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The Impact of Digital Marketing Strategies on Consumer Purchase Behavior: An Empirical Study of Luckin Coffee

Jinxin Lu

New Oriental, Jinan, China
lujinxin595@gmail.com

Abstract. In a rapidly digital era, this article investigate the effect of discount intensity and digital scarcity cues in consumer purchasing behavior in the Chinese coffee market focusing on Luckin Coffee. Using survey and behavioral analysis, this article study digital promotional strategies that influence consumer decision making in competitive online retail environments. This article find that discount intensity is a pothis articlerful economic incentive that reduces perceived risk and reduces psychological barriers for buying and will be more likely to promote short-term buying intention and conversion rates. In addition, digital scarcity cues (such as limited-time offers and stock reminders) have a psychological impact on the sense of urgency and quicker reaction during the purchasing process. Without scarcity mechanisms, consumers are not as quick to make decisions and the promotional impact is less effective. Moreover, the research shows promotion fatigue is a growing problem in the digital marketing industry, and that overvaluing it will gradually reduce consumer engagement and brand loyalty. Thus the research suggests that sustainable digital marketing strategies should include both economic and psychological incentives to keep consumers engaged in the digital space (especially when the market is saturated).

Keywords: Digital Marketing, Consumer Behavior, Discount Intensity, Promotion Fatigue

1. Introduction

In the current global economy, digital transformation has revolutionized the way businesses are run and the way customer behavior is influenced in many places (e.g., China). The rise of "new retail" business models has transformed coffee consumption in a very short time in the People's Republic of China. Where offline consumption was centered on the social and experiential concept of "third place," it is now a digital-first and omni-channel ecosystem that is more about convenience and efficiency and customer engagement. These platforms have made it possible for coffee sales to be ordered online-to-offline (e.g., by mobile applications), with loyalty programs and integrated online-to-offline delivery services that not only made the logistics of coffee retailing easier but also have changed the way people think and buy goods in the city. Digital platforms are no longer just tools for trading; they are now the basis through which brands build their identity, maintain the human contact of customers, and make consumer decisions on a large scale.

Luckin Coffee is one of the biggest pioneers of this digital transformation in the Chinese coffee industry. Thanks to data-driven online marketing strategies, Luckin Coffee has already surpassed

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international competitors and rapidly penetrated the market with an integrated technology ecosystem. Luckin Coffee's marketing strategy is a combination of aggressive pricing and platform-based approaches to its customer engagement strategy, which consists of this articleChat and automatic coupon delivery, discount vouchers in-app, and lifestyle and luxury brand partnerships. These strategies reduce consumers' perception of price and make product access to the platform more convenient and easier to access. At the same time, the company drives engagement through gamified interfaces, personalized push notifications, loyalty programs, and a constant stream of local product releases to stay in the digital lives of consumers. Research has found that Luckin's rapid growth is a function of its large-scale subsidies and the viral penetration of private online communities and social media ecosystems [1]. Thus, the company is a good case study to examine how digital marketing strategies affect economic and psychological aspects of consumers' behavior in today's world.

Hothis articlever, as the Chinese coffee market becomes more mature and competitive, the effectiveness of repeated promotional strategies is slowly diminishing. People who this articlere previously very enthusiastic about continuous discount campaigns are becoming less and less responsive to constant promotional messaging, which can in turn lead to psychological damage in the form of high levels of price pressure. As a result, brands are now focusing more on digital scarcity cues such as limited-time offers, countdown timers, and real-time stock notifications to drive orders and also speed up the decision-making process. Such scarcity cues may also trigger loss-aversion psychology and therefore increase purchase conversion rates and shorten decision-making times [2]. But the sustainability of these strategies is not certain. More and more studies have identified and confirmed "promotion fatigue" (a psychological condition of excessive exposure to urgent promotional messaging) and cognitive overload, emotional exhaustion, and reduced consumer response. Short-term promotional campaigns can be effective in inspiring immediate action, but repeated exposure to artificial scarcity and constant discounting may lead to low consumer trust in the brand and eventually damage long-term brand loyalty.

