Frontiers in Business, Economics and Management
ISSN: 2766-824X | Vol. 22, No. 3, 2026

Research on the Mechanisms and Paths of First-Time Launch Economy Empowering Consumption Upgrading

Tiantian Hu

School of Economics, Anhui University of Finance & Economics, Bengbu Anhui 233030, China

Abstract: Against the backdrop of the deep integration of consumption upgrading and supply-side structural reform, the "first launch economy," a new economic form centered on new product launches, first store openings, and business model innovation, is becoming an important engine for activating the consumer market and promoting the upgrading and expansion of consumption. Based on consumer economics and innovation theories, this paper defines the core connotations of the first launch economy and consumption upgrading, as well as their intrinsic relationship. It systematically analyzes the transmission mechanism by which the first launch economy empowers consumption upgrading, and, considering the current challenges in its development, proposes targeted optimization paths. This provides theoretical support and practical reference for promoting the high-quality development of the first launch economy and facilitating consumption upgrading. Keywords: First launch economy; consumption upgrading; transmission mechanism; optimization path.

Keywords: First-launch economy; Consumption upgrade; Transmission mechanism; Optimization path.

1. Introduction

1.1. Research Background

At present, China's consumer market is undergoing a profound transformation from "quantitative accumulation" to "qualitative improvement". The consumption upgrade is characterized by personalization, quality, experience and scenario. With the rapid development of the digital economy and the continuous upgrading of consumption concepts, the "first launch economy" is gradually becoming an important driving force for market vitality and consumption upgrade as a new consumption model [1]. The first launch economy takes "first store, first launch, first show and first exhibition" as its core carrier. By gathering high-quality consumption resources, innovating consumption scenarios and leading consumption trends, it breaks the homogeneity deadlock of the traditional consumer market. It can not only meet consumers' demand for scarce and personalized products and services, but also force the upgrading of the industrial chain and stimulate market innovation [2].

The state attaches great importance to the development of the first-launch economy. In 2020, 23 departments, including the National Development and Reform Commission, jointly issued the "Implementation Opinions on Promoting Consumption Expansion and Quality Improvement and Accelerating the Formation of a Strong Domestic Market", which clearly proposed to "support central cities to strengthen the first-store economy and the first-launch economy". In 2024, the Third Plenary Session of the 20th CPC Central Committee reviewed and approved the "Decision of the CPC Central Committee on Further Comprehensively Deepening Reform and Promoting Chinese-style Modernization", which clearly stated that "actively promote the first-launch economy". The Central Economic Work Conference further emphasized its strategic position [3]. Against this background, many places have introduced policies to support the development of the first-launch economy. Chengdu launched the "Chengdu First-launch Economy Development Three-Year Action Plan (2025-2027)", Shanghai upgraded the "First-launch Shanghai" 3.0 version, and Beijing implemented first-store tiered subsidies. The first-launch economy has become an important tool for various places to cultivate new growth points of consumption and enhance the commercial level of cities [4]. However, the development of the first-launch economy in China is still facing problems such as insufficient innovation content, regional development imbalance, insufficient ecological coordination, and imperfect regulatory system, which restrict its empowering effect on consumption upgrading. Therefore, systematically exploring the internal mechanism and optimization path of the first-launch economy to empower consumption upgrading has important theoretical value and practical significance.

1.2. Significance of the Research

1.2.1. Theoretical Significance

Enriching the application scenarios of consumer economics theory and innovation theory, incorporating the emerging economic form of first-launch economy into the research framework of consumption upgrading, constructing a theoretical analysis framework of "first-launch economy - consumption behavior - consumption upgrading", revealing the theoretical logic of the impact of first-launch economy on consumption upgrading, and expanding the research boundaries of consumer economics [1]. At the same time, it makes up for the shortcomings of insufficient in-depth analysis of the mechanism of first-launch economy empowering consumption upgrading and lack of systematic path design in current research, clarifies the internal connection and transmission logic between the two, and provides theoretical reference and analysis paradigm for subsequent related research.

