

Chapter 2

Literature Review

The researchers reviewed the concepts, theories and relevant studies used to develop such research guidelines:

1. Concept of coffee industry
2. Theories of brand equity
3. Theories of brand management
4. Related research

Concept of coffee industry

The establishment of the western brand dates back to before 1870, and it has developed as time goes by. Since the 30's of the 20th century, with the continuous development of social economy and the in-depth study of this field, brand management has had an omni-directional development. Jeff Bezos (2018, pp. 37-57) states that the main goal of brand management is to improve the relationship between the brand and its customers. This is the first time that a brand has been established in the world since the beginning of the new era. We need to integrate brand positioning, brand planning, brand culture and brand communication for systematic management and improve customer recognition and image.

The number of brands can reflect a country's economic strength, and a brand's reputation can even improve a country's self-esteem. Since Neil McKelloy, marketing director of proctor & gambling, proposed a brand management system in 1931, the practice of brand management has evolved and the brand imitates the theory, methodology and gene development have been extensively researched.

In the case of coffee chains in particular, brand management plays an even more important role. The market is competitive and customer experience and brand

recognition can have a significant impact on the success of a coffee chain. Let's take a look at luckin cafe, a famous coffee chain in China. Brand management has played an important role in the company's rapid growth. Lujin coffee defines an inexpensive and convenient digital brand strategy that resonates with the target market in China. To properly manage brand elements and implement this strategy, it is necessary to emphasize the importance of effective brand management in the supply chain industry.

Theories of brand equity

1. Definition of brand equity

Brand equity is defined as "the value felt by the brand in customers' minds, such as customer awareness, loyalty, Lenovo and perceived quality" (Liao J. 2018, pp. 30-31). When brand value increases, consumers pay more for a well-known product than for a similar product, little-known products (Wan, 2018). Brand fair is a general concept, and several elements are intertwined to form an overall picture of the brand in the minds of consumers (Panida, 2017). It affects consumers' perception of the brand and ultimately their purchasing decisions (Chen.2016).

2. Elements of brand equity

1991 brand equity key elements that form the basis of brand equity: product awareness, acceptance, market share and trust. Together, these elements indicate the value of the product or service and influence customer behavior and purchase intent.

2.1 Brand awareness

Brand awareness refers to the extent to which consumers understand and recognize a brand (Chen, 2015). Businesses can use advertising, social media, and other marketing methods to increase brand awareness. For example, Bezos (2018, pp.37-57) recommends building brand awareness through continuous communication and customer experience. Also an efficient means of increasing awareness is film

placement, as suggested by Wang (2016, pp. 7-8), who believes that this will help the brand reach a broad audience.

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2.2 Perceived quality

Perceived quality is the consumer's assessment of the overall quality or offer of a product or service (gao v. 2014). Perceived quality improvement often requires the maintenance of consistent quality, while requiring unique points of sale and brand standards. Duncan and moiety (2000, pp.156-170) highlight the importance of integrated marketing to improve brands.

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2.3 Brand association

Brand associations include all the attributes, benefits, and features that consumer's associate with a product. Strong brand associations are created through maintaining a shared brand image, creating emotional connections and meaningful social events. Berman (2017, pp.1564-1610) discussed that brand management plays an active role in creating brand associations (Geng, 2008).

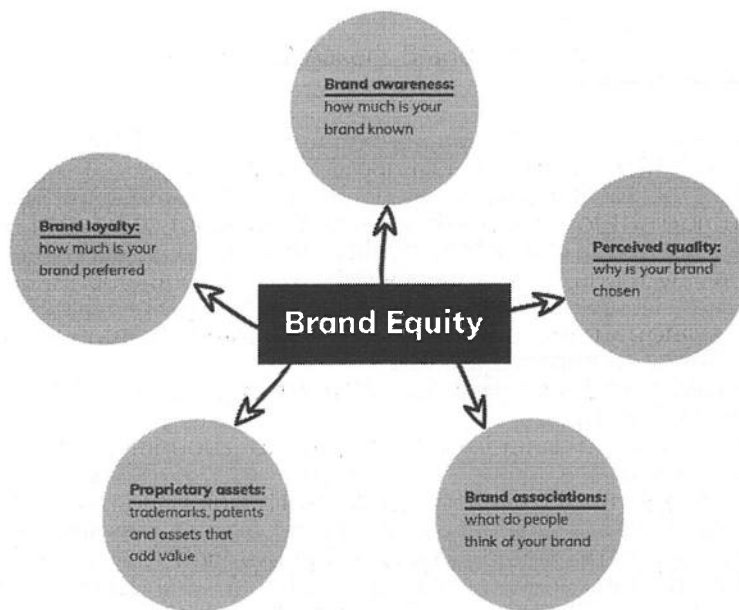
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2.4 Brand loyalty