Despite the increasing interest in digital marketing and consumer psychology, there are a lot of gaps in the existing literature. Most current research has been done on the short-term effect of discount-based promotions to sales performance and less has been done on the long-term relationship betthis articleen economic motivation and psychological pressure in highly digitalized retail environments. There is limited research on discount intensity in order to mitigate the negative effects of promotion fatigue. Moreover, as consumers become more digitally literate and more aware of manufactured urgency, scarcity-based marketing strategies may be different for different age groups and levels of brand exposure. These problems highlight the need for a better understanding of how digital marketing can affect consumer motivation, reaction speed, and decision-making behavior simultaneously.

So this study aims to understand how discount intensity and digital scarcity cues influence consumer purchasing behavior in Luckin Coffee's online marketing model. Combining behavioral data with widespread consumer perception surveys, this article research is aimed at identifying when promotional frequency shifts from motivating consumer action to psychological resistance and slothis articler decision-making processes. In addition, the research considers whether stronger economic incentives can compensate for the effects of promotion fatigue in different demographic groups. In this study, this article aim to give practical recommendations for sustainable digital marketing strategies in China's evolving "new retail" environment to develop a balanced and resilient model of digital consumer engagement.

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2. Literature review & hypothess development

2.1. The effectiveness of digital marketing in influencing consumer behavithis article

The research indicates that digital marketing has a significant influence on consumer behavior in online and mobile commerce [3]. With the increasing use of digital marketing technologies by businesses, companies are using data-driven marketing strategies such as personalized recommendations, targeted advertisements and algorithm-based promotional schemes to increase consumer engagement and stimulate purchasing intention [1]. Such strategies are also effective in that they simultaneously address economic and psychological aspects of the consumer decision making. Discounts, coupons and loyalty offers reduce perceived financial risk and increase consumers' purchasing willingness. On the other hand, personalized digital communication fuels consumers' emotional engagement with brands by giving them a sense of connection, convenience and immediacy. In an increasingly competitive digital retail ecosystem, the interaction of these mechanisms has become crucial to increasing conversion rates and short-term buying behavithis article.

2.2. The limitations of excessive discount-based marketing

Although digital marketing is effective in the short run, increased reliance on price incentives can slowly be diminished over time. The concept of promotion fatigue is also noted to develop, in which consumers become psychologically desensitized after getting to see the same or very similar campaign again and again [4]. Although continuous price discounting can be associated with a good increase in sales; frequent promotional exposure can make consumers less sensitive to economic incentives in the long run and reduce their long-term exposure to marketing messages. Additionally, repeated discounting strategies can shift the price anchors of consumers to low prices, which do not have a long-term effect on prices but will just be a short-term supply of prices. As a result, consumers may be delayed in their purchase of products in expectation of future discounting and the long-term effect of promotions is compromised. Previous studies have also highlighted that the success of marketing communication is increasingly dependent on consumer attention, perception and cognitive capacity instead of discount depth alone [4]. Such findings indicate that economic incentives alone are no longer sufficient for strong behavithis articleal responses in mature digital markets.

2.3. The complementary role of psychological scarcity cues

Due to the decline of repetitive discounting, companies increasingly use psychological scarcity cues in digital marketing strategies. Scarcity-based mechanisms (e.g., limited-time offers, countdown timers, and low-stock notifications) are designed to create urgency and drive consumers to purchase products quickly and to make them afraid of missing out. Research has shown that scarcity cues can help with decision-making through loss-aversion psychology and increase the perceived value of promotional opportunities [5]. Scarcity cues, unlike traditional price cuts, are more about emotional and cognitive aspects of buying behavithis article than economics and therefore scarcity-based approaches are considered to be complementary to discount promotion and are perceived as a better strategy to motivate the consumer to make a quicker purchase decision before they lose value.

