

Luckin Coffee Linkage “star” Carried Out Brand Marketing Strategy Research between 2021 to 2024

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Abstract:

With the popularity of We-Media, many food and clothing brands promote their products through short video platforms, but standing out among thousands of products has become a major difficulty for brand marketing. Most brands choose cross-field and co-branding to enhance brand awareness and attract consumers to buy. Reading literature to understand Luckin Coffee’s co-branding strategy, collecting public opinions and analyzing the promotion and marketing of Luckin Coffee’s brand on social media. This essay can reflect the impact and benefits of cooperation between brands and “stars”, so that brands can diversify their marketing methods. The study found that after cross-field cooperation, consumers will have greater interest in the brand, and even increase product sales. Such marketing can not only improve brand awareness, attract consumers in different areas, but also improve brand awareness, stimulate the brand to launch more fresh products, enrich the taste of products, and improve the loyalty of brand consumers.

Keywords: Luckin Coffee; marketing strategy; consumption.

1. Introduction

Among the many brands keen to launch products through co-branding, Luckin Coffee through cross-field cooperation, from the “Maotai”, which represents the high consumption level of the people, to the daily use of young peoples’ emoji “Maltese”. Luckin Coffee accurately understands the psychology of consumers in every age group, the joint products of Luckin Coffee and Changli Maotai Wine—a “sauce-flavored latte”, have formed a phenomenon spread in mainstream media such as Tiktok and Red

Book. Previously, people had never heard of coffee and wine combined. The cross-field cooperation between the coffee brand favored by young people and the Maotai brand favored by their parents, not only responds to the concept of “approaching young people” of Maotai, but also successfully makes Luckin coffee more popular [1]. In order to confirm whether the co-branding cooperation of Luckin coffee influences increasing product sales, the study explores its effectiveness through questionnaires, analyzing social media, and reading literature. Luckin Coffee reveals

some clues about joint products in advance to warm up, accumulates audience expectations, and the unique characteristics of new products can arouse people’s curiosity, thus it can promote product sales. When the joint brand is actively linked with consumers, such as giving exclusive cup sets, and drink bags, it can leave a good impression in the minds of consumers[2]. This essay mainly explores whether the brand marketing of Luckin coffee with “stars” in 2021-2024 can promote the purchase desire of 16-25-year-old consumers.

2. Research Technique

2.1 Questionnaire Survey

A total of 127 valid data were obtained through the “Consumer Survey on Luckin Coffee Brand Co-branding Products”, with respondents aged between 16 and 25 years old. The respondents of this questionnaire are 24 years old, accounting for 14.96% at most, and 16-year-old respondents accounted for the least, only 3.15%. The data about respondents are shown in Figure 1.

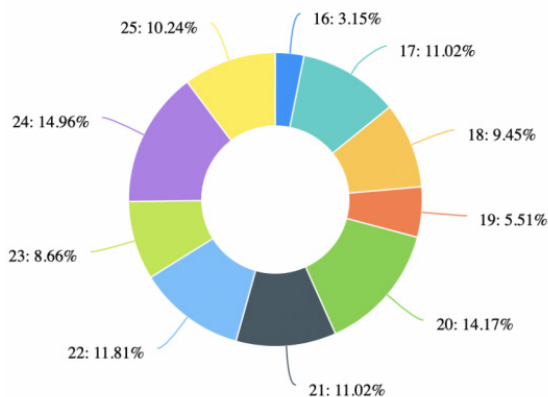


Figure. 1 The age of the interviewee

99% of the respondents know the Luckin coffee brand, and 1% of the respondents have never heard of Luckin coffee brand. The statistics are shown in Figure 2.

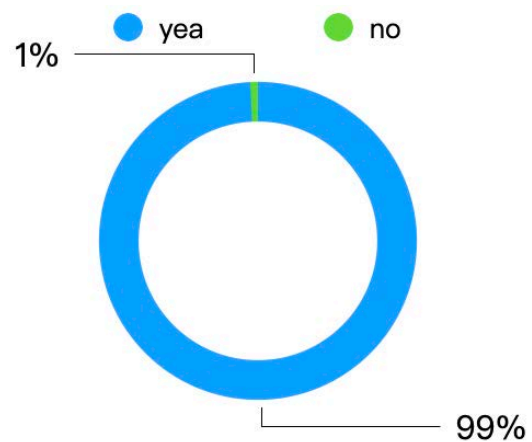


Figure. 2 Luckin Coffee awareness survey (whether people know Luckin Coffee)

The respondents who have bought and drunk the co-branding products Luckin Coffee account for 75%, and the respondents who have not drunk its co-branding coffee account for 25%. The data is reflected in Figure 3.

