

## **EDITORIAL**

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This second issue of 2013 contains two papers which both report the findings of original research on atmospheric ambient in public place, which are of interest to practitioners and senior managers alike, especially as the studies were carried out in very diverse countries.

The first paper, by José Verissimo and Rui Alves Pereira, studies the effect of ambient scent on moviegoers' behaviour in Portugal. It show that scent produces significant positive differences in the evaluation of a theatre, its environment, and on intention to return. A major implication of this study is that scent significantly affects emotional reactions to atmospheres, which is a finding that should be exploited by retailers

The second paper, entitled "Framework for music as store atmospherics to induce buying: a study of Delhi mall customers", by Pranay Verma from India, examines the composition of music on perception of buyers at luxury stores. The study uses exploratory factor analysis to find the significant different factors which constitute music to be played in order to induce buying in a luxury store.

The Journal continues to be managed and sponsored by ISEG – Lisboa School of Economics and Management in Portugal. I would like to take this opportunity to thank the authors for their contributions for this Issue and to wish you very happy reading!

**Luís Mota de Castro**

Joint Editor-in-Chief