

## Chapter 4

### Research Results

This section provides detailed information on the results of the data analysis. The goal is to demonstrate Luckincoffee's role in creating a balanced business by demonstrating the difficult role of managing business knowledge, good management skills, business management, and business management. This study is based on the research questions in the first chapter of this article. In order to better understand the product balance of Lukin Coffee, a consultation was conducted to receive feedback on various aspects of the brand. This section provides an overview of key concepts, each designed to highlight the importance of Lukin Coffee's brand equity. The impact of knowledge management on business is first reviewed, followed by a detailed analysis of the management consensus, the management of the business organization, and business organization management, including business loyalty. This study will lead to a better understanding of the factors affecting the brand equity of Lucan Coffee.

#### Demographic Profile of Survey Participants

To match the company's main target audience and the company's main customer base, the company strategically chose an age range between 18 and 50 years old. Such demographic choices ensure that the feedback received is particularly relevant to the important consumer group of the brand.

Participants from elementary to university will also increase the depth and richness of the sample. This difference makes the results representative because it involves different levels of education and opinion, and ensures that the different economic backgrounds of the large coffee consumers are analyzed by including participants with different incomes. You can. This integration helps us better

understand the impact brand management has on the interests of different consumers.

In order for us to understand the brand value of lucky coffee, it is important to reach out to a wide range of respondents. One respondent emphasized that Answer: "the brand image of lucky coffee is the same, so I think many people will gather there, you can find the same logo, color, message in the shop or on the Internet.

The statement underscores the importance of product consistency as a basis for brand fairness as it makes it easy for consumers to identify and remember brands.

## The Results of Interview with Company Officers

Interviews with Larkin coffee management provide a valuable insight into all of the company's brand operations. Cognitive brand management, perceived quality management, associative brand management, brand image management and other aspects of idea sharing. The key findings of the interview were as follows:

Brand awareness is an important factor in brand value and plays an important role in how consumers recognize the brand and interact. In order to effectively structure brand wealth through quantitative brand management, it is important to use a variety of brand quantification strategies based on brand goals and values. Here are some basic strategies to increase brand value through brand awareness.

You should include important quotes that reflect the following values (consistent branding, content marketing, etc.). Interview results must contain elements of human language, such as comments. I saw some important reactions on the next page. You must classify them.

When you write chapter 4, this is not the process you are doing. How the results meet the purpose of your search.

**Maintain brand consistency:** It's important to keep the elements of your brand consistent at all touch points, including logos, color codes, and messages. This consistency makes it easier for consumers to recognize and remember a brand.

**Content Marketing:** Brand awareness can be enhanced by creating valuable and highly relevant content. By sharing useful, fun or educational content on blogs, social media and videos, brands can become authorities in their field.

**Communication with social networks:** Active participation in social media allows the brand to communicate directly with the audience. Replying to comments, sharing user-generated content and social media activities can increase brand awareness and loyalty.

**Influencer Marketing:** Reach a more targeted audience while sharing brand values by working with influencers. People with the flu can create real content to present their brand to potential new customers.

**Partnership and sponsorship:** You can increase brand awareness by partnering or sponsoring events or organizations with similar audiences with other brands. And leverage the existing influence of partners and activities.

**Search engine optimization:** Optimize your website content in search engines. Your brand may appear in the relevant search results. Visibility of search results significantly increases brand awareness.

**Public relations (PR):** She specializes in the relationship between media and media, the relationship between media and media, and the relationship between media and media. The articles in the publication have a reputation among fiancées and rights holders.

**Community building:** Building and maintaining a community of loyal customers and brand supporters increases brand awareness. Online platforms, loyalty programs, qualified campaigns promote a sense of community.

**Storytelling:** Those who do this can make a strong impression on them. This means acting in the public interest, acting in the public interest.

**User Experience:** Deliver a smooth and positive user experience at all brand touchpoints from the website to the store, generating positive brand relevance and word-of-mouth recommendations.

**Measure and Adjust:** Our company USES analytics to track brand awareness measures such as website traffic, social media activities and brand reviews. Check the data regularly and check the brand awareness strategy based on the data.

**Authenticity:** Trust is becoming increasingly important in today's consumer environment. Maintaining transparency about brand values, behaviors and defects promotes trust and credibility.

Notably, an effective brand awareness strategy must align with the brand's unique identity and goals. Furthermore, these strategies need to be constantly monitored and coordinated to ensure they are effective in relation to enhancing brand equity.