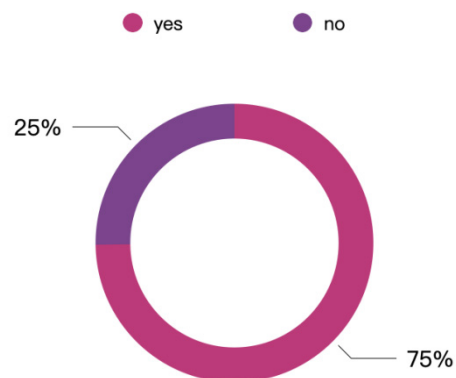


Figure. 3 The proportion of interviewees who have bought and drunk Lukin Coffee products

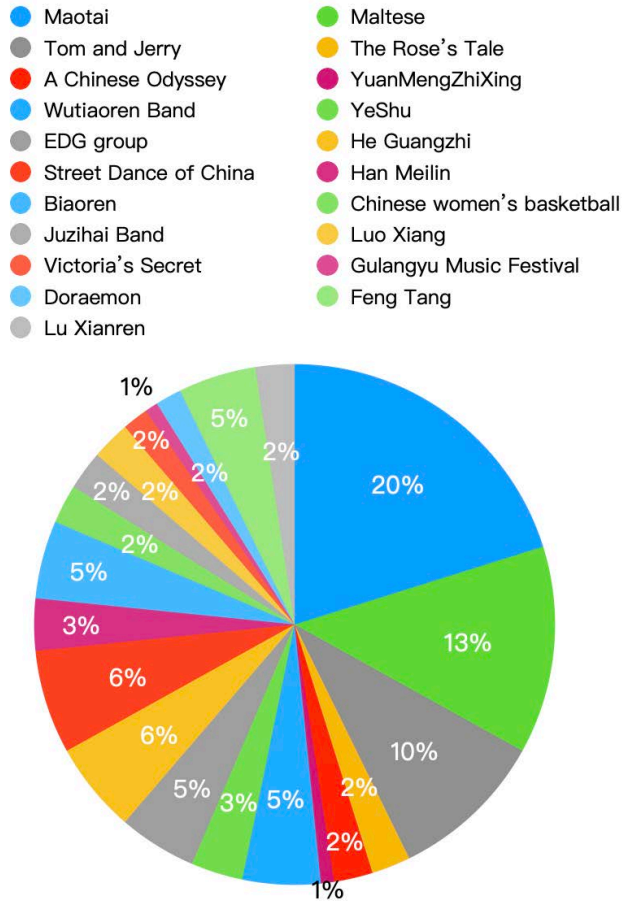


Figure. 4 Category of drinks consumed by the interviewee

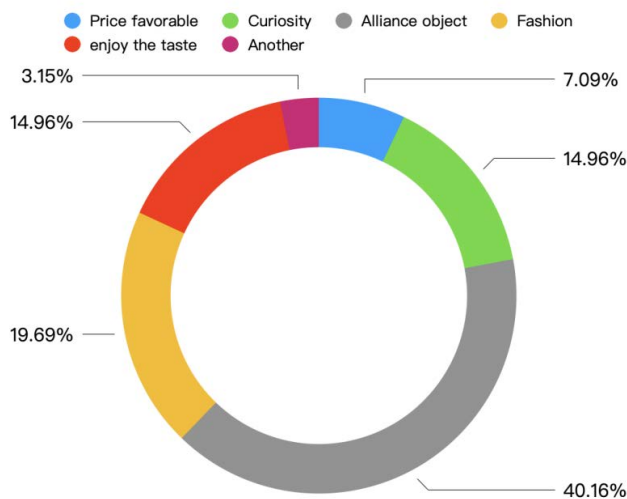


Figure. 5 Purpose of bought

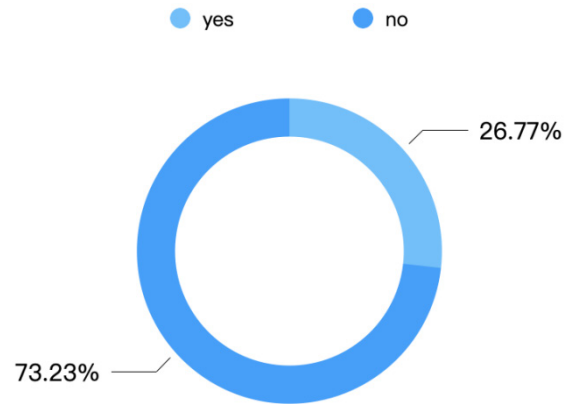


Figure. 6 Whether the interviewee would buy Drinks when the price rises

As shown in Figure 4 and Figure 5, 40.16% of respondents purchase co-branding products for the purpose of products, and 19.69% pursue fashion. The majority of respondents buy Luckin Coffee and Maotai co-branding products, indicating that the purchase of this product is related to the popularity of the co-branding object. When the co-branding products is a well-known national brand, from luxury to cooperation with the ordinary consumer group, consumers will be more willing to buy it. When the price of co-branding products increases, 73.23% of people will not buy co-branding products, 26.77% choose to continue to buy their products in figure 6, through further interviews with 26.77% of respondents, 80% of respondents continue to insist on buying the reason is still to support the co-branding products. Respondents who would not continue to buy the product said they were just “casual fans” and had no need to buy it after its price increases. Luckin Coffee uses harmonics to increase the heat