

Chapter 5

Conclusions, Discussion, and Recommendations

Conclusion

The purpose of this study is to study the performance of Luckyni coffee in the Chinese market as a new brand. Researchers use analytical data to summarize and discuss the results to achieve the research goals, including the recommendations of this research and the recommendations of future research as follows.

1. Conclusion of Research

Through interviews with various stakeholders, including managers, customers, experts, we discovered several important views on the cognitive management of the luckin coffee brand. The Luckin cafe has successfully established a strong brand presence in the Chinese coffee industry through aggressive marketing campaigns and rapid expansion. Customers recognized the brand as a prominent player in the market.

Regarding perceived quality management, the interviews provided insights into how customers perceive the quality of Luckin Coffee's products and services. Many customers expressed satisfaction with the quality of Luckin Coffee's coffee and food offerings, often describing them as affordable and of good taste. This positive perception contributed to brand loyalty. The interviews shed light on the various associations and attributes that customers and experts associate with Luckin Coffee's brand.

Customers associated Luckin Coffee with convenience, affordability, and digital innovation. The brand was often seen as a convenient choice for on-the-go coffee and as a tech-savvy brand that embraced digital ordering and delivery. Brand loyalty management at Luckin Coffee was also a crucial aspect discussed in the interviews. Interview with customers indicated that many were loyal to Luckin Coffee

due to its loyalty program, which offered discounts and incentives for repeat purchases. The convenience of ordering through Luckin's mobile app also contributed to customer loyalty.

Based on the interviews, Luckin Coffee has effectively managed its brand equity in terms of awareness, perceived quality, brand association and brand loyalty, which has contributed to its success in China's highly competitive coffee market. These dimensions play a crucial role in shaping customer perceptions and preferences for brands.

1.1 The effects of brand awareness management on brand equity of Luckin Coffee.

Brand awareness management plays a key role in shaping brand value across an enterprise, and lucky coffee is no exception. Through interviews with a variety of stakeholders, including business leaders, customers, and experts, there are several notable effects that brand awareness management has on the brand value of lucky coffee. First, aggressive marketing of lucky coffee increased brand awareness. Customers and experts acknowledged that Luckin Coffee had successfully established itself as a well-known brand in the Chinese coffee industry. This high level of brand awareness positively affected the brand's perceived credibility and trustworthiness among customers. When a brand is recognized and familiar, customers tend to perceive it as a reliable choice.

In addition, the brand presence established by brand awareness management helps attract new customers. The extensive network of luckin coffee shops and the digital control platform facilitate access to products for customers. The results of the interview show that many customers have great recognition of luckin coffee. On the first attempt, many customers will buy again and retain.

In addition, the management of brand names is closely related to the demand capacity of a brand's high-end products. Customers are willing to pay for offerings of Luckin coffee because it connects them with quality, innovation and brand. This recognition of value is nurtured through an effective brand identity strategy. In conclusion, the interview emphasized that brand cognition management has a real and positive influence on the brand value of Luckin Coffee. Not only did it

increase brand recognition, but it also affected customer recognition, trust and loyalty. Such influence is conducive to the success and competitiveness of the brand in China's coffee market.

1.2 The effects of perceived quality management on brand equity of Luckin Coffee.

The management of expertise is an important aspect of the brand. In many people's interviews, quality management has had an important impact on the brand value of Lucky Coffee. Lucky Coffee always offers what they want or other goods and services after the interview. Customers always praise the taste and price of coffee and happiness food. This positive feeling of quality plays an important role in the creation of brand value. Customers associate the brand with a premium coffee experience.

In addition, the price of happiness cake is also an important factor in improving our perceived quality. Many customers regard lucky cafe as a famous brand. This visibility increases the loyalty of the company and its customers, which in turn increases the value of the brand. Interviews also revealed that the perceived quality of Lucky Coffee is an important factor in consumer satisfaction. Rental customers have a good opportunity to promote their own brand and take the initiative to obtain brand authorization. Enhance brand position and market value.

