

## Appendix

## Appendix A

Interview form for company officer

## Interview form for company officer

Ladies and Gentlemen, the purpose of this interview is to learn about the Luckin Coffee brand and management. We look forward to your participation!

1. What has been the brand awareness management in the company's strategic plans over the last three to five years? How is brand awareness management used and managed in these plans?

2. What is the company's strategic plan for perceived quality management over the past three to five years? How is perceived quality management implemented and managed in these programs?

3. What is the company's strategic plan for perceived quality management over the past three to five years? How do these programs use and manage brand association management?

4. Over the past three to five years, what strategic initiatives has the company taken to manage brand loyalty? How do these programs use and manage brand loyalty?

5. How many products does the company currently offer and what are its main products? How can we create and maintain awareness of these products?

6. How do companies evaluate their products and segment target groups? How to consider brand equity?

7. What is the company's advertising strategy and communication channels? How effective are these strategies? What role do brand values play in this activity?

8. Does the company have its own brand management team? How is the brand managed and maintained? What role does brand equity play in this?

9. Can you tell us how Lukin Coffee measures and evaluates brand equity?

10. How does the Lukin Coffee brand differ from competing brands?

11. How does brand equity influence customer experience and loyalty at Luckin Coffee?

12. Can you tell us about the challenges or obstacles your company faced in building brand equity and how you overcame them?

## Appendix B

Interview form for customers

## Interview form for customers

Dear customer, the purpose of this interview is to learn more about the branding and management of Lucky Coffee. We look forward to your participation!

1. How did you hear about Lucky Coffee? The purpose of this question is to understand brand awareness.

2. What was it about Lucky Coffee's products or services that influenced your purchase decision? (The purpose of this question is to understand your perception of the quality of our products or services).

3. What comes to mind when you think of Lucky Coffee? (The purpose of this question is to understand alignment with your brand.)

4. How often do you choose Luckin' Coffee over other brands? (This question is intended to measure brand loyalty)

5. What unique features or characteristics of LUKIN coffee impress you? (This question is meant to help brands understand)

6. Would you buy LUKIN coffee again or recommend it to a friend or family member and why? (This question is intended to measure brand loyalty.)

7. Have you experienced any changes in the quality of Lucky Coffee's products or services over time, and if so, can you describe this? (This question is designed to track perceived quality over time.)

8. Are you aware of any Lucky Coffee community initiatives or sustainability initiatives, and if so, what do you think? (This question aims to understand brands and associations, especially those related to social responsibility and sustainability.)

9. Do you think that LUKIN Coffee products and services are reasonably priced? (The purpose of this question is to understand the concept of value for money)

10. Do you find the location of Lukin Coffee stores convenient? (This question is intended to understand brand perceptions in terms of physical accessibility)

## Appendix C

Interview form for experts

## Interview form for experts

Dear customers, the purpose of this interview is to understand the brand and management of Lucky Coffee. I look forward to your participation!

1. How do you think the Lucky Coffee brand will be received in the market? What do you think Luckin Coffee will announce? (The purpose of this question is to get expert advice on Lukin Coffee brand awareness).
2. Based on your knowledge and observations, how would you rate the quality of Luckin Coffee's products or services compared to other brands on the market? How can Lukin's Coffee improve perceived quality? (This question is designed to measure perceived quality from an expert perspective.)
3. What associations or images come to mind when you think of LUKIN coffee? What can LUKIN coffee do to improve its brand? (The purpose of this question is to explore types and groups from an expert's point of view).
4. How do you think LUKIN' Coffee can increase customer loyalty? How do you think LUKIN COFFEE can increase brand credibility? (The purpose of this question is to assess brand loyalty from an expert's perspective.)
5. Can you explain what makes Lukin coffee different from its competitors? (This question is intended to get more research done in the group.)
6. Have you noticed any changes or trends in Luckin Coffee brand awareness over time? (This query is designed to track changes in the equation.)
7. What do you think about human resources and support at Lakin Coffee? (The purpose of this question is to understand the relationship between brands and the status of CSR).
8. What do you think is the overall impact of Luckin Coffee's brand strategy? What suggestions do you have for Luckin Coffee's brand asset management? (This question is intended to obtain expert opinions on the overall effectiveness of Luckin Coffee's brand asset management.)



## Appendix D

Letter for expert to validate research instrument

# Letter for expert to validate research instrument



No. 0642.09 (4)/148

Graduate Study Program  
Dhonburi Rajabhat University  
172 Itsaraphap Rd., Thonburi  
Bangkok 10600

September 4, 2023

Subject Invitation Letter for Expert to Validate Research Instruments

Dear Miss Pornladda Dathratwibul

Miss Gong Caidie, a graduate student in MBA (Master in Business Administration Program) of Dhonburi Rajabhat University, is currently working on her independent study entitled "Brand Equity Management of Coffee Chains: A Case Study of Luckin Coffee", having Dr.Lalita Puangmaha as her principal advisor.

