

## LOVEMARKS

### An Analysis of Restaurants Brands from Kevin Roberts' model

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*This study aimed to empirically analyze the Lovemarks theory of Kevin Roberts (2004), examining the effect of three dimensions of brand image (Mystery, Sensuality and Intimacy) on the two elements of Lovemark experience (Love and Respect the brand) in the restaurant sector. Therefore, the survey presented descriptive exploratory character with analytical and quantitative approach. The data being collected from an audience of 163 questionnaire, who experienced the two units of the Camarões restaurant services, located in Natal, Rio Grande do Norte, Brazil, in July 2016 and for data analysis, the Structural Equation Modeling (SEM) was used. It was found that there are significant relations between Mystery, Intimacy (grouped as a single dimension) and Sensuality, all dimensions considered as brand image, with the two elements of experience, the dependent variables Love and Respect, as recommended in the theoretical model Lovemarks proposed by Roberts (2004). It also noted that according to the model of Roberts (2004), the mark of Camarões restaurant is a Lovemark, because it provides to its customers the three elements of experience, which are: Mystery, Sensuality and Intimacy.*

**KEY WORDS:** *Lovemarks, brand equity, restaurants.*