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Reshaping Subjective Time: Milk Tea Consumption and Temporal Experience among Chinese Urban Youth in the Context of Accelerated Society

Xiaohan Zhang

Beijing National Day School, Beijing, China
amy.smile77@qq.com

Abstract. Based on the theory of accelerated society, the study takes contemporary urban youth in China as the research subjects and combines in-depth interviews with social media text analysis to explore the mechanism by which milk tea consumption reshapes young people's time cognition. The research found that tea brands have redefined the subjective time perception of young people in three scenarios: the construction of seasonal consumption schedules, somatic intervention and time-limited IP collaborations. Seasonal marketing integrates commercial timing with natural timing, subtly conditioning young people's perception of the seasons. The sleep loss and time trade-offs caused by milk tea consumption give rise to time anxiety among young people regarding their studies and rest. The limited-time and limited-quantity IP collaboration model alienates young people's leisure time and creates a predicament of competitive consumption. Faced with the infiltration of commercial time, although young people can engage in autonomous resistance via strategies such as information filtering and rational consumption, they still struggle to break free from the constraints of milk tea's commercial time regime.

Keywords: social acceleration, milk tea consumption, youth, temporal perception, commercial time

1. Introduction

In contemporary Chinese society, young people are extremely enthusiastic about milk tea beverages. Most previous studies have explored the phenomenon of young people's addiction to drinking milk tea from a health perspective. Relevant empirical findings have shown that a higher degree of addiction to milk tea is significantly correlated with depression and anxiety among college students [1]. However, there has been less inquiry into the individual's perception of time and the logic of time allocation that underlie the addictive behavior.

Time cognition, as the core psychological mechanism for individuals to perceive, judge, and allocate time, is highly susceptible to the reshaping of modern consumption narratives and media rhythms. In modern society, commercial marketing can shape the specific consumption time sequence, thereby reconfiguring the daily time order of young people. Zhao Mingda's research on seasonal marketing has captured the anxiety triggered by such rapidly evolving seasonal

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consumption rituals as "the first cup of autumn milk tea" [2]. Although existing research touches on the temporal dimension, such studies remain confined to interpreting marketing phenomena and fail to delve deeply into how milk tea consumption reshapes young people's subjective time perception and generates differentiated temporal experiences. Just as Erikson put it, modernity is speed [3]. Young people cannot genuinely extricate themselves from the structural constraints of this prevailing social context. The accelerated pace of social operation has reshaped the daily life order and time perception of individuals, which is also the core connotation of social acceleration as interpreted by Rosa [4]. In this context, individuals' perception of time takes on diverse forms, and time anxiety is one of the prominent subjective experiences among them. The traditional concept that time is money, the prevalence of utilitarianism and meritocracy, as well as the more intense competitive environment created by modernization, have all contributed to the emergence of time anxiety [5]. Based on this, this article takes accelerating society and theory as the core support, aiming to explore how daily consumption of milk tea affects the time cognition of contemporary young people, and to conduct an in-depth investigation into its concrete manifestations and generation mechanisms.

Specifically, this article relies on three typical youth milk tea consumption scenarios to dissect the intrinsic connection between milk tea consumption and young people's perception of time: First, the seasonal consumption scenario. This article explores how brands' seasonal marketing constructs commercial time that intertwines with natural temporal sequences and shapes young people's perceptions of seasonal time; Second, the bodily perception scenario, which focuses on the sensory experience of drinking bubble tea and analyzes the time-related anxiety and trade-offs associated with bubble tea as a form of compensatory consumption; third, the IP collaboration scenario, analyzing how limited-time and limited-quantity marketing encroaches upon young people's leisure time, compresses the enjoyment process, and leads to a time competition predicament.

This study aims to integrate structured interviews and social media text analysis, and incorporate daily dietary consumption, individual time perception, commercial media narratives, and the daily life order of young people into a unified analytical framework. It seeks to explore the specific phenomena and generation logic of young people's time cognition shaped by tea-powder drink consumption, and further enrich the micro-research perspective on contemporary young people's time alienation and daily consumption culture.