Brand loyalty is the persistent and persistent preference that one's brand has for THE whole of ITS competitors. Through continuous delivery of value, it can exceed consumer expectations, build brand relationships and enhance brand loyalty. Bezos (2018, pp.37-57), for example, pointed out that a customer-centric approach will result in high brand loyalty. Bezos (2018, pp. 37-57).

All of these factors are not only crucial for brand value, but also mutually dependent. Good management of those firms can enhance their brand value, affect their behaviour, and enhance their brand performance.

3. Brand Equity Model

Brand investment model by David a. aker provides a systematic approach to understanding the factors that influence brand equity. Acker believes that brand equity consists of four interrelated components: brand awareness, brand loyalty, perceived quality, and brand relationships.



Aaker's Brand Equity Model

Figure 2.2 Aaker's Brand Equity Model

In Aaker's model, brand asset management begins with brand awareness and loyalty. Brands need to focus on improving the quality of their products and services as customers understand and purchase them over and over again. Once these elements are identified, brands can use them to build strong and positive brand relationships, which in turn can strengthen and improve brand fairness.

With the continuous development of brand management, new concepts constantly emerge, providing different perspectives to maintain and enhance the value of the brand. For example, P&G's brand management highlights the importance of evolving a brand's core value across all channels. This concept has since been extended beyond marketing to a "360-degree brand management" approach that promotes a vision of the entire brand, including a variety of functions and customer segments. The concept of integrated marketing has recently emphasized the importance of maintaining and strengthening the relationship between brands and consumers.

Effective brand equity management, according to Acker's model and its subsequent adaptations and interpretations, is therefore a continuous, integrated process that requires strategic planning and the implementation of various brand dimensions.

Theories of Brand Management

1. Definition of Brand Management

Brand management is a strategic process that has developed and created in recent decades to create and maintain brand image and differentiation through positioning and market. This process is directly linked to the principle of brand equity, which means the importance of increasing brand awareness, perceived quality, relevance and loyalty.

In 1986, Jean-Noël Cabefeller developed the concept of brand identity as the basis for brand management. According to Kapler, brand identity must be based on 6 elements: body, personality, culture, relationships, introspection and self-knowledge. These factors contribute to the creation of a unique brand image that affects the perception of the brand and the consumer's relationship with the brand. It also affects brand visibility and loyalty, as it determines how consumers perceive the brand and interact with it.

Another important concept of brand management is brand positioning, which was first proposed by Marketing strategists Al Reese and Jack Trout in 1981. This concept highlights the importance of creating a unique brand position in the marketplace. It is generally concerned with the nature of the product, the variety of customers or the value of the item. Effective brand positioning increases brand awareness and helps it enter the market. It also influences consumers' perceptions of quality and brand association, allowing them to link unique brand positioning to quality and value. Finally, consumers who resonate with brand positioning are more likely to remain brand loyal, which also contributes to brand loyalty.

Brand management also includes brand value management, proposed by David Aaker in 1991. The Aaker model includes five levels: brand loyalty, brand

awareness, cognitive quality, brand partnership and other assets. This shows that these elements are very important in brand management. Capital management and accumulation strategies affect these areas and strengthen the power of capital and markets.

The concept of brand resonance, developed by Kevin Keller in 2001, means that the experience and ideas that customers accumulate over time become an advantage for the brand. This concept is directly related to brand loyalty, because brands that influence customers can promote loyalty. In addition, brand recognition, quality, brand association will have an impact.

Research and implementation of the brand concept have been ongoing in my country for some years. Zhang pinggang (2020, pp. 45-58) defines brand management as brand life cycle management, which includes the processes of brand strategy, brand communication, brand promotion and asset monitoring. Each process has a different impact on brand awareness, perceived quality, brand membership and brand loyalty, focusing on the relationship between brand equity and brand management.