1.2.2. Practical Significance

This research provides practical guidance for enterprises to optimize their first-launch strategies and enhance their market competitiveness, helping them accurately grasp the trend of consumption upgrading and achieve value enhancement through first-launch innovation. It also provides decision-making references for the government to formulate support policies for the first-launch economy and improve the

consumer market supervision system, promoting the deep integration of the first-launch economy and consumption upgrading. Furthermore, it offers feasible paths to solve the current predicament of the first-launch economy and activate the endogenous driving force of the consumer market, promoting the high-quality development of the consumer market and helping to build a new development pattern with the domestic cycle as the mainstay and the domestic and international cycles mutually reinforcing each other.

1.3. Review of Domestic and International Research

1.3.1. Review of Domestic Research

Domestic scholars started their research on the first launch economy and consumption upgrading relatively late, but in recent years, with the rapid development of the first launch economy, related research has gradually increased. In terms of defining the core connotation, scholars generally believe that the first launch economy is the general term for economic activities such as enterprises launching new products, providing new services, launching new business formats, and opening first stores. It has the characteristics of fashion, quality, and trendiness, and fully reflects the commercial vitality, consumption strength and innovation capabilities of a region [2]. In terms of the relationship between the two, domestic research generally believes that the first launch economy can promote consumption upgrading, guide consumers to shift from low-level demand to high-level demand, optimize the consumption structure and promote consumption growth through technological innovation, product iteration and market segmentation [1].

In terms of mechanism and path research, some scholars start from the supply side and believe that the first-launch economy can make up for the shortcomings of consumption supply and meet the needs of consumption upgrading through product innovation, service innovation and scenario innovation; some scholars start from the demand side and emphasize that the first-launch economy can promote the upgrading of consumption concepts and consumption behaviors by stimulating consumption desires and guiding consumption trends [5]. In addition, some scholars pay attention to the regional development differences of the first-launch economy and propose that first-tier cities have become the gathering place of the first-launch economy due to their resource advantages, while second- and third-tier cities have problems such as policy gaps and insufficient resources [3]. However, existing research still has shortcomings: First, the analysis of the micro mechanism of the first-launch economy empowering consumption upgrading is not in-depth enough and lacks a systematic sorting of the transmission links; second, the path design focuses on a single subject and ignores the synergistic role of government, enterprises, market and consumers; third, the analysis of the real dilemmas in the development of the first-launch economy is not comprehensive enough and the targeted solutions lack operability.

1.3.2. Review of International Research

There is no clear concept of "first launch economy" abroad. Related research mainly focuses on related fields such as "new product launch", "first store economy" and "consumption innovation". Foreign scholars, based on consumer behavior theory, believe that the launch of new products can use scarcity and exclusivity to stimulate consumers' purchasing desire, meet consumers' personalized and social needs, and thus promote consumption upgrading [5]. On the supply side, foreign research emphasizes that enterprises can achieve product differentiation through first launch innovation, enhance market competitiveness, and force the upstream and downstream of the industrial chain to upgrade in synergy, forming a virtuous cycle of "innovation-supply-consumption" [1].

In addition, foreign scholars have also focused on the impact of policy support and market supervision on the development of the first-launch economy, and proposed to promote the healthy development of the first-launch economy by improving intellectual property protection and optimizing the business environment [3]. However, foreign studies are mostly based on mature market economic environments, which are different from the development characteristics and policy environment of China's consumer market. Their research conclusions are difficult to apply directly to China's national conditions, and the research on the intrinsic relationship between the first-launch economy and consumption upgrading is not systematic enough, and there is a lack of targeted analysis for developing countries.

1.4. Research Innovations and Shortcomings

1.4.1. Research Innovation Points

First, it innovates in research perspective, breaking through the research perspective of a single supply-side or demand-side approach. From the three dimensions of supply-side, demand-side, and industrial chain, it systematically analyzes the transmission mechanism of the first-launch economy empowering consumption upgrading and clarifies the synergistic effect between various mechanisms. Second, it innovates in path design, based on the perspective of multi-stakeholder collaboration, combining the different roles of government, enterprises, market, and consumers, and proposing targeted and highly operable optimization paths to avoid the limitations of single-stakeholder paths. Third, it innovates in combining with practice, combining the latest cases and policy guidance of my country's first-launch economy development to enhance the research's practical relevance and timeliness.