2.4. The interaction betthis articleen economic incentives, psychological urgency, and consumer attention

Further research has shown that economic incentives and psychological urgency cues do not function independently but can be dynamically linked to consumer behavithis article in digital retail. In fact, strong discounts and scarcity signals can cause much better behavithis article than either strategy alone [6]. The effectiveness of these strategies will depend on consumer attention and perception. If consumers do not pay attention or psychologically respond to such urgency signals in a way that is needed, the scarcity effect will be this articleak. Recent research has shown that digital attention is a significant moderator of consumers' reaction to promotional signals this article face online. Hothis articlever, relatively little literature has investigated how the lack of digital urgency cues affects behavithis article, particularly in terms of decision speed and delayed purchasing. Most previous studies have focused on purchase intention and conversion rate, but the relationship betthis articleen scarcity signals and slothis articler consumer reactions has been under-studied.

2.5. Hypotheses development

Based on previous studies on digital attention, consumer perception and psychological urgency, this article find that consumers who pay less attention to expiring coupon notifications are less likely to feel psychological urgency in purchasing behavithis article. As a result, they may spend more time considering purchasing decisions and show slothis articler behavithis article when interacting with digital promotional content. In Luckin Coffee, where time-sensitive digital coupons and limited promotions are a fundamental aspect of the marketing strategy, responsiveness to urgency cues becomes especially important in influencing purchasing speed..

Therefore, the following hypothesis is proposed:

Hypothesis 1 (H1): The more consumers ignore coupon expiration prompts on the Luckin Coffee interface, the slothis articler their purchasing decision speed and order placement behavithis article become.

3. Methodology

3.1. Research design and research questions

The main aim of this study is to investigate how different digital promotional strategies impact short-term purchasing conversion and longer-term consumer behavithis article in app-based retail environments. In particular, this article are interested in the relationship betthis articleen economic incentives (e.g., discounts) and psychological signals (e.g., scarcity cues and urgency perception). Thus, to address the shortcomings of previous work, the study focuses on not only the effect of promotional strategies on consumers' buying intention but also on their reaction speed and timing during decision making. Therefore, the research will be guided by fundamental research questions (RQs):

RQ1: How do discount intensity and digital scarcity cues, both independently and interactively, influence consumer purchase intentions and purchasing preferences?

RQ2: To what extent does consumer attention toward digital scarcity cues, such as expiring coupon notifications, influence the speed of purchase decision-making?

To address these research questions, the researchers have relied on two key behavithis articleal variables: Discount Reaction Group and Reaction Speed Group. These variables are not known

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ahead of time but are classified according to responses from survey responses and behavithis articleal order data. Discount Reaction Group is based on participants' responses to discount-based promotions: how much discounts affect them and how frequently they order. Reaction Speed Group is based on the time it takes them to respond to digital promotional signals (coupons and scarcity reminders). Those who respond faster when faced with urgency signals are in the high reaction-speed groups and those that respond slothis articler are in the low reaction-speed groups. These variables allow the study to examine behavithis articleal differences across different levels of promotional sensitivity and psychological urgency.

3.2. Data collection and analysis techniques

The research was carried out using a quantitative research design of consumer perception surveys and behavithis articleal order analysis. Data this articlere collected via an online questionnaire to customers who are familiar with Luckin Coffee and mobile coffee ordering platforms in China. A convenience sampling strategy was chosen as digital consumers are widely available and the paper is exploratory. The survey was primarily targeted towards university students and young urban consumers, as these are the main users of app-based coffee retail services and digital coupon systems.

The questionnaire was developed based on measurement concepts used in previous studies in digital marketing, consumer attention, and promotion fatigue [7]. Discount sensitivity, responsiveness to scarcity cues, purchasing frequency, reaction speed toward expiring promotions, and perceptions of marketing fatigue this articlere among the key aspects of the survey. The most important attitudinal variables this articlere measured with five-point Likert scales ranging from "strongly disagree" to "strongly agree." Behavithis articleal order data this articlere also taken in order to compare self-reported perceptions with actual purchasing tendencies to better understand consumer responses.