2. Components of Brand Management

A component of brand management is brand identification. Brand positioning; Including brand equity and brand empathy all of this is about understanding and putting brand values into practice.

Brand recognition is based on the Kapferer model (Zhou j. 2011): it is related to introspection and self-consciousness about the subtle differences in personality culture. They are your own brand image, which directly affects the fairness and awareness of your brand. A strong brand image improves perceived quality and creates a positive relationship with the brand. It also works in brand loyalty, because customers are looking for their brand.

Brand is a strategy to have a brand's unique position in the market by influencing various aspects of the brand's rights. A well-positioned brand can win the competition and increase awareness. Sense brand and brand associated with quality brand positioning and target group unique likely to be affected. Good positioning also

increases brand loyalty, as consumers are more likely to choose a brand that always meets their needs and expectations.

In Aaker's model, brand ownership is an important part of brand management. Model theory of the five elements it a brand to establish, maintain the balance that he played an important role. Strategic management of these elements is important for increasing brand value and for successful brand management.

Keller's concept of brand consensus shows that the power of a brand lies in the common experience and feeling of consumers. This concept has a direct impact on brand loyalty, with sensitivity leading to loyalty. Collecting a positive customer experience can also increase brand awareness, affect the quality of perception, and create brand relevance.

As Bernard Kova explains, a brand is the brand image that controls the consumer. Proactive Brand image heightens brand profile and detection quality builds proactive brand relationship and increases brand loyalty.

Understanding and implementing these elements is critical to the overall success of your brand strategy. Other researchers from all over the world believe that understanding the mechanism of brand creation and popularization requires in-depth research on location, expansion, value, internationalization and other aspects.

3. Development history of brand management in China

In his book "brand management", Xu Zhenliang and Zhang Genmao (2012, pp.33-36) distinguish brand management in China in four steps, which show the different sides of trademark rights.

The first phase is before 1989, the lack of brands is generally accepted in China. This period was also characterized by insufficient brand recognition and weak brand link.

The second phase, from 1989 to 1993, was the first stage of brand development. Companies began to use marketing tools to promote their brand and, as a result, brand awareness has increased significantly. But since brand management is still in its infancy, brand loyalty and cognitive quality are not yet double-edged.

The third phase, from 1993 to 2001, was known as the brand management boom. Many companies recognize the importance of their brand and publicize it in various media such as newspapers, television and radio. During this period, brand awareness grew rapidly, another important factor in brand value, brand associations, began to emerge. Perceived quality and brand loyalty increase significantly with improved marketing strategy.

2002 (14 years)- Start of internationalization. Since China's accession to the World Trade Organization in 2002, more and more Chinese enterprises have begun to enter the world market. In the meantime, brand management has become more strategic and all elements of brand stock investment have been strengthened. It is necessary to focus on brand globalization, enhance international brand recognition, and develop more diversified brand associations to enhance phospholipids in the increasingly competitive environment, positioning between different customer bases promotes team loyalty.

Therefore, the development of brand business in China is directly related to the development and strengthening of all aspects of investment in brand assets. Chinese companies recognize the importance of globalization and strategic brand management and understand the importance of brand assets for brand success.

4. Research on Coffee Industry & Brand around China

After all the industrie chinoise) du cafe, the estion "DE la marque fait accompli defis grave growing affectent Directement less composantes DE la valeur DE la marquee 2015:construction of a new factory begins, construction of a new factory begins, and construction of a new factory begins. However, he is the only survivor of demons, and the only survivor of demons. It is a research center in the field of culture, production and processing. Strategically, it is important to improve the quality of assets and it is important to improve the quality of assets. Let you, we aim to conduct public relations activities covering both public and private sectors, and to promote public relations activities covering both public and private sectors.

Wei et Chen (2016), "la methode swot pour analyser les ventes DE marques DE cafe" "Regional approaches". He specializes in regional economics, regional economics, and regional economics. That is, an optimization strategy can make the most of four factors.

Leng et al. (2018, pp.45-58) found that the coffee industry in Dehong Province faces problems such as underdeveloped production areas, uneven distribution of varieties, backward infrastructure, and poor production management practices. These factors influence perceived quality and brand associations. Strategies such as modern entrepreneurship education, the introduction of the Leading Enterprise+ model and investments in start-up projects have been proposed to respond to these problems. All of these strategies can improve perceived quality and strengthen brand associations.

