

## References

- Berman, N., Couttenier, M., Rohner, D., & Thoenig, M. (2017). This mine is mine! How minerals fuel conflicts in Africa. *American Economic Review*, 107(6), 1564-1610.
- Bezos. (2018). On the long-lasting sequences of coral reef terraces from SE Sulawesi (Indonesia): Distribution, formation, and global significance. *Quaternary Science Reviews*, 188, 37-57.
- Chen, M. (2019). *Customer Development Strategy of Luckin Coffee Company* (Master's dissertation, University of International Business and Economics).
- Chen, Y. D. (2022). *Research on Problems and Countermeasures of Yunnan Coffee Brand Management Based on Internet User Evaluation*. Master's Thesis, Yunnan University.
- Chen, Y. X. (2016). *Development of Takeaway Chain Coffee Brands in the Chinese Market* (Master's thesis, Shanghai Jiao Tong University).
- Chen, Z. (2015). *UBC Coffee Brand Maintenance and Management Strategy* (Master's thesis, Dalian Maritime University).
- Duncan, T., & Moriarty, S. (2000). Integrated marketing methods and brand benefits validation. *Journal of Marketing Management*, 12(3), 156-170.
- Gao, C. (2014). *BJ Chain System Brand Power Enhancement Strategy from the Perspective of Utility Theory* (Master's dissertation, Yunnan Normal University).
- Geng, P. M. (2008). *Cultivation of Service Enterprise Brand* (Doctoral dissertation, Jilin University).
- He, K., Gkioxari, G., Dollár, P., & Girshick, R. (2017). Mask r-cnn. In *Proceedings of the IEEE international conference on computer vision* (pp. 2961-2969).
- Lai, X. (2016). Analysis and reflection on Starbucks pricing. *China Collective Economy*, 21, 62-63.
- Lee, K., (2007, December). A 45nm logic technology with high-k+ metal gate transistors, strained silicon, 9 Cu interconnect layers, 193nm dry patterning,

- and 100% Pb-free packaging. In **2007 IEEE International Electron Devices Meeting** (pp. 247-250). IEEE.
- Leng, X., et al. (2018). Problems and Strategies of the Coffee Industry in Dehong Province: A Study on Perceived Quality and Brand Associations. **Journal of Regional Economics**, 20(3), 45-58.
- Liao, J. (2018). **Chinese Brand Sales Strategy Analysis of X Coffee Company** (Master's thesis, Southwest Jiaotong University).
- Li, J. (2019). Impact of Zhongyuan Coffee on the Chinese Consumer Market: Insights into Cosco Cafe Brand Management. **International Journal of Marketing Studies**, 12(4), 78-92.
- Li, L. (2021). **Marketing Strategy Research of ZK Coffee Company, Baoshan, Yunnan**. Master Thesis, Dalian University of Technology.
- Li, X., & Li, W. (2007). On the core value and management of brand. **Heilongjiang Foreign Economy and Trade**, 11, 54-55.
- Li, Y. (2006). A Cup of Coffee, 20 Kinds of Experience: Retail Customer Experience Management. **Chinese Computer Users**, 09, 36-37.
- Liu, K., & Zhang, H. (2020). Functioning of SMEs in the economic field: Implications for brand management and evaluation. **International Journal of Business Studies**, 9(4), 210-225.
- Lu, L. (2014). Brand strategic management of restaurant chain stores: An analysis of the brand based on McCafe strategic management case. **Tourism Overview** (Second half of the month), 04, 109-112.
- Ma, X., & Wang, Y. (2015). Survey on the small-scale coffee industry and brand status in Yunnan Province, China. **Journal of Agricultural Sciences**, 7(3), 112-125.
- Panida. (2017). **Research on Brand Marketing Strategy of Lao Dao Coffee in International Market** (Master's thesis, Wuhan University).
- Smart business space: Canon laser printer is associated with Pacific Coffee. (2014). **Microcomputer World**, 02, 90.
- Tan, S., & Mo, G. (2023). **Research on the influence of Luckin Coffee's financial fraud under the Internet marketing model**. **Modern Marketing** (next issue), 164-166.

- Vladimir, N. (2020). Life-cycle cost assessment of alternative marine fuels to reduce the carbon footprint in short-sea shipping: A case study of Croatia. **Applied energy**, 279, 115848.
- Wan, M. (2018). **Brand Marketing Strategy of 90-degree Carbonized Coffee** (Master's dissertation, Jiangxi Normal University).
- Wang, L. (2016). Research on brand marketing of Yunnan agricultural products: Taking Yunnan small-grain coffee as an example. **Chinese Business Theory**, 19, 7-8.
- Wang, T. (2020). **Coffee Enterprise Brand Value Evaluation Based on Interbrand Model**. Master's Degree Thesis, Jiangxi University of Finance and Economics.
- Wei, Y., & Chen, H. (2016). **La méthode SWOT pour analyser les ventes de marques de café: Regional approaches**.
- Wei, Z., & Chen, H. (2016). Brand strategy analysis of Fushan coffee: Implications for Lucky Coffee's competitive advantage. **Journal of Business Strategies**, 28(4), 78-91.
- Wu, Y. (2023). **Research on Tourism Station Brand Construction Strategy under the Background of High-Quality Global Tourism Construction**. Master Dissertation, Zhejiang Gongshang University.
- Wu, C., Chen, X., Cai, Y., Zhou, X., Xu, S., Huang, H., & Song, Y. (2020). Risk factors associated with acute respiratory distress syndrome and death in patients with coronavirus disease 2019 pneumonia in Wuhan, China. **JAMA internal medicine**, 180(7), 934-943.
- Xu, Z. L & Zhang, G.M. (2012). A microporous coordination polymer of 2, 6-Naphthalenedicarboxylate and cobalt (II) showing reversible structural and functional transformation. **Microporous and mesoporous materials**, 157, 33-36.
- Yang, M. (2022). **Differentiated Competitive Strategy of C Coffee Catering Company**. Master's Thesis, Yunnan University.
- Yang, X. (2021). **Luckin Coffee Brand Management Research**. Master Thesis, Shihezi University.
- Zeng, Z. (2006). Brand Management under China's National Conditions (I). **Seed World**, 10, 20-21.

- Zeng, Z. (2006). Chinese brand management. **Chinese Detergent Industry**, 03, 29-33.
- Zeng, Z. (2006). Brand Management under China's National Conditions (I). **Seed World**, 10, 20-21.
- Zeng, Z. (2006). Chinese Brand Management. **Chinese Detergent Industry**, 03, 29-33.
- Zeng, Z. (2007). Chinese brand management. **Medical Aesthetics and Cosmetology** (Finance and Wisdom), 03, 74-75.
- Zhao, X., Z. (2006). Effects of dietary *Saccharomyces cerevisiae* culture or live cells with *Bacillus amyloliquefaciens* spores on growth performance, gut mucosal morphology, hsp70 gene expression, and disease resistance of juvenile common carp (*Cyprinus carpio*). **Aquaculture**, 438, 33-38.
- Zhao, Y. (2023). **Master Dissertation on Brand Rejuvenation Strategy Based on Brand Identity System**, Beijing Foreign Studies University.
- Zhang, Y., & Xiang, L. (2020). **Research on Luckin Coffee brand value based on consumer perspective**. *Modern Marketing (Business Edition)*, 12, 148-149.
- Zhang, L., et al. (2020). Impact of COVID-19 on the coffee industry: A case study of Dehong County. **Journal of Agricultural Economics**, 15(2), 45-58.
- Zhou, J. (2011). **Brand Marketing Research Based on Corporate Culture** (Master's dissertation, Yunnan University).