

Independent study title: Brand Equity Management of Coffee Chains: A Case Study of Luckin Coffee

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Abstract

This study aims to explore the impact of brand perception management, perceived quality management, brand association management and brand loyalty management on Luckin Coffee brand equity. By taking a comprehensive look at these four aspects, we hope to gain an in-depth understanding of how these factors affect the brand equity value of Luckin Coffee. This study focuses on the research of brand and property management, including brand awareness, brand quality, brand and loyalty. Qualitative data were collected from the study. To collect multidimensional data, we conducted a detailed survey of 5 Luckin Coffee Shop executives, 5 customers and 5 experts. Face-to-face conversations to better understand the brand from inventory management methods. This method of collecting and analyzing data was chosen because of the need for a good understanding of brand and asset management.

The result of this study show: based on data collected from major stakeholders, it is evident that Fair Brand Coffee has a significant influence on brand loyalty. Effective brand consciousness management positively impacts customer credibility, thereby enhancing brand loyalty. Quality control remains a key element for Luckin Coffee, as the company consistently delivers products that meet or exceed consumer expectations, bolstering a positive perception of quality. Consumers strongly associate the brand with good coffee, further enhancing brand value. Brand management efforts are characterized by attributes such as "comfortable," "accessible," and "quality," with the brand's extensive network of stores and efficient delivery contributing to loyalty and advocacy. Emotional connections fostered through effective brand management enhance brand loyalty, providing a competitive edge in the coffee market. The successful management of brand consciousness, quality, and loyalty are pivotal in establishing Fair Brand Coffee, influencing consumer perceptions and building confidence, loyalty, and support, thus driving success and competitiveness in China's coffee industry.

Keywords: Luckin Coffee, Brand equity management, Brand awareness, Brand loyalty

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