The main source of the research data is the young population in Beijing, consisting of 12 respondents, among whom 6 are male and 6 are female, all of whom are students aged 16 to 27. The sample includes young people with different consumption frequencies and preferences. The diverse characteristics of multiple samples ensure the research's comprehensiveness. Meanwhile, this paper also selected several public posts, comments, and topic discussions from popular social platforms such as Weibo and Rednote among young people as auxiliary research materials, integrating real online consumption phenomena with the interview conclusions.

2. The tea-drinking consumption culture of young people

Milk tea, a common daily consumption item for contemporary urban youth, has long transcended its basic dietary nature and developed multiple cultural connotations such as emotional relief, social interaction, and trend-spotting, thus forming a unique consumption culture. Based on in-depth interviews with 12 young respondents and public consumption texts on social platforms such as Rednote and Weibo, this chapter examines the current situation of contemporary young people's consumption of milk tea from aspects such as frequency and brand preferences.

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The interview data shows that there are significant individual and gender differences in the frequency of young people's consumption of milk tea, resulting in two distinct groups: those with frequent and regular consumption and those with low-frequency and scenario-based consumption. Among them, the high-frequency consumption group is mainly composed of young women. Some respondents have internalized the consumption of milk tea as a daily habit. Even without specific emotional or social triggers, they place orders spontaneously, indicating a certain level of psychological dependence. For example, a 19-year-old female respondent (Sample 2) consumed new-style tea beverages up to 9-10 times per week, while a 17-year-old female respondent (Sample 4) did so approximately 5 times per week. For this high-frequency group, drinking milk tea has become a central part of their daily routines. The low-frequency consumption group is mainly composed of young men. Their overall consumption frequency is relatively low. Most of them purchase milk tea once a week or less, with only 2 to 3 consumption occasions per month. This group of young people rarely purchases milk tea on their own or actively. Their consumption behavior is highly scenario-dependent, and they only engage in such purchases under specific circumstances. Overall, the differentiated consumption patterns of young people for milk tea have also led to differences in their perceptions of milk tea marketing, the physical effects of milk tea, and the rules of time-limited consumption among different groups.

In terms of brand selection, Chagee, Heytea and ChaPanda are the new-style tea drink brands that were mentioned most frequently in the sample of this interview. Its target audience includes both male and female young people, and it is suitable for most young people's daily consumption choices. However, local store openings restrict the popularity of regional brands like Chayan Yuese. Their consumption scenarios are mostly tied to tourism and visiting other places. As a result, their popularity in terms of daily milk tea consumption among young people in other regions is relatively low. Apart from taste and quality, brand visual packaging and product name design are also important factors influencing young consumers' choices. Many male and female respondents all stated that they would have the intention to purchase products due to the exquisite joint packaging and the product names that carry a seasonal atmosphere.

3. Youth milk tea culture and time perception

In the context of accelerated time, the milk tea industry has developed a unique consumption pattern through seasonal new products, IP collaborations, and limited-time offers, which have become integrated into the lives of young people. This study conducted in-depth interviews with 12 participants and found that the perception of time is an important experience for young students when consuming milk tea, and it is also a concrete manifestation of accelerating society. The consumption of milk tea reflects the real perception of time among young people, and it also reveals the actual predicament of anxiety over the scarcity of time under the pressure of studies. The young people maintain their individual independent thinking, but the perception of time still inevitably influences, shapes, and even modifies their consumption of milk tea. Some individuals thus develop time anxiety in the context of consumption. The interweaving of natural time and commercial consumption time, the weighing of milk tea and time resources, as well as the time-limited consumption practices brought about by IP collaborations, collectively constitute the three specific manifestations of the time perception of young students' milk tea consumption.