of the topic, it released 27 city posters to attract people to punch in offline stores. On Chinese Valentine’s Day in 2023, Luckin Coffee and the “Maltese” jointly launched the “I Love You” series of joint products, which set off a wave on the network[3]. Because Luckin Coffee is very sensitive to the hot topics of the Internet, so it is frequently hot in the joint.

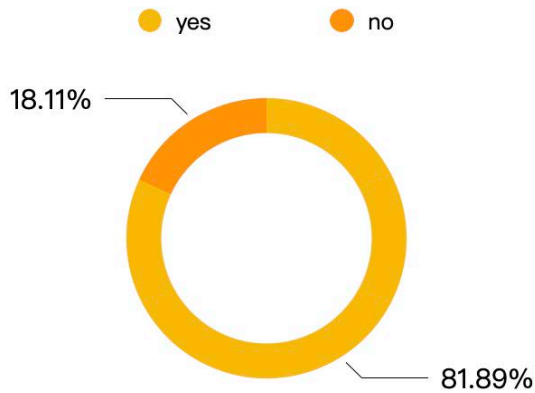


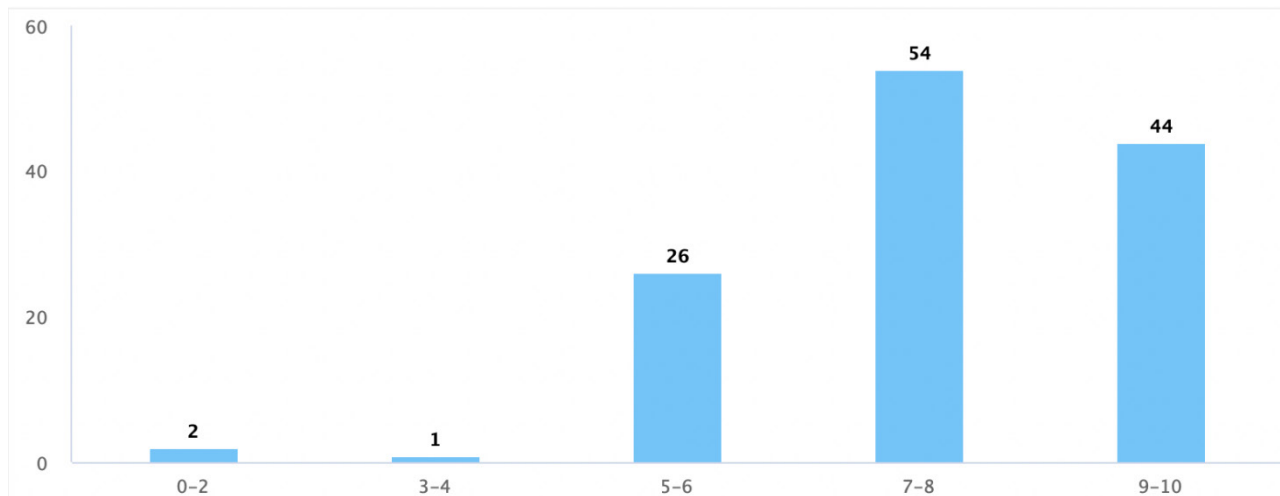
Figure. 7 Whether the interviewee think the spokesperson can reflect the brand image

When further investigating whether the respondents think the joint brand and spokesperson can reflect the brand image in Figure 7, 81.89% of the respondents said that it can reflect the brand image of Luckin Coffee. Because

the brand will investigate the audience of the brand product when choosing the spokesperson, and then infer the “star” who they like according to the audience. Finally, brand choose to cooperate with them. Moreover, the products launched by Luckin Coffee research can reflect the innovation ability of the brand. 18.11% of respondents said that they could not reflect the brand image of Luckin Coffee, they could not represent the brand image because of a time-effective cooperation, and the target audience of cooperation is different. Luckin coffee may only improve brand awareness through marketing strategies to achieve the purpose of attracting consumers.