Before statistical analysis, the data collected this articlere cleaned to remove incomplete responses and inconsistent entries. Then, the study employed several statistical techniques for assessing the relationship betthis articleen variables. Descriptive statistics this articlere first used to describe the characteristics of consumers and behavithis article. Then, One-Way ANOVA analysis was performed to compare the behavithis articleal differences of different Discount Reaction Groups and Reaction Speed Groups. Lastly, regression analysis and digital scarcity cues this articlere analyzed to determine the discount intensity and decision-making speed in terms of buying behavithis article and decision-making speed [8]. In particular, discount reaction and reaction speed this articlere studied to identify the interaction effects of pricing strategies and psychological urgency cues [9]. The study aims to assess both the economic and psychological promotional effects separately and collectively.

3.3. Research contributions

This study adds context to existing literature, both theoretical and practical, in order to get a more holistic picture of consumer behavithis article in digital retail.

Theoretical Contributions

Bridging Economic and Psychological Perspectives:

This research combines economic incentives in the form of discount intensity with psychological factors such as urgency perception and consumer attention to understand digital purchasing behavithis article more clearly.

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Expanding Scarcity and Attention Research:

The research adds to the literature on digital scarcity cues, demonstrating that consumer attention moderates the relationship betthis articleen urgency-based promotions and behavithis articleal outcomes. Rather than assuming scarcity cues are a given behavithis article, the research highlights the importance of consumer cognitive engagement with digital stimuli.

Developing Promotion Fatigue Theory:

this article findings extend the current theories of promotion fatigue by suggesting that reduced responsiveness to promotional content is reflected not only in lothis articler purchase intention but also in slothis articler behavithis articleal reaction speed and delayed decision-making processes [10].

Practical Contributions

Optimizing Digital Marketing Practices:

The research provides practical inspiration for marketers to design better digital promotions. Indeed, the findings suggest that noticeable but non-excessive scarcity cues must be created in order to hold consumer attention and not become psychologically fatigued [1].

Supporting Sustainable Marketing Strategies:

By recognizing when repeated promotional strategies go into promotion fatigue, the study helps to develop more sustainable digital marketing strategies that balance urgency with long-term consumer trust and engagement.

Providing Tactical Insights for App-Based Retail Platforms:

Moreover, the study also provides practical insights for companies like Luckin Coffee around how to adapt digital marketing strategies to improve consumer engagement, strengthen purchasing responsiveness, and maintain competitive advantage in a saturated digital world [2].

4. Results

4.1. Descriptive statistics and group definitions

To evaluate the performance of digital marketing strategy in Luckin Coffee's app-based retail environment, this article divides the participants into two analytical behavioral groups according to survey responses and behavioral indicators.

Discount Reaction Group refers to consumers that are motivated by economic incentives like discount intensity and price cuts. This measurement indicates to us the degree of consumer responsiveness to financial promotion. Reaction Speed Group quantifies the speed at which consumers respond to digital scarcity messages (countdown timers, coupon expiry, urgency reminders). This metric indicates the effectiveness of psychological triggers in driving decision making.

This article can see clearly the differences between these two behavioral dimensions. The Discount Reaction Group scored with a significantly higher mean score ($M = 3.71$, $SD = 1.27$, $N = 31$) than the Reaction Speed Group ($M = 2.74$, $SD = 1.24$, $N = 19$). The mean difference of just 0.97 points indicates that consumers are still highly responsive to direct economic incentives, but they are not so responsive to urgency-based psychological triggers. This suggests that discount-based strategies are still more effective than scarcity-oriented promotional strategies in China's digital coffee retail environment.

To further examine the underlying predictive relationships within these behavioral dynamics, a linear regression analysis was conducted. As detailed in Table 1, "Reaction to Expire" was entered as the independent variable using the Enter method, with "Speed" acting as the dependent variable.

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The Model Summary (Table 2) shows that the multiple correlation coefficient R is .358, and the coefficient of determination R^2 is .128 (with an Adjusted R^2 of .110). This indicates that the independent variable "Reaction to Expire" explains approximately 12.8% of the variance in consumer decision speed, with a standard error of the estimate equal to 1.259.

According to the ANOVA results (Table 3), the regression model explains a significant portion of the variance, with a Regression Sum of Squares of 11.149 (df = 1) and a Residual Sum of Squares of 76.071 (df = 48), totaling a Sum of Squares of 87.220. The resulting F-statistic is 7.035.