In lieu with this, the Graduate Study Program would like to request your expertise to validate the research tools used. Details will be informed by the researcher onwards.

We hopefully could have your assistance on this matter as to further academic benefits and would hereby like to express our thanks to you.

Best regards,

Sirikun

(Lect. Sirikun Buakeaw)

Director of Graduate Study Program

Graduate Study Program  
Tel. 0-2890-1801 ext. 5  
E-mail graduate@dru.ac.th  
Website <https://grad.dru.ac.th>

I hereby approve the research instrument validity.

*Pornladda*

(Miss Pornladda Dathratwibul)

Date 9/19/23

\*Remark: This letter would be failed for reference use with the absence of expert's signature



No: 0642.09 (4)/149

Graduate Study Program  
Dhonburi Rajabhat University  
172 Itsaraphap Rd., Thonburi  
Bangkok 10600

September 4, 2023

Subject Invitation Letter for Expert to Validate Research Instruments

Dear Dr.Nuanphan Kaewpanukrangs!

Miss Gong Caidie, a graduate student in MBA (Master in Business Administration Program) of Dhonburi Rajabhat University, is currently working on her independent study entitled "Brand Equity Management of Coffee Chains: A Case Study of Luckin Coffee", having Dr.Lalita Puangmaha as her principal advisor.

In lieu with this, the Graduate Study Program would like to request your expertise to validate the research tools used. Details will be informed by the researcher onwards.

We hopefully could have your assistance on this matter for further academic benefits and would hereby like to express our thanks to you.

Best regards,

*Sirikun*

(Lect. Sirikun Buakeaw)

Director of Graduate Study Program

Graduate Study Program  
Tel. 0-2890-1801 ext. 5  
E-mail graduate@dru.ac.th  
Website <https://grad.dru.ac.th>

I hereby approve the research instrument validity.

*Nuanphan*

(Dr.Nuanphan Kaewpanukrangs)

Date September 12, 2023

\*Remark: This letter would be failed for reference use with the absence of expert's signature.



No. 0642.09 (4)/150

Graduate Study Program  
Dhonburi Rajabhat University  
172 Itsaraphap Rd., Thonburi  
Bangkok 10600

September 4, 2023

Subject: Invitation Letter for Expert to Validate Research Instruments

Dear: Lect. Mongkol Tiamtanom

Miss Gong Caidie, a graduate student in MBA (Master In Business Administration Program) of Dhonburi Rajabhat University, is currently working on her independent study entitled "Brand Equity Management of Coffee Chains: A Case Study of Luckin Coffee", having Dr.Lalita Puangmaha as her principal advisor.

In lieu with this, the Graduate Study Program would like to request your expertise to validate the research tools used. Details will be informed by the researcher onwards.

We hopefully could have your assistance on this matter as to further academic benefits and would hereby like to express our thanks to you.

Best regards,

Sirikun

(Lect. Sirikun Buakeaw)  
Director of Graduate Study Program

Graduate Study Program  
Tel. 0-2890-1801 ext. 5  
E-mail: graduate@dru.ac.th  
Website: <https://grad.dru.ac.th>

I hereby approve the research instrument validity.

Mongkol Tiamtanom  
(Lect. Mongkol Tiamtanom)

Date: 10/9/2023

\*Remark: This letter would be failed for reference use with the absence of expert's signature.

## Appendix E

Certificate of exemption from human research ethics review

Appendix E

2019/2020 Academic Year - 43/2019

# Certificate of exemption from human research ethics review

IRB Number 526635



## Certificate of Completion

Dhonburi Rajabhat University certify that

**Miss Gong Caidie**

has completed the Human Subject Protection (HSP) training  
on February 19th, 2023

Approved date: February 19, 2023

(Asst. Prof. Dr. Yuwajak Vejitayaklung)  
President of Dhonburi Rajabhat University

Expired date: February 19, 2025

(Assoc. Prof. Dr. Supaporn Sudhongbua)  
Alternative member of NU IRB  
(Naresuan University Institutional Review Board)  
Naresuan University, Phitsanulok province

## Biography

**Name** Gong Caidie

**Day Month Year of Birth** 14 04 1998

**Domicile** China

### Academic Background

2019 Bachelor of Art

Beijing University

2023 Master of Business Administration

Dhonburi Rajabhat University

### Position and Office

2020 Beijing Huatu Education