

Research on the Mechanisms and Paths of Online First-Launch Scenarios Empowering Consumption Upgrade in the Context of the Digital Economy

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Abstract

The rapid development of the digital economy has driven the digital transformation of consumption scenarios. Online launch scenarios, as a new carrier deeply integrating the launch economy with digital technology, have become a key tool for activating consumption potential and promoting consumption upgrading due to their core advantages of being boundless in time and space, precise in reach, and highly interactive. Based on theories related to the digital economy, scenario-based consumption, and supply-demand equilibrium, this paper defines the connotation, types, and core characteristics of online launch scenarios. It systematically analyzes the inherent mechanism by which online launch scenarios empower consumption upgrading under the digital economy background, clarifies the transmission logic of "digital technology support—scenario value transformation—consumption upgrading implementation," and dissects the empowerment path from three core dimensions: demand-driven, supply optimization, and channel innovation. Furthermore, considering the current shortcomings in the development of online launch scenarios, it proposes targeted optimization strategies to provide theoretical support and practical guidance for the high-quality development of the launch economy and the continuous advancement of consumption upgrading in the digital economy era.

Keywords

Digital economy, online launch scenarios, consumption upgrade, empowerment mechanism, optimization path.

1. Introduction

1.1. Research Background

Currently, my country's digital economy has entered a stage of high-quality development. Big data, artificial intelligence, the internet, and other digital technologies have deeply penetrated the consumption sector, reshaping consumption patterns, scenarios, and demands, and injecting strong momentum into consumption upgrading.^[1] As the primary driver of economic growth, consumption's upgrading process is directly related to the expansion of domestic demand, optimization of economic structure, and the overall high-quality development. The "first launch economy," as a crucial link between supply and demand, effectively guides consumption trends and stimulates consumer desire through new product launches, debuts, and exhibitions.^[2] The empowerment of digital technology has propelled first launch scenarios from offline to online, giving rise to the new consumption format of online first launches.^[3]

Online product launches, leveraging e-commerce platforms, live streaming, virtual showrooms, and other digital channels, have broken the spatial and temporal limitations of traditional offline launches.^[4] This has enabled the entire process of product launches—from display and promotion to transactions and feedback—to be digitized, resulting in a diversified and large-scale development pattern. From dedicated new product launch events on leading e-commerce

platforms to live streaming sales and virtual product debuts, online launches have become a core channel for businesses to promote new products and enhance brand influence. They have also become a primary means for residents to meet their personalized and high-quality consumption needs and gain new consumption experiences.^[5]

However, online launch scenarios still face numerous bottlenecks in empowering consumption upgrades: insufficient scenario innovation and severe homogenization make it difficult to continuously attract consumers; uneven regional development of digital infrastructure, with insufficient scenario coverage in the central and western regions; low supply-demand matching, with some launch products out of touch with consumer needs; and imperfect market supervision, resulting in shortcomings in consumer rights protection.^[6] Against this backdrop, systematically exploring the inherent mechanisms by which online launch scenarios empower consumption upgrades and identifying scientifically feasible optimization paths is of significant theoretical and practical importance for overcoming development dilemmas, unleashing consumption potential, and promoting the coordinated development of consumption upgrades and the launch economy.^[7]

1.2. Significance of the Research

1.2.1. Theoretical significance

The theoretical significance of this paper is mainly reflected in three aspects: First, it expands the research boundaries of the first-launch economy and consumption upgrading, focusing on online first launches as a new scenario in the digital age, breaking through the limitations of traditional offline first launch research, and enriching the research perspective on the first-launch economy empowering consumption upgrading; second, it constructs a theoretical framework for online first launch scenarios to empower consumption upgrading under the background of the digital economy, systematically analyzes its internal transmission mechanism, and makes up for the shortcomings of fragmented and untargeted mechanism analysis in existing research; third, it deepens the research on the integration of the digital economy and consumption upgrading, reveals the core role of digital technology in scenario empowerment, and provides new ideas and support for the innovation of digital consumption theory and scenario consumption theory.^[8]

1.2.2. Practical significance

The practical significance of this article is mainly reflected in two aspects: First, it provides practical guidance for enterprises, helping them to accurately grasp the empowering logic of online launch scenarios, optimize launch operation strategies, improve product conversion efficiency, and better meet residents' consumption needs through scenario innovation, technology application, and supply-demand matching. Second, it provides a reference for the government to formulate relevant policies, clarifying the key links and weaknesses of online launch scenarios in empowering consumption upgrades, promoting the improvement of digital infrastructure, the standardization of market order and regional coordinated development, fully releasing the consumption-driving effect of online launch scenarios, and helping to expand domestic demand and promote high-quality economic development.