Business leaders emphasize the importance of strong brand awareness strategies to enhance brand fairness. They discussed initiatives in this area and highlighted the positive impact marketing activities and product launches have on brand awareness and awareness.

The main topic of the interview was quality control. The executives discussed the importance of improving the quality of the customer experience to maintain a positive brand image. We discussed strategies to meet or exceed customer expectations in terms of product quality.

The way fortune Coffee handles sound, happiness, and reputation shows that they are closely related within the company.

First, there is an important relationship between the issue of voice and reputation. People who say their voice is important to the company also think coffee's reputation as an employer is lucky. These relationships highlight the importance of paying attention to the voice of employees in order to build and maintain a good reputation. When employees feel that their opinions are being listened to and respected, this has a positive impact on how employees and the outside community view the company.

The correlation between reputation and satisfaction was also shown in figures. Workers who enjoy happiness are likely to regard lucky as an employer. This suggests that workplaces that prioritize employee satisfaction have increased their overall reputation. Paying attention to the health and well-being of employees can increase the satisfaction of their work and create a positive external image.

These data show a symbiotic relationship between sound issues, happiness, and the reputation of lucky coffee. A culture that encourages employees to speak freely and put happiness first has earned a reputation in the company and industry. This relationship underlines the importance of creating a workplace where employees feel listened and supported. As a result, it will damage the company's image and reputation.

Some of the key responses to the survey are presented below:

1. "Luckin cafe's unique service award, as a sword and decorative shield, makes Me feel gratitude and recognition for my contribution over the years.
2. "In our culture, we value respectful and healthy discussions, creating an atmosphere in which we can express our ideas and opinions with pleasure."
3. "Many thanks to cafe luckin for prioritizing high quality work over strict delivery times.
4. "Lukin coffee's strong sense of community helps us celebrate our successes and support each other in difficult times.
5. "With lukin coffee, there are opportunities for personal and professional growth. The company's efforts for personal development are stimulating."
6. "From flotation to scenario, horizons have been broadened and strengths enriched by varied learning opportunities.
7. "Cafe lukin is not like the other companies I've worked with.
8. "At cafe lukin, all voices count and I can bring in new ideas that challenge what exists."
9. "Lukin coffee's dedication to employee health and engagement reflects the high appreciations of platforms such as glass door."
10. "Luckin cafe's unique corporate culture not only fills Me with motivation, it has also consolidated my position as a leading employer in the gaming industry.

The management of the brand association was discussed. Company executives discussed various customer brand associations related to luckin cafe. They emphasize the emotional connections between customers and the brand, such as trust and loyalty.

Managing brand loyalty is very important, and business leaders recognize the importance of maintaining and managing brand loyalty. They Shared luckin cafe's know-how on how to increase loyalty rates through continuous quality and convenience.

Feeling quality is a key factor in loyalty. One customer said, "our strategic goal was to win the trust and loyalty of our customers by continuing to provide high-quality products and services. Customers agree that the quality of Luckin cafe's products exceeds expectations and increases the potential for brand loyalty and recommendations. Customers share an emotional connection with the brand and maintain their loyalty to lucky coffee primarily because of trust and loyalty. Another respondent said, "the quality of the product sets us apart. It's not just selling coffee, it's providing an experience that customers can trust and enjoy.

An interview with a manager at Luckin Coffee helped him understand his brand behavior management strategy. Based on the value of the key answers:

**Consistent Branding:**

Director b: "maintaining a consistent brand image is not negotiable. We invested in maintaining the elements of the brand, from the logo to the colors."

**Content Marketing:**

Manager C: content marketing is about communicating with customers, not coffee. We provide information and entertainment on websites and social media, and we are proud of our industry authority."

**Social Media Engagement:**

Director d: "interacting with our audience on social media is part of our company's DNA. Responding to comments, sharing user-created content, etc., are actions that not only improve brand visibility, but also create brand loyalty.

**The Results of Interview with Customers**

The Luckin Coffee interview provides a valuable perspective from the consumer's point of view. These interviews give you a deep understanding of how

customers look at your brand and how they engage with it. The main conclusion of the interview is as follows.

Their brand awareness is high, and many of them have a good understanding of not only their lucky coffee, but their products and unique selling points.

Many customers remain loyal to the brand, citing its enduring quality, convenience and past positive experiences. "Quality is the engine of our brand value," one executive said. "That's why our customers come back to our lucky cafe and introduce us to their friends and family."

The respondents' reviews highlighted the importance of perception of quality in establishing customer trust, loyalty and brand equity.