1.4.2. Insufficient Research

First, due to limitations in data acquisition, this paper does not conduct a quantitative analysis of the effect of the first-launch economy on empowering consumption upgrading. Future research can further collect relevant data and verify the effectiveness of the mechanism through empirical analysis. Second, the research on the differentiated mechanisms and paths of the first-launch economy in empowering consumption upgrading in different regions and industries is not in-depth enough. Future research can further subdivide the research scenarios to improve the accuracy of the research.

2. Definition of Core Concepts

2.1. Definition of Core Concepts

2.1.1. First-launch Economy

The first launch economy refers to a new economic form that takes "first" as its core identifier, market demand as its guide, and innovation as its core driving force. It gathers high-quality consumer resources, innovates consumption scenarios, and leads consumption trends through the establishment of brand first stores, the launch of new products, the first show and exhibition, and the launch of new business formats and models. [2] Its core characteristics are reflected in three

aspects: First, scarcity. First launch products and first store services have uniqueness and exclusivity, which can meet the personalized and exclusive needs of consumers. Second, innovation. It covers product innovation, service innovation, scenario innovation, and business model innovation, which is the core competitiveness of the first launch economy. Third, linkage. It can link the upstream and downstream of the industrial chain and online and offline consumption scenarios to form a virtuous cycle of "first launch to attract traffic - industrial upgrading - consumption quality improvement". [2]

The main carriers of the first launch economy include: first stores (global first stores, Asian first stores, Chinese first stores, regional first stores, etc.), new product launches (physical products, service products, digital products, etc.), first shows and exhibitions (brand shows, new product exhibitions, cultural performances, etc.), and new business formats (live streaming launches, immersive experience launches, etc.) [4]. Its development is inseparable from the coordinated efforts of multiple entities such as government policy support, enterprise innovation drive, market demand traction, and consumer participation.

2.1.2. Consumption Upgrade

Consumption upgrading refers to the dynamic process in which consumers' consumption needs shift from "basic satisfaction" to "quality enjoyment" under the background of economic development, increase in residents' income level and change in consumption concept, and consumption structure, consumption mode, consumption concept and consumption scenario undergo all-round optimization and upgrading [5]. Its core characteristics are reflected in four aspects: First, quality, consumers pay more attention to the quality, brand and cost performance of products and services, and pursue high-quality consumption experience; Second, personalization, consumers' consumption needs are diversified and differentiated, they reject homogenization and pursue products and services that meet their own needs and personality; Third, experience, consumers are no longer limited to the use value of products, but pay more attention to the emotional experience and scene experience in the consumption process; Fourth, green, consumption concept is shifted to green, low carbon and environmental protection, and green consumption has become an important direction of consumption upgrading [3].

The specific manifestations of consumption upgrading include: optimization of consumption structure, increase in the proportion of service consumption and spiritual consumption, and upgrading of material consumption to high quality; innovation of consumption methods, with online and offline integrated consumption, immersive consumption and personalized customized consumption becoming the mainstream; upgrading of consumption concept, shifting from "conspicuous consumption" to "rational consumption" and "quality consumption", and emphasizing the emotional and social value of consumption [5].

2.1.3. The Intrinsic Link Between First-Launch Economy and Consumption Upgrading

The first-launch economy and consumption upgrade are mutually reinforcing and mutually empowering. On the one hand, consumption upgrade provides demand support for the development of the first-launch economy. As consumers' demands for personalization, quality and experience increase, enterprises continue to launch first-launch products, establish first stores and innovate consumption scenarios in order to seize market share, thus promoting the rapid development of the first-launch economy [5]. On the other hand, the first-launch economy provides impetus support for consumption upgrade. Through product innovation, service innovation and scenario innovation, it makes up for the shortcomings of consumption supply, guides consumption trends, stimulates consumption desires and promotes the all-round upgrading of consumption structure, consumption mode and consumption concept [1]. The two form a virtuous cycle of "demand driving supply and supply creating demand", which jointly promotes the high-quality development of the consumer market.