1.3. Current Status of Research at Home and Abroad

1.3.1. Current Status of Domestic Research

In recent years, domestic scholars have conducted increasing research on the "first-launch economy" and consumption upgrading, focusing primarily on three aspects: First, research on the connotation and current development status of the "first-launch economy," clarifying its definition, types, and development characteristics, and arguing that it can effectively activate consumption potential and lead consumption trends (Li Juan, 2022); second, research on the pathways by which the "first-launch economy" empowers consumption upgrading, proposing

that offline first-launch scenarios promote consumption upgrading through scene experience and brand communication, while online first-launch scenarios achieve precise empowerment through digital technology (Zhang Min, 2023); and third, research on the integration of digital technology and online first-launch, with some scholars exploring the application of big data, artificial intelligence, and other technologies in online first-launch scenarios, but most studies have not deeply analyzed the internal mechanisms by which online first-launch scenarios empower consumption upgrading, and the discussion on development shortcomings and optimization paths is not comprehensive enough (Wang Hao, 2022). Furthermore, existing research lacks a clear definition of the core value and empowerment logic of online first-launch scenarios, and fails to fully reveal the supporting role and transmission path of digital technology in scene empowerment.

1.3.2. Current Status of International Research

Research on the first-launch economy and consumption upgrading began earlier abroad. Early studies mainly focused on offline launch scenarios, exploring the market effects and consumer behavior responses of new product launches. These studies argued that new product launches could attract consumer attention through differentiated competition, stimulate consumer demand, and promote the optimization of consumption structure (Kotler, 2016). With the rise of the digital economy, foreign scholars began to focus on the development of online launch scenarios. Research found that the convenience and interactivity of online platforms can improve the dissemination efficiency and consumer participation of launch products, reduce corporate promotion costs, and thus promote consumption upgrading (Smith et al., 2018). Furthermore, some scholars have explored the supporting role of the digital economy in the integration of online launches and consumption upgrading from the perspectives of digital infrastructure and consumer digital literacy, arguing that a sound digital infrastructure and high consumer digital literacy can significantly enhance the enabling effect of online launch scenarios (Jones & Brown, 2020). However, overall, foreign research often focuses on case studies of individual countries or regions, lacking a systematic analysis of the internal mechanisms by which online launch scenarios empower consumption upgrading, and is not closely integrated with the actual characteristics of my country's consumer market.

1.4. Research Content and Methods

1.4.1. Research Content

This paper focuses on the mechanisms and pathways by which online first-launch scenarios empower consumption upgrades within the context of the digital economy. The specific content is as follows: First, it defines core concepts, clarifying the connotations, types, and core characteristics of the digital economy, online first-launch scenarios, and consumption upgrades. Second, it reviews relevant theoretical foundations to provide theoretical support for the mechanism analysis of online first-launch scenarios empowering consumption upgrades. Third, it systematically analyzes the internal mechanisms by which online first-launch scenarios empower consumption upgrades, constructing a transmission logic of "digital technology support—scenario value transformation—consumption upgrade implementation," and dissecting the empowerment path from three dimensions: demand, supply, and channels. Fourth, it identifies the current shortcomings in the process of online first-launch scenarios empowering consumption upgrades. Fifth, based on the mechanism analysis and shortcomings identification, it proposes targeted optimization paths to provide guidance for practical development.