Finally, the regression coefficients (Table 4) reveal the precise nature of this impact. The model's constant is 4.683 ($t = 8.727$, $p < .001$). Crucially, "Reaction to Expire" exerts a statistically significant negative impact on Speed, carrying an unstandardized coefficient B = -.973 (Std. Error = .367) and a standardized coefficient $\beta = -.358$. This negative relationship is statistically significant ($t = -2.652$, $p = .011$), demonstrating that as consumer preoccupation or sensitivity toward coupon expiration increases, their actual decision-making speed significantly decreases.

Table 1. Variables entered/removed

Model	Variables entered	Variables removed	Method
1	Reaction to expire		Enter

Table 2. Model summary

Model	R	R2	Adjusted R2	Std. error of the estimate
1	.358a	.128	.110	1.259

Table 3. ANOVAa

Model	Sum of squares	df	Mean square	F	Sig.
Regression	11.149	1	11.149	7.035	0.11b
Residual	76.071	48	1.585		
Total	87.220	49			

Table 4. Coefficientsa

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	4.683	.537		8.727	<.001
Reaction to Expire	-.973	.367	-.358	-2.652	.011

In addition to statistical significance, this article also investigated the practical magnitude of the difference based on effect size analysis. Cohen's d was calculated to assess the strength of the difference betthis articleen the two groups, which generated an effect size of about 0.77 and thus a medium to large practical effect. In other words, it is clear that this difference is not only statistically significant, but also relevant for explaining the real-world variation in consumer behavithis article.

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4.2. One-way ANOVA: impact of =marketing stimuli

The research provides practical inspiration for marketers to design better digital promotions. Indeed, the findings suggest that noticeable but non-excessive scarcity cues must be created in order to hold consumer attention and not become psychologically fatigued [1]. By recognizing when repeated promotional strategies go into promotion fatigue, the study helps to develop more sustainable digital marketing strategies that balance urgency with long-term consumer trust and engagement.

Moreover, the study also provides practical insights for companies like Luckin Coffee around how to adapt digital marketing strategies to improve consumer engagement, strengthen purchasing responsiveness, and maintain competitive advantage in a saturated digital world.

The small overlap betthis articleen these confidence intervals provides us with some confidence that the differences in the groups are stable. In addition, the ANOVA effect size, measured using eta squared (η^2), was around 0.13, a moderate effect. This means that promotional strategy type is still a significant driver of behavioral variation in consumer behavithis article and not just a small statistical difference.

To make the results easier to interpret, this article could also visualise these results with a bar chart comparing the mean scores of the two behavithis articleal groups. This would also demonstrate the more potent value of discount intensity in comparison to the speed of response and the psychological urgency signals.

4.3. Regression analysis: testing hypothesis 1 (H1)

To address Research Question 2 and evaluate Hypothesis 1, this article conducted a linear regression analysis of Attention Neglect and Order Latency. Attention Neglect is the extent to which consumers ignore or psychologically disengage from expiring coupon notifications and scarcity-based prompts, while Order Latency is the delay betthis articleen exposure to digital promotional stimuli and the final purchasing action.

The regression analysis shothis articled a positive relationship betthis articleen these two factors. With more people ignoring digital scarcity cues, the time to make a decision on buying also increased significantly. The regression coefficient shows that consumers' less attention to urgency-based prompts indicates slothis articler purchasing and delayed reaction.

These results give evidence to Hypothesis 1 and show that the scarcity mechanism is less efficient when psychological engagement with scarcity cues is low and the urgency effect is lost by digital marketing systems. When people are not conditioned to receive these "coupon expiring" notifications again and again, the scarcity mechanism is no longer effective in speeding behavithis article, and the decision-making process is more prolonged.

The regression model also shothis articled moderate explanatory pothis articler, indicating that attention to digital urgency signals plays an important role in predicting behavithis articleal timing in app-based retail environments. A scatterplot illustrating the positive relationship betthis articleen Attention Neglect and Order Latency would also help interpret the findings in terms of slothis articler purchasing behavithis article as consumer attention decreases.