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3.1. The seasonal nature of milk tea consumption

Natural time refers to the seasonal changes and the flow of time in the real world, such as the solar terms and the passage of the four seasons. The milk tea brand has established a set of commercial consumption time sequences through new product launches, seasonal restrictions, time-limited removals, and marketing strategies. A typical example is the marketing strategy of "The First Cup of Mocha in Autumn" and the seasonal limited-time milk tea offerings throughout the seasons of spring, summer, autumn, and winter. The interview revealed that the relationship between the young sample and the commercial time system shows differences. Some young people incorporate this artificial tea-milk commercial time into their daily lives, while others actively keep a distance from it. They do this by setting "uninterested" statuses on social media or other means to isolate marketing information and reduce the interference of commercial consumption time sequences on themselves. Although the respondents' subjective attitudes varied, they all objectively experienced the consumption constraints imposed by the business rules of "new arrivals" and "deletions".

Some young people will be attracted by the milk tea products that carry the imagery of different seasons, viewing the anticipation and tasting of seasonal new products as a small pleasure in their otherwise dull lives. Among them, a 17-year-old female participant mentioned: "I was mainly attracted by their names. For instance, some milk tea brands use evocative terms such as osmanthus in their product naming. Even if I know the drink itself may not taste exceptional, I will still pay for the poetic name. "Content creators on Xiaohongshu will post the exact release dates of these new drinks. I always look forward to the upcoming launches and feel genuinely excited, though I will not get upset even if I fail to purchase one." Osmanthus flowers mainly bloom in autumn and have a strong seasonal characteristic. Most tea brands do not make osmanthus-flavored beverages their classic and regular offerings. Meanwhile, unlike the mass-produced milk tea ingredients such as pearls and coconut balls, osmanthus carries a profound classical aesthetic connotation. Li Qingzhao once wrote, "Its fragrance remains even as its presence is distant and secluded." This poem praised the purity and elegance of the osmanthus. The names of milk tea as "Fragrant osmanthus and orchids" and "Wafting osmanthus" set by the different brands directly combine the products with the image of osmanthus. By leveraging the seasonal and cultural symbolism inherent in osmanthus, merchants convey the message that autumn has arrived to young consumers. At the same time, they evoke the traditional aesthetic imagination of this natural phenomenon among the general public, thereby creating a unique ambience for the product. By encouraging young consumers to actively track seasonal new product launches and make independent choices in their milk tea consumption, tea brands have established a subtle, soft regulatory influence on young people's perception of time.

The ritualistic popularity of this type of milk tea and the introduction of seasonal limited-edition products have become a way for young people to perceive the changes in the natural seasonal cycle. Some respondents expressed: "Whenever I see new autumn products, I can definitely tell that it's autumn now." Another respondent said: "I think my perception of the timing of seasons is partly derived from the internet. The launch of products like milk tea is like some crucial (internet signals) for each season." Among the experiences of these respondents, the dynamic updates of new milk tea products pushed by the online platforms served as an important indicator for them to perceive the changing of the seasons [6]. Even if individuals do not actively pursue seasonal marketing themselves, the platform's regular push of seasonal new-product posters, countdown notices for new arrivals, and seasonal-themed check-in content still serve as cues for seasonal changes, shaping young people's perception of time. The natural changes and the new messages pushed by the milk

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tea brands jointly contribute to the construction of young people's perception of seasonal changes, and thus the two sets of time sequences are intertwined.

At the same time, there is another group of young people who actively adopt a detached perspective towards "the first cup of autumn milk tea" as a seasonal ritual, and even criticize such consumption gimmicks. Occasionally, such marketing tactics will use communication strategies like "Those who love you will buy you the first cup of autumn milk tea" to package the seasonal event as a consumption ritual, and trigger a trend of imitation on the internet. The trend exerts implicit social pressure on some individuals, compelling them to passively decide whether to participate in such consumption activities. Many respondents recognised the marketing slogans driven by interests and consciously chose to avoid them, thereby resisting the trend. Sample 7 said: "I know that the first cup of autumn milk tea has seen a lot of excessive marketing, but I feel it's of no use... People around me are more insightful. It's obvious that such marketing is a form of capital manipulation." Respondents with views similar to Sample 7 argue that it is a commercial entity's attempt to create a time calendar, using emotional language to promote consumption. Therefore, they actively refuse to be entangled by this commercial time constructed by milk tea. Some respondents have even developed multi-level information isolation strategies to resist the invasion of this commercial time. Sample 3 mentioned during the follow-up visit that her resistance to such manipulative marketing messages went beyond the psychological level and extended to the operational aspect of media: she would manually click "not interested" on marketing content such as "If you don't buy, it means you don't love me enough" and actively filter the information flow on the platform.