1.4.2. Research Methods

The research methods employed in this paper mainly include: First, the literature review method, which involves reviewing domestic and international literature related to the digital

economy, the first-launch economy, and consumption upgrading to clarify the current research status, core theories, and research gaps, thus laying the theoretical foundation for this study; second, the theoretical analysis method, which combines digital economy theory, scenario-based consumption theory, and supply-demand equilibrium theory to define core concepts, construct a theoretical framework for online first-launch scenarios to empower consumption upgrading, and analyze its internal transmission mechanism; and third, the inductive and summarizing method, which identifies the current shortcomings in the development of online first-launch scenarios and, based on theoretical analysis and practical needs, proposes feasible optimization paths.

1.5. Research Innovations and Shortcomings

1.5.1. Research Innovation Points

The innovations of this paper are mainly reflected in two aspects: First, the innovative research perspective focuses on the core carrier of online launch scenarios, breaking through the limitations of traditional research that mixes online and offline launch analysis, and specifically explores the empowerment mechanism and path of online launch scenarios in the context of the digital economy, making the research perspective more targeted; Second, the innovative research content constructs a complete transmission logic of "digital technology support - scenario value transformation - consumption upgrade implementation", systematically deconstructs the empowerment path in three dimensions of demand, supply, and channels, and proposes optimization strategies in combination with real-world shortcomings, enriching the content and depth of related research.

1.5.2. Insufficient research

The shortcomings of this study are mainly reflected in two aspects: First, the research perspective is limited. This paper mainly analyzes the mechanism and path of online first-launch scenarios empowering consumption upgrades from a macro perspective, and the analysis of the impact on consumer behavior and corporate decisions at the micro level is not in-depth enough. Future research can be further expanded by combining micro-level surveys. Second, there is insufficient support from practical cases. This paper is mainly based on theoretical analysis and lacks practical cases from typical enterprises or regions to corroborate it. Future research can be enhanced by combining specific cases to improve the practicality and persuasiveness of the study.

2. Definition of Relevant Concepts and Theoretical Basis

2.1. Definition of core concepts

2.1.1. Digital Economy

The digital economy is a series of economic activities that use data resources as a key production factor, modern information networks as the main carrier, and the integrated application of information and communication technologies and the digital transformation of all factors of production as important driving forces to promote efficiency improvement and economic structure optimization. This article focuses on the application of digital technologies and the construction of digital infrastructure, including core technologies such as the Internet, big data, artificial intelligence, and virtual technology, as well as supporting facilities such as digital networks, digital payments, and logistics distribution. Its core characteristics are digitalization, networking, and intelligence, providing technical support and environmental guarantees for the development of online first-launch scenarios.

2.1.2. Online premiere scenario

Online product launches are a product of the deep integration of the digital economy and the launch economy. They refer to a fully digital consumption scenario where businesses leverage digital platforms (e-commerce platforms, live streaming platforms, virtual showrooms, etc.) to conduct new product launches, debuts, and exhibitions, achieving a seamless digital experience encompassing product display, promotion, transaction, interaction, and feedback. Its core characteristics include boundless time and space, precision, interactivity, and diversification. The main types are e-commerce platform launches, live streaming launches, and virtual launches. These launches break the time and space limitations of traditional offline launches, improving the reach efficiency of products and consumer participation, and achieving precise matching of supply and demand.

2.1.3. Consumption upgrade

Consumption upgrading refers to the process by which residents' consumption shifts from meeting basic survival needs to meeting development and enjoyment needs. Its core manifestations include optimized consumption structure, improved consumption quality, innovative consumption methods, and enhanced consumption willingness. This article defines consumption upgrading primarily from three dimensions: first, consumption structure upgrading, namely, an increased proportion of service consumption and high-quality product consumption; second, consumption quality upgrading, namely, consumers paying more attention to product quality, brand, and experience; and third, consumption method upgrading, namely, digital, personalized, and convenient consumption becoming mainstream, with consumption demands exhibiting diversified and personalized characteristics.

2.2. Theoretical Basis

2.2.1. Digital Economy Theory

Digital economy theory posits that digital technology, as a general-purpose technology, can permeate all sectors of the economy and society, driving high-quality economic development by improving production efficiency, optimizing resource allocation, and innovating consumption scenarios. Data, as a core production factor, can break down information asymmetry, achieve precise matching of supply and demand, and provide technical support for the operation of online launch scenarios. Simultaneously, the application of digital technology can reduce enterprise operating costs, improve dissemination efficiency, promote the digital transformation of the launch economy, and amplify the empowering effect of online launch scenarios.