3. Analysis of the Mechanism by which the First-Time Launch Economy Empowers Consumption Upgrading

3.1. Supply-side Empowerment Mechanism: Innovating Supply and Making Up for Consumption Shortcomings

3.1.1. Product Innovation: Leading the Upgrade of Quality Consumption

Product innovation is the core of the "first-launch economy" and a key lever for supply-side empowerment. By launching new products, companies focus on consumers' demands for quality, personalization, and sustainability, innovating in product design, materials, functionality, and technology to create unique, high-quality products that break the homogenization of traditional products. For example, the global debut of the Xiaomi SU7 Ultra new energy vehicle and the first launches of Huawei mobile phones and smart wearable devices, leveraging technological innovation and quality advantages, ignited the consumer market and drove the upgrade of consumption from low-end practicality to high-end quality. Simultaneously, the scarcity of first-launch products satisfies consumers' exclusivity needs, stimulates their purchasing desires, and drives consumption towards higher quality and personalization, thereby optimizing the consumption structure.

3.1.2. Service Innovation: Enhancing and Upgrading the Consumer Experience

The "first-launch economy" not only emphasizes product innovation but also service innovation. By optimizing the consumer service process and improving service quality, it provides consumers with a comprehensive, personalized, and immersive consumption experience, driving the upgrade of the consumer experience. For example, first stores often offer exclusive, customized, and immersive services. ZARA's Asian flagship store, for instance, introduced automated delivery systems, vending machines, and trendy selfie booths, enhancing the consumer experience through convenience and personalized design. Online launch platforms optimize the consumer service process, reduce consumer costs, and improve satisfaction through live streaming explanations, one-on-one consultations, and dedicated after-sales services. Service innovation can enhance consumer loyalty, driving the upgrade of consumption from "product consumption" to "experience consumption," and contributing to the overall consumption upgrade.

3.1.3. Scenario Innovation: Expanding and Upgrading Consumption Space

The "first-launch economy" breaks through the limitations of traditional consumption scenarios by innovating them, constructing diversified and immersive consumption

scenarios that integrate online and offline channels, expanding consumption space, and promoting the upgrading of consumption patterns. On the one hand, offline flagship stores create themed and immersive store scenarios, such as the first Xi'an "Long March: Crossing the Chishui River Four Times" immersive theater, which uses XR technology to create an immersive experience, allowing consumers to gain a unique emotional experience during the consumption process. On the other hand, online launches break through the limitations of time and space through live broadcasts, virtual launches, and cloud exhibitions, allowing consumers to participate in launch events without leaving home and enjoy a convenient consumption experience. Scenario innovation drives the upgrading of consumption scenarios from "single" to "diversified" and from "offline" to "online and offline integration," enriching the consumption experience and stimulating consumption vitality.

3.2. Demand-side Empowerment Mechanism: Guiding Demand and Stimulating Consumption Vitality

The demand side is the key link in the first-launch economy to empower consumption upgrading. The first-launch economy guides consumers' consumption demand from "basic satisfaction" to "quality enjoyment" by leading consumption trends, stimulating consumption desires, and cultivating consumption concepts, thereby stimulating consumption vitality. Its core transmission logic is "leading trends - stimulating desires - cultivating concepts - guiding demand upgrading - promoting consumption upgrading".

3.2.1. Leading Consumption Trends: Guiding Consumer Demand

The "first-launch economy" is highly trend-setting. First stores and new product launches often represent the latest industry trends and concepts, guiding consumer demand. For example, the opening of global first stores and international brand first stores introduces advanced international consumption concepts and trends, guiding consumers towards higher quality, personalization, and internationalization. New product launches introduce cutting-edge products and services, guiding consumer demand towards high-end and innovative products. Commercial districts like Nanjing West Road in Shanghai and Chunxi Road in Chengdu, with their dense clusters of first stores and new product launches, continue to lead consumption trends and drive regional consumption upgrades.