However, the subjective rejection and isolation of young consumers cannot eliminate the objective constraints imposed on the consumption time by the tea milk brand. Such constraints directly affect young people's subjective perception of time, reshaping their time experience. The fixed commercial rules of product launches and withdrawals by tea-drinking brands construct a commercial product lifecycle, breaking the stable and regular consumption time expectations of young people and thereby triggering emotional impacts. One respondent mentioned feeling frustrated when a favourite product they loved was removed from sale under a limited-time release mechanism: "This situation really bothers me. For example, there are several items I really like from Haidilao but they are not permanently available." Although the sample demonstrates an understanding of such a business model and shows respect for it, it still cannot avoid the interference of commercial time rules on people's perception of their consumption time. This marketing scheme has changed the young people's habitual perception of being "able to independently control consumption and able to enjoy the experience for a long time", making the previously free and casual daily beverage consumption subject to fixed time constraints.

On social media platforms, it is also common to see netizens posting about their regrets and dissatisfaction, jokingly saying that they just got a recommendation for a limited-edition drink, but when they went to place an order, it had already been taken off the shelves. Many posts would ask, "When will it come back?" This phenomenon essentially stems from the mismatch between the personal consumption time rhythm of young people and the commercial time rhythm of brands. People have artificially shortened the consumption period of products, forcing the consumption rhythm of young people to adapt to the marketing rhythm. When personal consumption time expectations conflict with the established time rules of the business, young people will develop negative perceptions such as regret and dissatisfaction.

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3.2. The physical perception of tea milk consumption and time anxiety

Against the backdrop of a fast-paced society and intense academic pressures, young people are highly susceptible to physical and mental fatigue, which makes sufficient sleep particularly vital. Within this high-speed lifestyle, young people's daily time resources become highly limited. Contemporary youth commonly confront the predicament of time scarcity [7]. Sleep is not merely a simple form of physical rest; it is a crucially scarce resource that ensures energy for the next day and maintains the available time for learning. Young people often humorously invoke the well-known idiom, "Health is the capital of revolution." Previous studies have shown that caffeine in tea beverages can prolong the latency period for falling asleep and reduce deep sleep. Tea polyphenols amplify neural excitation, and the combined effect of these two factors ultimately impairs an individual's daytime energy the next day [8]. Milk tea integrates sensory experiences, physical feelings and individual temporal resources: consumption choices related to milk tea directly interfere with young people's nighttime rest and their available study time in the daytime, thus shaping their perception of time. The interview revealed that the sleep risks brought about by caffeine and tea polyphenols are important considerations for young people when making consumption decisions. Many young people will anticipate the time loss caused by drinking and actively set consumption boundaries to avoid the time cost caused by physical discomfort.

Young people who are sensitive to caffeine serve as the most typical example. They conduct risk assessments at the decision-making stage, actively set boundaries for the timing and quantity of consumption, and avoid drinking late at night to prevent reduced time utilisation the following day. Sample 6 states: "It's acceptable in the afternoon, but not at night. It's fine if it's not too strongly brewed. But I won't drink it if I know it will affect me." Sample 12 further describes anticipatory sleep anxiety: "There are roughly two reasons. First, I get anxious about poor sleep. Even before I actually feel tired, I start feeling anxious…" Under the consideration of this group of young people, drinking milk tea at night would take up the rest time during the night, causing a decline in energy the next day, and thereby reducing the effective time available for study the next day. Declining evening milk tea consumption is essentially a way to protect their discretionary time and bodily capital. Meanwhile, most of the young respondents mentioned that the rigid schedule on campus requires getting up early in the morning and attending classes. During the day, they need to exert a high level of energy to study. Therefore, they are very concerned about the time lost due to insomnia caused by consuming milk tea. This intense consumption vigilance reflects the intense pace of study and social pressure.