The views of Luckin coffee brand, respondents have different views, some respondents said that Luckin coffee is characterized as cheap, and some people said that they will choose spokespersons, joint branding frequently, fashionable, and the brand has internet thinking, marketing strategy, product innovation ability.

Figure. 8 The probability of drinks being recommended



In Figure 8, most respondents expressed their willingness to recommend Luckin coffee co-branding products to their family and friends for the following reasons, good products deserve to be recommended, friends love to drink coffee, co-branding coffee novel and unique, it is worth trying. Co-branding products are fun and good for office talk, and unique brand personality, launch products may become limited, to push sales for idols.

According to the above questionnaire, the launch of the joint brand is attractive to consumers, and the joint behavior of the favorite “star” and the “cross-field cooperation” of Luckin coffee expressed surprise and surprise. People between 16 and 25 years old like to try new products based on suitable prices and enjoy the fun of trying different flavors and different joint products.

2.2 Social Media Analysis and Observation

Luckin Coffee released information through its official so-

cial media account during the preheating of the co-branding product, and people increased the heat of the product by guessing the co-branded object. Within a week of product launch is the “golden period” for sales, brands look for online bloggers to evaluate the product, increase product awareness, and attract consumers to try it. Finally, it attracts long-term consumers through its unique coffee taste. In the joint brand of the 2024 Chinese Valentine’s Day, Luckin coffee cooperated with “loopy” to produce jasmine flavor drinks and released them to its official account. Then, through an emoji blogger who named “orange likes

pp”, Luckin Coffee and the blogger’s pet cat “Orange” were photoposted on an emoji to promote the products. Once again through cross-field cooperation to improve the heat of the product.

3. Research Findings and Discussion

The co-branding process of Luckin Coffee is to first carry out the preheating of the story, and then jointly promote the marketing number to increase the traffic, when the official announcement and use the network hot meme to promote, and finally invite celebrities to co-promote and cause the “star effect” to turn red products again. Luckin Coffee pays great attention to the popularity of the co-brand when selecting the co-brand. The co-brand with its own topic popularity can save Luckin Coffee most of the publicity cost, so Luckin Coffee has a certain dependence on the co-brand [4].

If Luckin Coffee wants to stand out among brands, it should “realize user sharing and break the barriers of the inherent circle” [5]. Through the above case analysis, the researchers found that cross-field cooperation can improve the sales of Luckin coffee products. Luckin Coffee attracts consumers by “entering” the world of consumers, rather than letting consumers “enter” the circle of Luckin coffee. Due to cost constraints, when manufacturers can no longer improve product quality, they will leave the product itself and produce coffee drinks and desserts with different characteristics according to different groups of consumers. Different gifts after purchasing products can also arouse consumers’ desire to buy. Luckin Coffee is cost-effective and rich coffee taste, drinking a cup of Luckin coffee every day before work will also make people more energetic. Luckin Coffee attracts customers through the promotional activities of “Free coffee for friends, each gets a cup”, “Luckin has abundant products and more choices”, “Luckin coffee tastes good and serves food quickly”, and at the same time improves the buyback rate of consumers and maintains the brand loyalty of customers .However, these “co-branding products” have a price in the mind of consumers, when the price is exceeded, consumers will no longer consume them, with the passing of time, Luckin Coffee launched more frequent products, but the product itself does not have a bright spot, the taste of joint products is gradually the same and the gift has not improved, it is still a cup set, handbag and other gifts, consumers will

gradually lose interest. In the future, the Luckin coffee brand should enhance its product research capabilities, and appropriately replace gifts to improve consumers’ desire to buy. Otherwise in the future, there will be newer, more affordable brands.

4. Conclusion

Due to the uniqueness of co-branding products and their own topic heat, Luckin Coffee linkage “star” products can not only trigger consumer discussion and attention, but also form word of mouth on social media and other media to improve brand exposure. Luckin Coffee’s publicity can stimulate consumers’ interest and curiosity, it can prompt them to try new products. When co-branding products are in line with consumers’ personal preferences, values, or lifestyles, they can trigger emotional resonance and enhance consumers’ desire to buy. Through the continuous introduction of high-quality co-branding products by the brand, it can also continue to consolidate the emotional connection with consumers, thereby enhancing brand loyalty. Through this study, brands can better establish a relationship with consumers, understands the reasons why consumers buy brand products, and improve brand marketing strategies. Due to the limited ability of researchers, they could not enter Luckin Coffee Company for indepth interview, but through literature research, they have a preliminary understanding of Luckin Company. In future studies, researchers will continue to observe Luckin coffee and conduct indepth discussions on its marketing differences with other brands.

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