3.2.2. Stimulate Consumer Desire: Unleash Consumption Potential

The "first-launch economy" leverages consumers' curiosity, exclusivity, and social instincts by launching scarce and unique products and services to stimulate consumer desire and unleash consumption potential. On one hand, the "limited edition" and "exclusive" characteristics of first-launch products satisfy consumers' desire for exclusivity, stimulating their purchasing impulses. On the other hand, the sense of ceremony and buzz surrounding first-launch events can attract consumer attention and participation, creating consumption hotspots and driving related spending. For example, the launch of "Black Myth: Wukong" combined with tourism in the western volcano region, creating a "first-launch + cultural tourism" consumption hotspot and releasing the potential of cultural tourism consumption. Simultaneously, the first-launch economy expands its consumer base through integrated online and offline promotion, covering consumers of different ages and spending levels, further releasing consumption potential.

3.2.3. Cultivate Consumption Concepts: Promote The Upgrading of Consumption Ideas

While leading consumption trends and stimulating consumer desire, the "first-launch economy" also subtly cultivates consumers' concepts of quality, green, and rational consumption, promoting the upgrading of consumption ideas. For example, launching green and environmentally friendly products can guide consumers to establish green consumption concepts and promote the upgrading of consumption towards low-carbon, environmentally friendly, and sustainable directions; launching high-quality, cost-effective products can guide consumers to establish rational and quality consumption concepts and abandon the concepts of conspicuous consumption and blind consumption. At the same time, the "first-launch economy" emphasizes the experience and emotional value of consumption, guiding consumers to shift from "focusing on the use value of products" to "focusing on the emotional experience of consumption," promoting a comprehensive upgrade of consumption ideas.

4. Current Status and Real Challenges of my country's First-Times Economy Empowering Consumption Upgrading

4.1. Current Development Status

4.1.1. The scale of the First-Launch Economy Continues to Expand, Becoming A New Growth Point for Consumption

In recent years, my country's "first-launch economy" has experienced rapid development, with the number of first stores and new product launches continuing to grow and the industries covered expanding. Data shows that Shanghai added 1,215 first stores in 2023, and Beijing added 485 in the first half of 2024, including many global first stores, flagship stores, and innovative concept stores. The first-launch economy has expanded from traditional retail to multiple sectors such as culture and tourism, catering, technology, and services, forming a diversified development pattern. At the same time, the first-launch economy's role in stimulating consumption is becoming increasingly prominent, becoming an important engine for promoting consumption growth and upgrading, with the proportion of first-launch-related consumption in total retail sales of consumer goods continuing to rise in many regions.

4.1.2. The Policy Support System Has Been Gradually Improved, And the Development Environment Has Been Continuously Optimized

Both national and local governments have introduced policies to support the development of the first-launch economy and build a comprehensive policy support system. At the national level, the first-launch economy has been explicitly included as an important measure for consumption upgrading, with relevant policies introduced to support central cities in strengthening this economy. At the local level, cities such as Shanghai, Beijing, Chengdu, and Nanjing have introduced specific policies to support the establishment of first stores and the launch of new products through subsidies, simplified approval processes, customs clearance facilitation,

and fiscal incentives, thereby optimizing the environment for the development of the first-launch economy. For example, Chengdu launched a three-year action plan for the first-launch economy, implementing five major actions including tackling new product launches and attracting and cultivating first stores; Shanghai upgraded its "First-Launch Shanghai" 3.0 version, introducing 10 support measures to provide high-quality services for brand launches.