Customers express their awareness of brand value and reflect the correspondence of brand marketing and content elements in the evaluation:

**Consistent Branding:**

Customer E: "the luckin cafe brand is very good. Every time I see this green logo, I buy a good cup of coffee in the morning and in the afternoon and in the evening.

**Content Marketing:**

Client f: "their blog posts and social media updates are more than advertising, they really don't have any. I learned a lot about coffee with them.

## **The Results of Interview with Experts**

Interviews with external experts provide valuable insights to industry experts with expertise in brand management, consumer action, marketing strategy. Here is the main part of the interview.

Experts agree that brand awareness management is essential to improve brand impartiality. He stressed the importance of a strong brand awareness strategy to ensure brand awareness and customer recycling.

Lukin's strong brand awareness strategy is based on continuous quality, trust and emotional bond with customers. The strategy is summarized below.

Consistent quality :lg coffee must be committed to continuously providing superior products and services. In the interview, the managing director said: "our strategic orientation to consistently provide high quality products and services has earned the trust and loyalty of customers. Continuous quality meets and exceeds customer expectations.

Please enter the brand information. The purpose of this message is to highlight the qualities, convenience and expected positive experience of Luckin cafe.

Building trust: trust is an important part of brand awareness. Trust and trust are an important part of brand awareness. "What sets us apart is the quality of our products, it is not only the sale of coffee, but also a reliable and enjoyable experience for our customers; the important thing is to build trust through continuous quality and transparency."

Loyalty programs: lukin coffee can introduce loyalty programs and rewards for existing customers. Loyal customers are very likely to ensure brand awareness, which improves.

Review: it is a powerful strategy to encourage satisfied customers to recommend Lukin cafe to friends and family. The director says, "feeling quality is the driving force behind our brand value, allowing customers to go back to their lucky coffee and introduce us to friends and family.

Creating opportunities for customers to interact with your brand leads to increased brand awareness by fostering community awareness. Social initiatives and commitment to sustainable development and customer participation strengthen emotional ties with brands.

Luckin coffee's strong brand perception strategy focuses on maintaining consistent quality, building trust and creating an emotional bond with customers. This can not only help customers identify the brand, but also associate it with a positive experience, credibility and quality. The management presentation highlighted the importance of these elements in the brand recognition strategy.



Perceived quality management is seen as a central aspect of brand equity. To enhance brand value and image, the expert highlights how customers recognize the importance of product quality.

Experts agree on the importance of managing brand alliances. A positive brand alliance is essential to create brand rights, influence consumer decisions and build loyalty. Emphasize the role to be played.

Brand loyalty management attracts attention as the main driver of brand performance. Experts recognize that loyal customers can not only generate sustainable revenue, but also act as brand ambassadors and extend its impact and impact.

Here are some of the testimonies of the interviewees.

"We have always been committed to providing high quality products and services, which is our strategic priority and we have earned the trust and loyalty of our customers. Perceived quality is not just an indicator. It is the cornerstone of our brand. - [officer 1]

"In recent years, we have invested heavily in maintaining and improving the quality of our products. This commitment is inextricably linked to our strong and loyal customer base. - [officer 2]

"A brand associated with quality is strong. Loyalty to our brand will increase if customers believe they can buy the best products every time they choose luckin cafe. - [officer 3]

"The recognized quality of our products sets us apart. We don't just sell coffee; we offer a trusted experience to our customers. - [officer 4]

"Perceptive quality is the driving force behind our brand's interests. This is also why customers come back to lekin coffee and recommend it to friends and family." - [officer 5]

This quote highlights the importance of recognized quality in establishing the value of the luckin coffee brand.

## The Results of Brand Equity Management of Luckin Coffee

### 1. Brand Awareness Management

Interviews and data analysis reveal the importance of managing the brand awareness of lucky coffee in a brand equity strategy. Brand awareness is the foundation of brand awareness and trust. Luckin employs a multi-layered brand awareness approach that includes several key strategies. A fundamental element of its brand awareness strategy is to continue to provide quality products and services. This commitment to quality not only satisfies our customers, but also helps to establish a positive brand image. Luckin caffeine is recognized by customers thanks to an outstanding commitment to its products.

Companies invest in clear and effective brand information as well as quality. Information should convey the brand's value, mission and unique charm to customers. It plays an important role in helping customers understand and understand that Luckin Cafe is the marketing representative. Transparency and credibility are also important factors in lucky Coffee's brand awareness management. Customers attach great importance to brand reliability, transparent commercial practices and sustained reliable services have promoted this trust.