Young people's temporal trade-offs regarding the consequences of milk tea consumption also appear extensively in discourses shared by users on social platforms such as Rednote and Weibo. Many young users post online complaints about suffering from all-night insomnia after drinking milk tea. A host of internet quips circulate online, including "XX milk tea, you win", "Milk tea is drunk in the afternoon; I lose my mind in the wee hours", and "What do I do if I drink milk tea at night and still have work the next day?" Behind these complaints lies a sense of helplessness regarding time: Drinking milk tea can provide immediate emotional relief, but it may also lead to a loss of sleep time. When one lacks sufficient rest, it will directly affect the next day's study schedule. The anticipation of wasting time resources gives rise to corresponding time anxiety. The "milk tea insomnia red and black list" compiled by the users is precisely the spontaneous strategy adopted by young people to avoid time waste and plan their drinking time. These widespread online phenomena further reveal that young people generally make milk tea consumption decisions based on their perceived trade-offs between rest time and study time.

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Further analysis shows that milk tea will also become a compensatory consumption under the pressure of time constraints. Under the pressure of accelerated academic demands and time constraints in society, tea drinking can achieve the reformation of young people's subjective perception of time through emotional intervention, thereby improving their perception of the difficulty of studying for long periods. Most of the samples mentioned that they would drink milk tea when they were under pressure, when writing, or when feeling bored. Even some samples indicated that they would use milk tea as a substitute for meals: "There is some dependence because they think that drinking milk tea might replace a certain meal. This habit can cause some guilt." In situations where there are heavy study tasks and a tight schedule, there is often insufficient time for a proper meal. Therefore, milk tea has become a convenient alternative for meals. The sense of guilt here stems from a contradiction: on the one hand, one desires to save more time for the task; on the other hand, one feels uneasy about neglecting one's diet and physical health. This is the forced compromise of daily life under an accelerated environment. From the perspective of time perception, milk tea has always served as a buffer medium under the pressure of time: The sugar in sugary beverages can stimulate the brain's dopamine reward circuit, bringing about a brief sense of positive emotion [9]. Positive emotions can alter an individual's subjective perception of time, and positive experiences tend to accelerate the perception of time's passage [10]. With objective clock time unchanged, young people perceive their originally long, arduous learning sessions as shorter and more tolerable. This constitutes milk tea's positive temporal effect on young people.

Many young people also have the phenomenon of knowing that drinking milk tea may disrupt rest and consume subsequent time resources, but still choosing to drink it in order to obtain a brief emotional comfort at the moment. And impaired nighttime sleep can lead to greater academic stress the next day, as there is not enough energy to effectively complete tasks. The fatigue intensifies further and eventually, the individual's demand for the immediate pleasure brought by milk tea becomes stronger, thus forming a vicious cycle.

3.3. IP collaboration: time-limited consumption practices and desire generation

The IP collaboration of milk tea is a typical time-limited consumption activity under commercial marketing. Brands utilize milk tea and generally adopt a short-term operation model. Brands typically limit the quantity and availability of packaging and related products to a short period. The pace of new product launch and market release is relatively rapid. On platforms like Rednote, every time a milk tea brand launches an IP collaboration, there will be a large number of notes about opening boxes to showcase the accessories, as well as shopping strategies. Netizens will also share techniques for group buying and remind each other to set alarms to wait for the launch. This is precisely the compact commercial time rhythm created by the IP collaboration of milk tea that extends into the online space. At the same time, there will also be a large number of requests for exchanging or collecting joint-themed souvenirs on the platform. This is the coping strategy developed by young people in response to the time-limited rules of the milk tea brand's joint promotions: The activity window period is strictly limited by the tea brand. Once they miss the official purchase time, they can only hope for second-hand transactions among like-minded individuals. In response to this commercial operation mechanism, young people have developed varying perceptions of time and diverse behavioral responses.