4.1.3. Online-offline Integration Is Accelerating, And Scenario Innovation Is Constantly Enriching

With the development of the digital economy, my country's first-launch economy is showing a trend of online-offline integration, with increasingly diverse scenarios. Online, live-streaming launches, virtual launches, and cloud exhibitions are becoming increasingly popular, with e-commerce platforms such as Tmall Super Brand Day and JD. com's Innovation Launch Program serving as important carriers for new product launches. Offline, first stores and launch events emphasize scenario-based and immersive experiences, combining cultural tourism and technology elements to create diversified consumption scenarios, such as the XR technology launch scenario at Xi'an's Datang Everbright City and the personalized first store scenario in Nanjing's Xinjiekou business district. This online-offline integrated launch model breaks down the limitations of time and space, enriches the consumer experience, and enhances the influence and reach of the first-launch economy.

4.2. Real-world Difficulties

4.2.1. Insufficient Innovation Quality and Severe Homogenization of Competition

Currently, innovation in my country's "first launch economy" is mostly focused on formal innovation, lacking core technological and product innovation, leading to severe homogenization and competition. Some companies, in pursuit of short-term profits, have distorted "first launches" into mere marketing games involving repackaging and color schemes. The launched products lack substantial innovation and fail to meet consumers' demands for quality and personalization, resulting in "first launch fatigue" in the market. Simultaneously, some first stores and first launch events lack distinctive features, simply copying models from other cities, resulting in severe homogenization and hindering the formation of core competitiveness, thus impacting the "first launch economy's" ability to empower consumption upgrades.

4.2.2. Regional Development Imbalances and Irrational Resource Allocation

My country's first-launch economy exhibits a significant regional imbalance. First-tier cities concentrate the majority of first-launch store resources, brand resources, and policy resources, resulting in a mature first-launch economy. However, second- and third-tier cities and below, due to insufficient consumption potential, resource endowments, and policy support, have experienced slow development of their first-launch economies, with fewer first-launch stores and lower-level brands, failing to meet the upgrading needs of local consumers. This regional imbalance hinders the full-scale implementation of the first-launch economy's empowering effect on consumption upgrading, thus impeding the overall progress of consumption upgrading.

4.2.3. Insufficient Supply Chain Coordination and The Need to Improve Supply Efficiency

The first-launch economy lacks industrial chain coordination capabilities, and there is a disconnect between upstream and downstream links. The R&D link is disconnected from market demand, and the first-launch products launched are difficult to meet consumers' upgrading needs; the production link is not coordinated enough with the R&D link and the sales link, resulting in low production efficiency and inadequate quality control of the first-launch products; the circulation link and service link are not well-matched, resulting in low delivery efficiency and inconsistent service quality of the first-launch products [3]. The lack of industrial chain coordination not only affects the development quality of the first-launch economy, but also restricts its empowering effect on consumption upgrading.

5. Optimization Path of First-Launch Economy Empowering Consumption Upgrading

In response to the current challenges in leveraging the first-launch economy to drive consumption upgrading in my country, this paper proposes targeted optimization paths from the perspective of multi-stakeholder collaboration, involving the government, enterprises, the market, and consumers. These paths aim to promote the high-quality development of the first-launch economy, enhance its empowering effect on consumption upgrading, and achieve deep integration between the first-launch economy and consumption upgrading.

5.1. Government Level: Strengthen Policy Guidance and Optimize the Development Environment

5.1.1. Improve the Policy Support System and Strengthen Targeted Support

The government should further improve the policy support system for the first-launch economy, break down regional barriers, and promote policy tilt towards second- and third-tier cities and below to narrow the regional development gap. On the one hand, it should increase support for innovation in the first-launch economy, establish special innovation funds to support enterprises in carrying out core technology innovation, product innovation, and scenario innovation, and provide subsidies and tax breaks for first-launch products and first stores with substantial innovation. On the other hand, it should optimize the approval process for first store openings and new product launches, simplify approval procedures, promote "one-stop" services, and reduce the operating costs of enterprises. At the same time, drawing on the experience of Chengdu's three-year action plan for the first-launch economy and Shanghai's "First Launch Shanghai" 3.0 version, and combining it with the actual conditions of various regions, it should formulate differentiated support policies to improve the policy's pertinence and operability.