Thus, it is emphasized that perceived quality control has a significant impact on the brand value of lucky coffee. It is the key to the success of the brand and its strong position in the Chinese coffee industry.

1.3 The effects of brand associations management on brand equity of Luckin Coffee.

Brand associations management emerged as a critical factor influencing the brand equity of Luckin Coffee, as revealed through interviews and data analysis. The brand associations encompassed a range of characteristics and attributes that customers and experts associated with the brand, ultimately shaping its image and perception in the market.

One of the prominent brand associations that emerged was "convenience." Customers consistently perceived Luckin Coffee as a convenient choice for their coffee needs. The brand's extensive network of stores, coupled with its efficient delivery services, contributed to this perception of convenience. This association was instrumental in attracting and retaining customers who valued accessibility and ease of purchase. Another significant brand association was "affordability." Customers recognized Luckin Coffee as a brand that offered quality products at affordable prices. The affordability factor played a crucial role in attracting price-conscious consumers and contributed to the brand's competitiveness in the coffee industry.

Additionally, "quality" was a strong brand association that emerged from the interviews. Customers associate Luckin Coffee with its commitment to high-quality coffee and food. The brand's consistent delivery of high-quality products strengthens this connection and helps increase customer satisfaction and loyalty. Additionally, interviews revealed that brand associations go beyond product attributes. Customers and experts expressed their "trust" and "loyalty" to Luckin Coffee through positive experiences. This emotional connection deepens brand value and underlines the importance of emotional brand associations. The positive brand associations found in these interviews, including convenience, affordability, quality, trust, and loyalty, were critical in shaping Luckin Coffee's brand equity. These associations not only influence customer preferences but also create brand loyalty and advocacy.

However, brand management plays a central role in establishing the rayuki brand. This is a positive contribution to the success and competitiveness of the Chinese coffee market. The management and development of these associations will continue to contribute to enhancing their brand wealth and maintaining their strong market position.

1.4 The effects of brand loyalty management on brand equity of Luckin Coffee.

As interviews and data analysis show, brand loyalty management is an important factor underlying the interests of the luckin coffee brand. The company's brand loyalty strategy has had a significant impact on overall brand equity investments.

An important strategy highlighted in the interviews is to provide products and services of consistent quality. In order to provide the usual comfortable coffee experience, I came several times to "cafe luckin". This dedication to quality has not only given customer satisfaction, but also generated trust and loyalty, which has made the customer loyal.

Corporate loyalty also plays a central role in brand management. These programs are implemented not only to reward loyal customers, but also to tell them and thank them. Through the incentive of price reductions and preferential treatment, luckin cafe should become a customer-friendly customer base and maintain its beneficial status. Officer l accurately captured the strategy, as described below. This is how the customer's commitment is recognized. Our loyal customers are our best supporters.

And brand loyalty is not just in transactions. With strong feelings. Customers express their sense of belonging and affection for luckin coffee, often thinking it is their favorite coffee brand. This emotional bond strengthens their loyalty and demonstrates the effectiveness of the brand's loyalty strategy.

As mentioned above, we learned the important role of brand management in creating the value of lekpin's brand through interviews with executives, customers and external experts. A persistent qualitative strategy, loyalty and emotional loyalty to the brand contribute to the success of the brand and to an advantageous position in the cafe DE la lutte. The message highlights the importance of promoting brand loyalty and capitalization to ensure and improve long-term business.

Discussions

In interviews with industry leaders, customers, and outside experts, we examined the impact of brand management on Luckin's value. In different aspects of brand equity management, Luckin Coffee has adopted active and effective strategies to achieve brand success and competitiveness.

First of all, in terms of brand awareness management, Luckin Coffee has successfully improved its brand awareness through diversified marketing activities, making it a well-known brand in China's coffee industry (Wu, 2020, pp. 934-943). This high level of brand recognition not only enhances the credibility and trustworthiness of the brand, but also attracts new customers and promotes repeat purchases and brand loyalty (Zhang & Yang, 2020, pp. 148-149).