2.2.2. Scenario-based consumption theory

The theory of scenario-based consumption posits that the consumption scenario is a core factor influencing consumer behavior. The construction of scenarios can stimulate consumer demand, enhance the consumption experience, and thus drive consumption upgrades. Online launch scenarios, through digital technology, construct diversified, immersive, and interactive consumption scenarios that can accurately match consumers' personalized and experiential consumption needs, enhance their sense of participation and identification, stimulate consumption desires, and drive consumption demand from a basic level to a higher level.

2.2.3. Supply and Demand Equilibrium Theory

Supply and demand equilibrium theory posits that the dynamic balance between supply and demand is the core of stable economic development. Optimizing supply can guide demand upgrading, and upgrading demand can drive supply innovation. Online product launches, as a crucial link between supply and demand, can convey supply information through new product launches, guiding consumers to upgrade their demand. Simultaneously, by collecting consumer feedback, they can incentivize companies to optimize product design and improve supply

quality, achieving mutual empowerment between supply and demand and promoting the coordinated development of consumption upgrading and supply-side structural reform.

3. Analysis of the Mechanism by which Online Premiere Scenarios Empower Consumption Upgrade in the Context of the Digital Economy

In the context of the digital economy, the enabling role of online launch scenarios relies on digital technology support. Through the transformation of scenario value, a complete transmission mechanism is formed from the three dimensions of demand, supply, and channels, achieving comprehensive empowerment of consumption upgrading. The core logic is "digital technology support - scenario value transformation - consumption upgrading implementation," and the specific mechanism is broken down as follows:

3.1. Digital technology support: the fundamental guarantee for the empowerment mechanism

Digital technology is the core foundation for realizing online launch scenarios and releasing their empowering effects. The deep application of the Internet, big data, artificial intelligence, and virtual technology provides a solid guarantee for the operation and value transformation of online launch scenarios, mainly reflected in three aspects: First, precise matching support: Big data and artificial intelligence technologies can accurately depict user profiles, collect data on consumer habits, preferences, and needs, and achieve precise push of launch products, reducing consumer search costs and improving product reach efficiency; Second, experience optimization support: Virtual technology and live streaming technology can build immersive consumption scenarios, allowing consumers to obtain the same experience online as offline through 3D displays, live try-on, virtual showrooms, and other forms, thereby improving consumer satisfaction; Third, efficiency improvement support: Digital payment, intelligent logistics, and other technologies can simplify transaction processes, improve transaction efficiency, reduce enterprise operating costs and consumer purchase costs, and provide efficient guarantees for scenario empowerment.

3.2. Demand-driven mechanism: Stimulating personalized and high-quality consumption demand

Online launch scenarios precisely connect with consumer needs, stimulating personalized and high-quality consumption desires and creating a demand-driven effect to promote consumption upgrades. This manifests in three dimensions: First, trend leadership: Online launch scenarios can quickly convey new product information. Leveraging the dissemination advantages of digital platforms, consumers can access the latest product styles, functions, and quality immediately, stimulating their curiosity and consumption desires, and driving a shift in consumption from basic to quality. Second, personalized satisfaction: Through big data technology, personalized consumer needs are accurately grasped, and customized launch products and services are launched to meet diverse consumer demands, improve the consumer experience and satisfaction, and enhance the willingness to consume. Third, demand feedback: Through interactive scenarios, consumer evaluations, needs, and suggestions on launch products are collected, forming a virtuous cycle of "demand-supply-feedback," continuously stimulating consumer demand and driving the continuous advancement of consumption upgrades.

3.3. Supply optimization mechanism: promoting product and service innovation and upgrading

Online launch scenarios not only drive demand upgrades but also force supply optimization. Market feedback promotes product and service innovation, achieving precise matching of

supply and demand, and ultimately empowering consumption upgrades. This is manifested in three aspects: First, it lowers the innovation threshold. Online launch scenarios eliminate the need for large-scale offline venues and personnel investment, reducing the cost of new product promotion for businesses. This encourages companies to increase R&D investment, launch more new products that meet consumer needs, and drive product innovation. Second, it optimizes the supply structure. Through interactive feedback, businesses can quickly understand changes in consumer demand, adjust product design, functions, and service content in a timely manner, optimize the supply structure, improve supply quality, and meet consumers' personalized and high-quality needs. Third, it promotes healthy competition. Online launch scenarios break down regional barriers, promoting differentiated competition among businesses, forcing them to improve product quality and service levels, creating a healthy market competition environment, and further driving supply optimization and consumption upgrades.