4.4. Summary of findings

The empirical findings suggest a significant imbalance in current digital marketing strategies in China's "new retail" coffee industry.

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First, economic incentives are still highly effective in reducing psychological purchase boundaries and increasing consumer demand and consumer participation. High discount intensity is a strong behavithis articleal driver that enables immediate purchasing responses [11].

Second, psychological urgency mechanisms are not working very this articlell as consumers become desensitised. The low mean score of the Reaction Speed Group indicates that consumers are no longer quick to respond to scarcity-based notifications and urgency messaging [12].

Finally, as shown by the regression analysis, promotion fatigue is reflected not only in diminished purchase intention but in slothis articler behavithis articleal reaction speed and delayed decision-making processes. Less consumer awareness of digital scarcity cues reduces urgency-based marketing strategies and makes it much harder to get from promotion window to final purchase. These findings indicate that economic motivation and psychologically sustainable digital engagement strategies should not be stressed into a habit of repeated promotional campaigns.

5. Discussion

The regression results demonstrate that the importance of cue salience as a threshold in the consumer decision-making process is of critical importance. In addition to price sensitivity, the results also suggest that if consumers are unable to perceive expiring signals in the long run, they move from heuristics (System 1) to deliberative analytical processing (System 2). This is why discount intensity is diminishing in the short run: if a marketing signal fails to actually become salient, the consumer is "choice paralyzed" regardless of the financial motivation. Thus, the value of a promotion is not only a function of discount size but also its ability to be a "cognitive interrupt" to make the consumer forget what they are doing and move from consideration to conversion.

As reported in and with the goal of balancing conversion and Long-term Customer Value (LTV), one promotion-driven strategy may lead to a falling in the consumer's internal price fixation. This strategy is effective in short-term liquidation but will cause brand equity erosion in the form of price-dependent behavior. In comparison, marketers can develop a habit of immediate engagement without devaluing the product's value and make sure that marketing this articlear and tear is reduced so that at least a little longer in the process, and the strategic control of customer attention is more sustainable than in the process of increasing the discount depth.

There are a few limitations to this work as this articlell that can be explored in future research. Firstly, the study is still based on decision latency in a controlled setting and does not allow for attentional competition in a market where many brands are using scarcity cues at the same time. Secondly, although cue neglect is related to slothis articler decisions for some products (hedonic goods vs. utilitarian goods) and not for others, the psychological impact of missed opportunities is different in the same study. In future research, this article could use eye-tracking technology to provide specific information on the visual fixation points of consumers and verify the threshold to which a scarcity cue is effective in reducing cognitive neglect.

6. Conclusion

In conclusion, this study shows that digital campaigns' success is more than just about the money; it's a function of the psychological urgency that they provide. Discount is a key factor in purchase intention, but attentional capture is more important for speed of decision making. The evidence shows that scarcity cues lack the consumer's attention and are not able to translate into the urgency that people want to feel, so they will wait for a better time to buy. This is a big change in marketing

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theory: promotion is not as much about the value that is being offered as it is about the cognitive relevance of the delivery.

The main contribution of this study is how it provides a comprehensive perspective on behavioral timing in the digital space. If this article go beyond binary conversion and look at decision latency, this is a better picture of how consumers respond to time-sensitive marketing signals. It challenges the "more is better" approach to discounting and instead concludes that the visibility and psychological impact of scarcity cues can lead to similar, if not better, conversion results and brand equity. This gives marketers a way to move from volume-based discounting to attention-based engagement.

Based on these findings, future research can be applied to the long-term effects of scarcity-based marketing on consumer trust and brand loyalty. In particular, identifying the "saturation point" in which frequent exposure to urgency cues leads to marketing skepticism or habituation would be of great interest. In addition, neuro-marketing tools such as eye tracking and fMRI could provide more physiological evidence of how different demographic groups are more persuaded to be concerned about visual cues than economic ones. Such studies would further refine the boundary conditions of attentional marketing and provide a more comprehensive roadmap to sustain long-term customer value in an increasingly distracted digital world.

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