

HOW GREAT IS MY LOVE FOR YOU!

The Effect of Lovemarks on Consumer Expectations

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Drawing on theory of lovemarks, the article evaluates the effect of love and respect for a June event brand on customer expectations. The evaluation used the partial least squares approach (PLS) to structural equation modeling, considering a group determined by admiration of June event (unconditional lovers) and another group established by preference to another festival (indifferent). The study is based on the responses collected from 343 consumers of June events. The results reveal that respect for the brand impacts the expectations of unconditional lovers. Intensifying the respect of those who admire the brand make them more demanding. Therefore, they accept small variations in the services' delivery. On the other hand, brand love does not fit the expectations of the clients for any of the groups. It seems that how consumers of June events make up their expectations does not take into account the emotional aspects of the brand.

KEY WORDS: Love, respect, expectations, theory of lovemarks.