And run loyalty programs to improve loyalty, reward stored customers and print our brand in the minds of consumers. Another important point in the strategy is harnessing the power of oral marketing. Customers and experts can recognize the positive impact of voice and customer satisfaction and increase brand awareness.

Brand awareness management is therefore an important factor in the capital of the lg cafe brand. The strategy adopted is to seek brand awareness, trust, success in the competitive coffee market through quality assurance, clear message, transparency, loyalty procedures, word of mouth:

#### **Consistent Branding:**

Director g: from the physical store to the online presence, always dedicated to brand building. So that customers can immediately recognize and trust luckin cafe.

### **Content Marketing:**

Agent H: "our content marketing work is education and entertainment. As customers interact with our content, we are a resource for coffee and strengthen our position as a coffee brand."

## **2. Perceived Quality Management**

Cognitive quality management has become an important part of luckin coffee brand investment strategy through interviews and data analysis. Its constant commitment to maintain and exceed customer expectations in terms of product quality has played an important role in developing brand image and balance. One of the main conclusions of the interview is that luckin coffee offers high quality products. Customers and experts are full of praise for the taste, consistency, affordable price of branded coffee and food. This affirmed recognition of quality not only attracts customers, but also contributes to their loyalty.

Offering the best coffee experience is an important reason to attract customers. The company's efforts to ensure a supply of high quality soybeans and strict brewing standards have reached customers and strengthened their brand confidence. Moreover, the price of the luckin coffee product, which does not compromise quality, is another interesting aspect of perceived quality management. Many customers consider luckin coffee as an attractive alternative for them in a competitive market, as it offers exceptional value for their money.

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Based on the answers, a few quotes underline the importance of quality of perception. Here is a part of it:

Chief I: "perceived quality is our secret source. We invest in consistent brewing methods to get the best coffee beans that exceed our customers' expectations.

"I know I can achieve the best quality every time, so come all the time, this consistency will allow us to build trust ", says Mr. J, customer.

### **3. Brand Associations Management**

Our research interviews revealed strong and positive brand relationships among Lucky Coffee customers and highlighted the importance of brand management in brand equity. These combinations involve various properties such as ease, load and mass. These links extend beyond the simple features of the product to the entire customer journey, from interactions with branded mobile apps to the effectiveness of the service.

According to the interview, the customer had a deep emotional connection with the lucky coffee brand. Many customers say that their "trust" or "loyalty" to lucky coffee is based on positive past experiences. This emotional connection further strengthens brand equity and highlights the important role of brand related management in the development of brand equity. The combination of these positive brands, including trust and loyalty, is a valuable asset for luckin, as these interviews show. These relationships not only increase brand value, but also influence consumer decisions and brand loyalty. Therefore, brands must continuously develop and strengthen these partnerships as part of their overall brand management strategy.

The information from the interviews underscores the importance of matching the attributes and values that resonate most with the brand and the customer. As customers tie them to attributes such as convenience, affordability, and quality, it is clear that they play a key role in establishing and enhancing brand fairness. In summary, the management of the brand association is not only about building brand image. It's a matter of connecting with the customer beyond the surface. Emotional connections and positive associations with Luckin Coffee greatly promote brand fairness. Embrace the need for continuous efforts to manage associations and support.

Customer K: "some of the lucky coffee people trust me, it could be the way they treat their employees, or their commitment to quality."

#### **4. Brand Loyalty Management**

The results of the questionnaire and data analysis show that luckin coffee customers are very loyal to the brand. Interview and data analysis, luckin it provides convincing evidence that coffee customers have a high level of brand loyalty, highlighting the strategic effect of managing brand loyalty by companies. The important strategy outlined in the interviews is to provide products and services of consistent quality. Customers constantly return to luckin cafe because they know the brands they can rely on to convey a great coffee experience. This obsession with quality not only makes customers happy, but also inspires the trust and loyalty of customers, become a regular customer.

The company's loyalty program is also at the heart of brand loyalty management. These programs go beyond just reward. They are designed to recognize and thank customers for their commitment. Luckin coffee rewards its loyal customers by offering incentives such as discounts, special prices, etc., and further strengthens the link with the brand. The officer described this strategy precisely, as described below. This is how the customer's commitment is recognized. Our loyal customers are our best supporters. "We learned during the interview that brand royalties are not just in transactions. Customers who have an emotional dimension can feel their affection and affection for "cafe luckin", and the heart connection is getting deeper and deeper. Customers who "think this is their favorite coffee brand" are many and the reason is that "can meet expectations ".

