies by Yi & Kang (2019), Yang et al. (2022), and others. Additionally, customers tend to spend more money when audio marketing is present, supported by research from Erenkol & AK (2015) and others. Audio marketing enhances customer satisfaction, as

noted by Tulipa et al. (2014). It also increases impulsive buying behavior, in line with findings from Putri, Raharso a Suhaeni (2021) and others.

Moreover, the study highlights the importance of playing pop music, especially for Generation Z, to enhance the shopping experience and differentiate the brand in a competitive market. This is supported by Yoganathan et al. (2019) and others. Creating a pleasant shopping environment has become a key goal for many retailers, as noted by Kahn et al. (2018).

The European fashion store market has recently faced a multitude of challenges and the aforementioned issues. It can be assumed that this year, the price situation will stabilize, providing room for consumer reassurance and a return to positive sentiment. This shift is likely to manifest in increased demand across European fashion stores. Based on these projections, retailers must adapt their marketing tools promptly (preferably before demand resurgence) and enhance their existing sales strategies. If retailers fail to innovate their marketing tools in a timely manner, their strong competitors within this industry are poised to benefit from the market revival.

Notably, Generation Z is particularly receptive to the ongoing digitalization of the fashion market. This tech-savvy generation embraces technology, online shopping, and all things digital. However, they also value experiences. For them, visiting a fashion store with a pleasant atmosphere and creating memorable moments is more appealing than a mundane shopping experience. If Generation Z becomes disenchanted with fashion stores, it's likely that these stores won't resonate as well with this demographic.

The growth of fashion store sales among Generation Z will undoubtedly be influenced by positive experiences. One effective tool for creating such experiences is sensory marketing, specifically audio marketing at the point of sale. Our research findings indicate that audio marketing has a demonstrably positive impact on Generation Z shoppers in fashion stores.

Limitation is that this paper is focused on classic fashion stores, however there can be differences in fashion stores focused on specific type of clothes (metal clothes, biker clothes etc.). Next limitation is, that people are behaving differently in different countries, so this paper can't be generalized beyond the V4 because of transitional economics.

However, different stores with fashion focused on different groups of customers (metal clothes etc.) maybe should use different music genre than pop. This is possibility to make further research on influence of audio marketing in fashion stores. Not only different groups of customers but in audio marketing can play a role culture differences, age or gender. Further research could focus on different aspects of sensory marketing or sensory marketing as a whole. Of course, there is lot of authors focusing on audio marketing in stores focusing on offering other goods then just fashion. So further research could focus on stores with hardware, electronics, toys, etc.

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