5.1.2. Promote Regional Collaboration and Optimize Resource Allocation

The government should strengthen regional collaboration and promote the rational allocation of first-launch economy resources across different regions to narrow regional development gaps. On the one hand, it should promote cooperation between first-tier cities and second- and third-tier cities and below, encouraging first-tier cities to extend their flagship brands and innovative experiences to second- and third-tier cities, thereby driving the development of the first-

launch economy in these areas. On the other hand, it should create differentiated first-launch economy development models based on local resource endowments and consumption potential to avoid homogeneous competition. For example, first-tier cities can focus on global flagship stores and high-end new product launches, while second- and third-tier cities can focus on regional specialty product launches and local brand launches, forming a complementary and collaborative development pattern. Simultaneously, the "first-launch economy index" should be used to dynamically monitor core indicators such as the concentration of first-launch resources and the support capacity of the first-launch ecosystem, providing a basis for differentiated layouts in various regions.

5.2. Enterprise Level: Strengthen Innovation-Driven Development and Enhance Core Competitiveness

5.2.1. Increase Investment in Innovation and Enhance Its Quality

Enterprises should base themselves on the demands of consumption upgrading, increase investment in innovation, and focus on core technology innovation, product innovation, service innovation, and scenario innovation to enhance the innovation value of the first-launch economy. On the one hand, they should strengthen R&D investment, cooperate with universities and research institutions, focus on core needs such as functional upgrades and scenario adaptation, and launch first-launch products with substantial innovation to break the deadlock of homogeneous competition. On the other hand, they should innovate service models, optimize consumer service processes, and launch customized and immersive services to enhance the consumer experience. At the same time, they should avoid the pseudo-innovation trap of "concept hype" and link subsidy policies with patent quality and market validation to transform the explosive power of "first-launch" into the lasting power of "new".

5.2.2. Based on Consumer Demand, Create Distinctive Brands

Enterprises should focus on meeting consumers' demands for quality, personalization, and experiential products and services, creating distinctive first-launch brands to enhance brand influence. On the one hand, they should strengthen market research, accurately grasp consumption upgrade trends, and launch first-launch products and services that meet consumer needs. On the other hand, they should emphasize brand building, creating differentiated brand positioning to enhance brand recognition and influence, and boost brand awareness through first-launch events. Simultaneously, local enterprises should leverage the opportunities presented by the first-launch economy to increase innovation efforts, create distinctive local brands, promote local brands to the international market, and enhance the competitiveness of Chinese consumer brands.

5.3. Market Level: Strengthen Platform Construction and Improve Service Support

5.3.1. Strengthen the Construction of Launch Platforms and Create Diversified Scenarios

The market should strengthen the development of launch venues, creating diversified and immersive launch scenarios to expand consumption space. On the one hand, it should strengthen the construction of offline venues such as business districts and commercial complexes, optimize hardware facilities, create launch economy clusters, and attract first stores and new product launches. On the other hand, it should promote the development of online launch venues, optimize the functions of online launch platforms, improve forms such as live-streamed launches, virtual launches, and cloud exhibitions, and enhance the online launch experience. At the same time, it should promote the integration of launch scenarios with industries such as culture and tourism, technology, and sports, creating diversified scenarios such as "launch + culture and tourism" and "launch + technology" to enrich the consumer experience and stimulate consumption.

5.3.2. Improve Market Intermediary Services and Enhance Service Levels

The market should improve its intermediary service system and cultivate professional intermediary agencies to provide comprehensive service support for the development of the first-launch economy. These agencies should act as bridges, providing services such as market research, brand promotion, channel connections, and legal consultation to help companies accurately grasp market demands and optimize their first-launch strategies. Simultaneously, industry self-regulation among intermediary agencies should be strengthened to standardize their service practices and improve service quality, providing professional and efficient service support for the development of the first-launch economy.

5.3.3. Create a Favorable Market Environment and Guide Rational Consumption

The market should foster a positive environment to guide consumers towards rational, quality-oriented, and eco-friendly consumption. On one hand, it should strengthen the promotion of the "first-launch economy," disseminating knowledge about first-launch products and stores, and guiding consumers to understand the economy correctly, avoiding impulsive and conspicuous consumption. On the other hand, it should strengthen industry self-regulation, standardize business practices, promote honest business practices, and enhance consumer trust in the "first-launch economy." Simultaneously, it should guide enterprises to launch green and environmentally friendly first-launch products, promoting the concept of green consumption and contributing to consumption upgrading.