3.4. Channel innovation mechanism: improving the convenience and accessibility of consumption

Online launch scenarios, through channel innovation, break the time and space limitations of traditional offline launches, improving the convenience and accessibility of consumption, lowering the consumption threshold, expanding the consumer base, and thus promoting consumption upgrades. This is manifested in three dimensions: First, time and space are boundless; consumers can participate in online launch events and purchase launch products anytime, anywhere via mobile phones, computers, and other terminal devices, without being restricted by time or location, greatly improving consumption convenience and stimulating immediate consumption desires. Second, the threshold is lowered; online launch platforms often offer promotional activities and installment payment services, reducing consumer purchase costs. At the same time, consumers do not need to visit offline stores, reducing time costs and allowing more consumers to participate in launch consumption, thus expanding the consumer base. Third, regional balance is achieved; online launch scenarios can achieve cross-regional dissemination, breaking down regional barriers, allowing consumers in the central and western regions and rural areas to enjoy the launch resources of first-tier cities, improving the accessibility of launch consumption, and promoting the coordinated development of regional consumption upgrades.

4. The Real Shortcomings of Online First-Launch Scenarios in Empowering Consumption Upgrading under the Digital Economy Background

Based on the current development of online launch scenarios, although they have played an important role in empowering consumption upgrades, they still have many practical shortcomings due to multiple factors such as technology application, infrastructure, and market supervision, which restrict the full release of their empowering effect. These shortcomings are mainly concentrated in four aspects:

4.1. Insufficient innovation in scenarios and prominent homogenization problem

Currently, most online launch scenarios lack innovation and have relatively simple operating models, often adopting the traditional "product display + live broadcast explanation" approach. The scenarios are highly homogenized, making it difficult to generate sustained consumer appeal. Some companies neglect consumer experience and participation, failing to fully utilize big data, virtual technology, and other digital technologies to build immersive and interactive

scenarios. This results in low consumer enthusiasm, hindering the effective stimulation of consumer demand and limiting the release of the scenario's empowering effect.

4.2. Uneven digital infrastructure and insufficient support capacity

Digital infrastructure is a crucial support for the development of online launch scenarios, but there is a significant regional imbalance in the construction of digital infrastructure in my country. The eastern region has well-developed digital infrastructure, with high coverage and convenience of internet, broadband, and mobile networks, leading to mature online launch scenarios. In contrast, the central and western regions and rural areas have relatively weak digital infrastructure, suffering from insufficient network coverage, slow internet speeds, and inadequate smart logistics support. This results in lower coverage and operational efficiency of online launch scenarios, hindering their ability to fully leverage their enabling role and further widening the regional gap in consumption upgrading.

4.3. The supply and demand are not well matched, and the quality of supply needs to be improved

Some companies, when launching online product launches, lack accurate research into consumer needs and blindly release products, resulting in a disconnect between products and consumer demand and a low degree of supply-demand matching. Meanwhile, some launch products suffer from inconsistent quality and false advertising. Some companies overemphasize marketing and promotion while neglecting product quality and service improvement, reducing consumer confidence and hindering the empowering effect of online launches on consumption upgrading.

4.4. Unregulated market order and inadequate protection of consumer rights

While online launch scenarios are developing rapidly, the problem of irregular market order is becoming increasingly prominent. Some companies engage in illegal and irregular activities such as false advertising, price fraud, and exaggerating product efficacy. Some launch products fail to meet quality standards, harming consumers' legitimate rights and interests. In addition, the after-sales service system for online launch scenarios is not perfect, making it difficult for consumers to return or exchange goods and resulting in high costs for protecting their rights. This further reduces consumer confidence and affects the sustainable development and enabling effect of online launch scenarios.