Secondly, managing the perception of quality plays an important role in creating brand equity. Luckin Coffee provides quality products and services that meet customer expectations. This positive perceived quality contributes to increased customer satisfaction, loyalty and word-of-mouth marketing, strengthening the brand's reputation (Vladimir, 2020, p. 115848).

Third, brand association management is a key factor in shaping brand equity. Customers associate Luckin Coffee with positive brand associations such as convenience, affordability, quality, trust and loyalty. These brand associations not only influence consumer preferences, but also promote brand loyalty and publicity.

Finally, the implementation of brand loyalty management strategy is the key to maintain and enhance brand equity. Through consistent product quality, loyalty programs, and emotional brand connections, Luckin Coffee has succeeded in cultivating a loyal customer base that is not just transactional, but also has a strong emotional dimension (Zhang, 2020, pp. 45-58).

Overall, the brand equity management of lucky coffee has been successful amid intense market competition. Through self-managed brand recognition, brand perception quality association and brand loyalty, Luckin coffee has not only won the success of the coffee in the Chinese market, but also has an influential brand image and trusted in the hearts of customers. However, with the changing market and

customer needs, Brand management and innovation remain essential to remain competitive. In the future, through continuous care and adaptations, coffee will remain a successful coffee brand.

Recommendations

1. Practical Recommendation

1.1 Consistent brand building: for luckin coffee, unified brand building is indispensable, whether offline or online. To improve brand equity, it is essential to invest in a consistent brand strategy in order to gain recognition and trust from customers in an instant.. Content marketing, as highlighted by Officer H, has been effective in educating and engaging customers. Continued investment in content marketing can position Luckin Coffee as a valuable coffee resource.

1.2 Perceived Quality Management: Maintaining high-quality sourcing and brewing methods is crucial for brand equity. Luckin Coffee should uphold its commitment to these standards to consistently exceed customer expectations and reinforce brand trust. Focusing on reinforcing valuable brand associations like convenience, affordability, quality, trust, and loyalty will further strengthen brand equity.

1.3 Brand Loyalty: Cultivating brand loyalty through loyalty programs and maintaining consistent quality is essential. Recognizing and appreciating loyal customers, as suggested by Officer L, will enhance brand equity.

2. Recommendation for Future Research

2.1 Brand management and future research opportunities in the coffee industry provide valuable insights and guidance to researchers and researchers. Future researchers will be able to compare and analyze the strategies and results of different coffee brands. By examining existing and emerging brands, these studies can provide knowledge to the industry, identify trends and highlight best practices in brand management.

2.2 There is an interesting research method to study consumer behavior and its impact on brand loyalty in the coffee industry. Knowing how consumer preferences, demographics, and lifestyles are tied to brand loyalty can help coffee companies looking to increase loyalty. It is an interesting possibility to study how cultural differences affect the perception of brand value in the global coffee market. Comparative research can evaluate brand interest management strategies in different cultural contexts and generate cross-cultural insights with significant value.

2.3 As digital and social media platforms continue to reshape brand management, researchers can explore how coffee brands leverage these channels to bolster brand equity. This research area may encompass the effectiveness of social media marketing, online brand communities, and their impact on brand perception. Given the growing emphasis on sustainability and ethical practices, researchers can examine how coffee brands integrate these values into their brand equity strategies. Investigating how such practices affect consumer perceptions and loyalty can provide meaningful insights.

2.4 Future research may focus on how coffee brands overcame the crisis and recovered from recalls and controversies. There are valuable lessons to be learned from crisis management by understanding the policies adopted during financial crises and their impact on market buffers. Delving into new trends in coffee, including branded coffee, carbonated coffee, sustainable packaging and its impact on copyright, is an area of research. This study helps us understand how brand products cater to consumers.