Overall, interviews with leaders, customers and outside experts provided beneficial insights into The brand management and services of Lackin Coffee. The results highlight the importance of sustained quality, loyalty programs, and emotional ties between brands and customers to build brand loyalty. This information helps you understand how to build brand loyalty and use it for lasting prosperity in the competitive coffee market.

Director I: "our loyalty program goes beyond compensation. It's a way to recognize the commitment of our customers. Our loyal customers are our best supporters."

**Table 4.1** The result of the interview

COMPANY OFFICERS	CUSTOMERS	EXPERTS
<p>1. Brand Awareness Management: Luckin Coffee has adopted an aggressive strategy over the past few years aimed at increasing its brand awareness. This includes large-scale marketing, social media campaigns, store openings, etc. The brand has been actively promoted and widely recognized in the coffee market through frequent advertising campaigns and offline exhibitions.</p> <p>2. Perceived quality management: the company maintains perceived quality by providing high</p>	<p>1. Brand awareness: customers notice luckin coffee first through advertising, social media or recommendations from friends. This shows some success in terms of brand awareness that can attract the attention of potential customers.</p> <p>2. Perceived quality: customers are influenced by cafe luckin products and services in their purchase decision. This means the affirmation of product quality, taste and service quality, which is essential to preserve the brand's reputation.</p>	<p>1. Brand awareness: experts generally believe that Luckin coffee has a certain level of brand awareness on the market, but there is still room for improvement. We propose to increase brand awareness through more aggressive marketing and advertising activities and strategic partnerships with well-known partners. In addition, expanding sales offline also leads to increased awareness.</p> <p>2. Quality of perception: experts generally believe that the</p>

**Table 4.1** The result of the interview (Cont)

COMPANY OFFICERS	CUSTOMERS	EXPERTS
<p>quality coffee products and exceptional customer service. They focus on freshness, taste and quality management and are constantly improving these aspects to allow customers to see their products in a positive way. In addition, the strict implementation of employee education and service standards also helps to feel quality.</p>	<p>3. Brand Association: as soon as customers mention "cafe luckin", they can associate a specific brand Association, including impression that modern, practical, high quality and relevant to social events. These associations help shape the identity and image of the brand.</p>	<p>quality of Luckin coffee's products and services is relatively high, but there is still room for improve. We suggest that we continue to invest in quality control and training to ensure product consistency, and monitor and respond to customer feedback to continuously improve our products and services.</p>
<p>3. Brand association management: lucky coffee strives to partner with active brands. They connect the brand to a modern, young and fast lifestyle.</p>	<p>4. Brand loyalty: the frequency with which customers choose luckin cafe reflects their brand loyalty compared to other coffee brands. Customers frequently choose "cafe luckin", which indicates great trust and loyalty to the brand.</p>	<p>3. Brand related: experts have mentioned many associations such as modern, young, practical, high quality in relation to the lucky coffee. In order to further strengthen brand connection, they suggest that enterprises strengthen</p>
<p>4. Brand loyalty management: Luckin to increase brand loyalty Coffee employs</p>		

**Table 4.1** The result of the interview (Cont)

COMPANY OFFICERS	CUSTOMERS	EXPERTS
<p>strategies such as membership programs and discount promotions to encourage frequent consumption and establish loyalty. In addition, the company attaches great importance to customer interaction, improve products and services through customer feedback and Suggestions, and increase customer loyalty.</p>		<p>brand history, strengthen emotional connection with customers, actively participate in social responsibility and sustainability initiatives, and establish a positive image. Yes.</p> <p>4. Brand loyalty: experts believe that Luckin Coffee has successfully established a loyalty rate, but needs to strengthen it. They suggest adopting more loyalty rates, personalization, and customer engagement programs to increase customer loyalty to the brand.</p>



## Conclusion

Chapter 4 highlights measured verification of the 30 survey questions by experienced experts, recognizing the important role played by luckin coffee in exemplifying the complexity of managing brand shares. These questions are not only the starting point, but also the basis for further analysis.

The knowledge gained from answering these questions will form the basis for future research. Learn how luckin coffee has strategically improved brand awareness, brand quality, brand engagement and loyalty. This provides valuable insight into the value and position of the lakin brand in the highly competitive coffee industry.

In the next sections, we will analyze these insights and explore their implications for Luckin Coffee's strategic decision making and future brand management activities. These findings will provide us with useful recommendations and insights on how we can improve and leverage brand equity to continue to succeed in the dynamic coffee market.