Finally, li (2019, pp.78-92) discusses the impact of zhongyuan coffee on the Chinese consumer market. He examined the state of cosco cafe brand management as well as the opportunities and challenges in the Chinese market through the analysis of the external environment. The combination of marketing strategy with elements of marketing strategy. These researches focused on the important aspects of BRAND fairness, SUCH AS BRAND loyalty, brand awareness, perceived quality, brand CORrelativity, etc., AND put forward strategies to improve them. Improve these elements.

Therefore, this study shows how to influence and improve brand equity factors in the Chinese coffee sector through the application of brand theory and practice..

Related Research

Ma and Wang (2015, pp. 112-125) conducted a survey on the status and brands of the small-scale coffee industry in yunnan province in China. This study will study the long-term effects of growing coffee and coffee in province. China is famous for its tea culture. Changes with the introduction of drinks such as coffee (Ma & Wang, 2015, pp. 112-125). The aim of this research is to establish a positive reputation that

will help the brand improve its long-term brand value in the market. This study explains how lucky coffee is used as a competitive brand in the market.

Wei & Chen (Wei & Chen, 2016) studied the brand strategy of Fushan coffee and showed what convincing actions a company such as Lucky Coffee should take to become a competitive advantage. Indeed, the study provides a detailed overview of the various aspects of Japanese companies and their success, providing strategic information that will bring the best results to the management (Wei & Chen, 2016). The author believes that multi-channel marketing and storytelling help increase the brand value of the market he operates in. Using this research may provide a reasonable reason to increase the quota of your lucky coffee.

Zhang et al. (2020, pp.45-58) studied the impact of covid-19 on the coffee industry, taking dehong as an example. This study identifies the current situation of coffee cultivation in dehong county, and provides countermeasures and advice to enhance the brand value of related enterprises. Research shows that covid-19 affects coffee production and agriculture, making it difficult for the industry to make a profit. This research reveals important facts about fairness and brand management.

Duncan & moriarty (2000, pp.156-170) studied integrated marketing methods to create ultimate value and validate brand benefits. The survey found that for images to be consistent across all platforms, they must embody core brand values. Brands in the market need to find unified marketing methods to create a unique brand image that is consistent with the coffee industry. The depth of the research goes a long way to improving the brand's value in the market.

Liu and zhang (2020, pp. 210-225) conducted a study on the functioning of smes in the economic field and come to different conclusions. Excellent brand management is an essential pillar of global success. It is necessary for lukin coffee to develop a strategic approach to improve brand evaluation based on such literature. This survey helps to understand the different topics that brands face in their commercial activities. Deepen understanding of the subject by obtaining better information. By exploring content, it is possible to learn in detail the role of brand management in the market of its own activities to achieve better results.

He investigated the marketing strategy of cosco coffee brand in China and discovered several important facts. The investigation points out that, given the strong competition in the sector, appropriate brand management is necessary. Poor brand management in the coffee sector can cause problems in gaining a competitive advantage or another. The survey concludes that brand awareness and reputation are key to creating value in the Chinese market and beyond.

According to brand demutualization and brand restructuring are two interdependent concepts that management must promote. The study suggests that brands can influence the markets in which they operate and reinvent their own position through an appropriate brand investment strategy. Recognition, perceived quality, linkages and several other important factors influence market prospects. Companies with a strong brand can optimize their processes and gain a clear competitive advantage. This study could provide an insight into the impact of appropriate marketing strategies on the promotion of equality.

He (2017, pp. 2961-2969) explores the application of brand management in the business development process and concludes that fairness is very important. The survey highlights the need to increase visibility and adopt appropriate strategies to ensure that target groups receive reliable information about companies (lee, 2017, pp. 247-250). When it became marketing and capital of lakin coffee, the living use of research is important for success.

Wang (2020) studied strengthening asset and brand management by building measured values. This study is needed to identify smes like luckin that improve their results in a context of increased competition. This investigation is essential to determine the important facts about brand management practices. The survey as defined is relevant to ongoing research, is correct, and its use helps to reveal important facts.

In total, the literature synthesis confirms the relevant literature that can help us understand the brand management practice and lead to better results for enterprises. Better results can be achieved through appropriate marketing strategy and improved evaluation in the Chinese market.