

## Chapter 3

### Research Methodology

This research is qualitative research. The details about the research method as follows:

1. Research design
2. Population and sample size
3. Research instruments
4. Data collection
5. Data analysis

#### Research Design

In addition to the study of the business background and current situation at home and abroad, this study focuses on the coffee brand of lucky coffee as the object, and analyzes the successful experience of asset management brand of lucky coffee shop and brand management, and makes a comprehensive analysis and comparison. Do a comparative analysis. It also provides an important overview of research methods.

Researchers explain the background and importance of research, the current status and overview of research in and outside Japan, research methods and ideas, content and source of data. The concept and theoretical basis of brand asset management were introduced, and the current status of brand asset management of lucky coffee was analyzed. Introducing lucky coffee, the current status of brand equity management, and the challenges and reasons of brand equity management for lucky coffee.

## **Population and Sample Size**

The study used a reasonable sampling method and included in-depth interviews of five people in three groups. Only 15. So we went to Luckin Coffee headquarters and talked to five employees, including marketing, operations and strategic management. We asked five Luckin customers their opinion of Luckin. Interviewed five outside marketing experts for their thoughts and advice on competing products.

## **Research Instruments**

The primary data collection method used in this study was the interview. We interviewed operators and customers of Luckin coffee.

In order to assess the reliability of the research facilities, this study involved 3 experts. Nuanphan, Professor of Digital Communication Design and Synthesis Media in lacban we interviewed kaewpanukrangsi and mongkol tiamtanom, Professor of Marketing at the Rajapat University, Tunburi.

### **1. In-Depth Interviews with Company Officers**

The research team will visit Luckin Coffee headquarters and interview key employees from marketing, operations, strategy and other departments. You will also visit the Luckin Coffee Cultural Center to better understand the organization's philosophy and value proposition. A detailed description of the interview structure is provided in Annex 1.

### **2. In-Depth Interviews with Customers**

In order to gain an insight into Luckin Coffee's clientele, we have visited Luckin Coffee locations in Shanghai, Beijing, and Chengdu. They have been selected for their major commercial centres in China, with a wide range of consumption. In addition to the interviews, in-store observations and meetings with clients were included. Our goal is to survey Luckin Coffee's clients' attitudes and expectations by

means of an integrated survey. Further details of the discussions are given in Annex 2.

The three cities were selected for their unique positions. As an economy power, Shanghai is a sophisticated and well-paying market. As the nation's capital, Beijing has a politically conscious customer group that can recognize issues like CSR. In contrast, Chengdu is a rapidly growing market with innovative and affordable consumers.

### **3. In-Depth Interviews with Experts**

The research will also consider the opinions of specialists from the sector, who can give a fair and complete picture of Luckin Coffee's brand strategy within this sector. The opinions of the experts were gathered by means of structured interviews. See Annex III for a complete summary of the technical discussions.

### **Data Collection**

Interview is a major way for a researcher to obtain first hand information on a particular social phenomenon. We are interested in finding out how widespread and widespread coffee growing is in China, so that we can get the data we need for an in-depth survey. First, you need to get ready for the interviews. What this implies is that the researcher will have to raise a set of problems that will be useful in the research. Their answers were logical and consistent with the notion that the individual's private information was irrelevant. The authors have sent out three questionnaires to get their views on the issue of coffee and their distribution in China, particularly in Yunnan. Interviews are carried out face to face to achieve more effective and credible outcomes. The interviews were carried out with respect to the ethics that might influence the reliability of the data. Participants were told, for instance, that the research was necessary, and that the data collected would be for scientific purposes only. On the whole, the discussion went smoothly. This is because proper procedures were observed and moral regulations were observed. It should be noted that the participant may waive the interview at any time if he/she wishes. Due to

respect for anonymity and other standards of scientific ethics, results are reliable and effective. Interviews provided researchers with first-hand knowledge essential to improving research performance. To be successful, we must consider all these factors in the future. The format of the interview is very important in ensuring that all parts or regions are sufficiently covered.

## **Data Analysis**

In this paper, the author analyses the status quo of Luckin Coffee and the problems of the brand marketing by means of deep interviews and the evaluation of the brand rights. At last, according to the above-mentioned analytical findings, this paper puts forward a new Brand Asset Management Strategy for Luckin Coffee.