5. Optimization Path of Online Launch Scenarios Empowering Consumption Upgrading in the Context of the Digital Economy

Based on the preceding mechanism analysis and the identification of practical shortcomings, and combined with the development trend of the digital economy, this paper proposes an optimized path for online first-launch scenarios to empower consumption upgrades from four aspects: scenario innovation, infrastructure, supply and demand matching, and market supervision, thereby promoting the coordinated development of the first-launch economy and consumption upgrades.

5.1. Strengthen scene innovation and create diversified immersive scenes

Guide enterprises to increase investment in innovative online launch scenarios, break away from single operating models, and fully utilize digital technologies such as big data, artificial intelligence, and virtual technology to create diversified, immersive, and interactive launch scenarios. Encourage enterprises to combine product characteristics and consumer needs to build scenarios such as virtual showrooms, live interactive sessions, and online trial experiences to enhance consumer participation and experience; promote the deep integration

of online launch scenarios with cultural tourism, entertainment, and social media industries to enrich the scenario content and form a differentiated competitive advantage; guide enterprises to pay attention to the details of scenario design, optimize user interfaces and operating processes, improve the convenience and comfort of scenarios, and enhance consumer appeal.

5.2. Improve digital infrastructure and promote coordinated regional development

Increase investment in digital infrastructure construction, with a focus on the central and western regions and rural areas. Improve infrastructure such as the internet, broadband, and mobile networks to enhance the coverage and convenience of digital infrastructure and narrow regional infrastructure gaps. Promote the deep integration of digital technology with online launch scenarios, optimizing the operational efficiency and capacity of these scenarios. Strengthen cooperation between the eastern and central-western regions, facilitating the transfer of online launch platforms, technologies, and talent resources from the eastern region to the central and western regions to support the development of online launch scenarios in these areas. Improve the intelligent logistics support system to enhance logistics and delivery efficiency, enabling rapid delivery of launch products and improving the consumer experience.

5.3. Accurately match supply and demand to improve the quality of supply

Guide enterprises to strengthen consumer demand research, utilize big data technology to accurately depict user profiles, grasp consumers' personalized and quality-oriented needs, and launch first-release products that meet these needs, thereby improving the matching degree between supply and demand. Encourage enterprises to increase R&D investment, focus on product innovation and quality improvement, create high-quality first-release products, and establish a brand image; establish and improve the quality testing system for first-release products, strengthen product quality control, and prevent substandard products from entering the market; improve the demand feedback mechanism, collect consumer opinions and suggestions in a timely manner through scenario interaction, continuously optimize products and services, and achieve mutual empowerment of supply and demand.

5.4. Regulate market order and strengthen the protection of consumer rights

Strengthen market supervision of online first-launch scenarios, improve relevant laws and regulations, clarify corporate responsibilities, and severely crack down on illegal and irregular activities such as false advertising, price fraud, and substandard quality to maintain a sound market order. Establish an online first-launch product traceability system to ensure product origin and quality are traceable, protecting consumers' right to know; improve the after-sales service system, simplify return and exchange procedures, reduce consumer rights protection costs, and enhance consumer confidence; strengthen industry self-regulation, guide enterprises to operate in a standardized manner, establish a business integrity philosophy, and promote the sustainable development of online first-launch scenarios.

6. Research Prospects

This paper focuses on the mechanisms and pathways by which online first-launch scenarios empower consumption upgrades in the context of the digital economy. It clarifies the core logic and optimization strategies of scenario empowerment, but some shortcomings remain. Future research can be further expanded in three aspects: First, by combining micro-level survey data to deeply analyze the impact of online first-launch scenarios on consumer behavior and corporate decision-making, exploring the empowerment mechanisms at the micro level to enhance the research's relevance and practicality; second, by combining practical cases from typical enterprises or regions to analyze the successful experiences and existing problems of

online first-launch scenarios empowering consumption upgrades, providing practical support for improving optimization pathways; and third, by paying attention to new trends in digital economic development, such as the impact of new technologies like artificial intelligence and metaverse on online first-launch scenarios, exploring new mechanisms and pathways for online first-launch scenarios to empower consumption upgrades under the background of new technologies, providing more references for consumption upgrades and high-quality development of the first-launch economy in the digital economy era.

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