

Acknowledgments

Let me give you my sincere gratitude for your contribution in this article, Coffee Chain Brand Equity Management: Luckin Coffee Example. First of all, I'd like to express my gratitude to Luckin Coffee's management group for their participation in the interview and for giving us a great deal of insight into our brand management. You have spent your time and your involvement in this research.

Also, I'd like to express my gratitude to Luckin Coffee clients who have expressed their views during this interview. The feedback you give is critical to the influence of your brand on customers.

I want to express my gratitude to all the specialists in the area of brand management who have been generous enough to share their knowledge and experience. You will provide valuable guidance and advice to create a conceptual frame for this research. I would like to thank my teachers and teachers for their support and encouragement, which gave me direction and feedback during this course. I am especially grateful to my family and friends for understanding me and always helping me. Your trust in me drives me.

This research could not have been carried out if it had not been for the concerted efforts of all those people and organizations. Thank you so much!

Gong Caidie