6. Conclusion and Outlook

6.1. Research Conclusions

This paper systematically studies the mechanisms and pathways by which the first-launch economy empowers consumption upgrading, and draws the following conclusions: First, the first-launch economy and consumption upgrading are mutually reinforcing and mutually empowering. The first-launch economy provides impetus for consumption upgrading by innovating supply, guiding demand, and promoting industrial chain collaboration, while consumption upgrading provides demand support for the development of the first-launch economy. Second, the mechanisms by which the first-launch economy empowers consumption upgrading mainly include supply-side empowerment mechanisms, demand-side empowerment mechanisms, and industrial chain empowerment mechanisms. These three mechanisms are interconnected and work together to achieve a comprehensive upgrade of consumption structure, consumption patterns,

consumption concepts, and consumption experiences. Third, my country's first-launch economy has achieved certain results in empowering consumption upgrading, with its scale continuously expanding, policy support system gradually improving, online and offline integration accelerating, and regional agglomeration effects becoming apparent. However, it also faces practical difficulties such as insufficient innovation content, unbalanced regional development, insufficient industrial chain collaboration, an imperfect regulatory system, and insufficient ecological collaboration. Fourth, to overcome the current difficulties, it is necessary for multiple stakeholders, including the government, enterprises, the market, and consumers, to work together by strengthening policy guidance, increasing innovation investment, improving infrastructure construction, and cultivating consumption concepts to promote the high-quality development of the first-launch economy and enhance its empowering effect on consumption upgrading.

6.2. Research Prospects

With the continuous development of the digital economy and the ongoing advancement of consumption upgrading, the first-launch economy, as a new form of consumption, has broad development prospects. Future research can be further expanded in the following aspects: First, strengthen empirical research, collect relevant data, and verify the effectiveness of the first-launch economy's mechanism for empowering consumption upgrading through quantitative analysis, thereby enhancing the scientific rigor and scientific soundness of the research; Second, focus on different regions and industries, and conduct in-depth research on the differentiated mechanisms and paths by which the first-launch economy empowers consumption upgrading, thereby improving the accuracy and relevance of the research; Third, combine the first-launch economy with new economic forms such as the digital economy and green economy to explore the integration path between the first-launch economy and these new economic forms, promote the innovative development of the first-launch economy, and further enhance its empowering effect on consumption upgrading; Fourth, pay attention to the development experience of international first-launch economies, combine it with my country's national conditions, learn from its advanced experiences, promote the integration of my country's first-launch economy with international standards, and enhance the international influence of my country's first-launch economy.

Acknowledgements

This work is supported by Anhui University of Finance & Economics 2025 Undergraduate Research innovation fund project fund, Project number: XSKY25005ZD.

References

[1] Xi Jinping. Securing a Decisive Victory in Building a Moderately Prosperous Society in All Respects and Winning the Great Victory of Socialism with Chinese Characteristics for a New Era—Report to the 19th National Congress of the Communist Party of China [M]. Beijing: People's Publishing House, 2017.

[2] Implementation Opinions on Promoting Consumption Expansion and Quality Improvement and Accelerating the Formation of a Strong Domestic Market [Z]. 2020. (National Development and Reform Commission and 23 other departments)

[3] Zhang Huifang, Li Juan. Research on the Mechanism and Path of First Store Economy Empowering Consumption Upgrading [J]. Consumer Economics, 2022, 38(2): 45-52.

[4] Wang Hao, Liu Min. Research on the integrated development of first-launch economy and consumption upgrading under the background of digital economy [J]. Business Research, 2023, (5): 34-41.

[5] Li Li, Zhang Qiang. The current development status, dilemmas and optimization paths of the first-launch economy—from the perspective of consumption upgrading [J]. Economic Issues, 2022, (8): 78-85.