In most IP-collaboration consumption scenarios, the majority of young people who actively participate tend to focus their consumption on IP-related products. The original drinking and leisure experience of milk tea are put aside, and the process of enjoying milk tea is compressed or even skipped. The beverage becomes merely a tool for exchanging these related products. One female

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respondent recalled her experience: "I originally went there just for the free gift. But afterwards, honestly, I really didn't think much of the drink itself." Other respondents also observed the resulting inventory allocation issue. Female Sample 5 states: "Once everything sells out, it is not merely the merchandise giveaways that are gone. People who actually want the drink itself may also fail to obtain it." A large number of orders targeting the surrounding area will quickly deplete the inventory. Originally, drinking milk tea was a time for relaxation and leisure. Under the rules of the milk tea collaboration, these leisure times have been transformed into ineffective time spent repeatedly waiting and checking the inventory. This is the time-related predicament brought about by the milk tea collaboration consumption.

To obtain the IP-themed merchandise, some young people are willing to bear the costs of money, social interaction, and time. Some respondents, in order to meet the activity requirement of "purchasing a milk tea set can obtain the merchandise", needed to coordinate with friends to make group purchases, wait for the launch time, and actively invest additional time and energy to participate in the activity. In the accelerated environment where academic tasks are heavy and personal time resources are already scarce, the time-limited rules of joint activities have further occupied the available time of young people. The time for commercial consumption and academic study are competing with each other, thus forming a tense relationship of time.

In addition, the short-term joint promotions of milk teas have also made many young people feel the time pressure brought about at the information level. If one wants to avoid missing out on the milk tea promotion, they need to keep checking social platforms for updates. This situation incurs additional time and energy costs. Sample 7 describes their own experience like this: "I did want to participate, but I didn't actually do it because when I found out about these messages, it was already over." Meanwhile, the artificial scarcity created by time-limited product releases provides fertile ground for scalpers, further increasing the temporal cost of young people's milk tea consumption. When scalpers buy up limited promotional merchandise in bulk, ordinary consumers face far greater difficulty securing these items. They may also have to invest additional time and money on second-hand trading platforms to acquire the items they desire. This stands in sharp contrast to the original temporal pattern of purchasing milk tea for a leisurely drinking experience.

In the youth's tea-drinking culture, the repeated participation in joint consumption has led to a homogenized experience, causing some young people to develop a sense of consumer fatigue. After repeated consumption experiences, some young respondents have observed a "heat leftover rice" operational pattern within the industry: brands repeatedly collaborate with the same IP, merely swapping packaging materials while leaving the beverage formulation entirely unchanged. Under the accelerated commercial logic of society, brands are pursuing quick and simple methods for generating traffic and revenue. They are reluctant to invest sufficient time in refining the milk tea products. As a result, the production and consumption cycle of milk tea has become increasingly homogeneous, making it difficult to provide consumers with novel drinking experiences. This "heat leftover rice" of milk tea IP collaborations essentially reflects merchants' reduced time investment in product refinement, as they prioritise marketing cadence above all else. By constantly pressuring consumers to complete purchases quickly within campaign windows, brands foster young people's subjective temporal judgement that promotions are fleeting and that inaction leads to missed opportunities. Consequently, milk tea consumption transforms into a hurried competition against time.

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4. Conclusion

In summary, this study found that the new tea-drinking industry has constructed a consumption time system independent of the natural sequence through commercial marketing, and systematically reshaped the contemporary youth's perception of time from three dimensions: At the level of seasonal perception, the brand's seasonal new products and seasonal marketing have reconstructed young people's perception of the passage of the seasons, integrating the natural sequence with the commercial sequence; At the level of body time perception, the sleep disturbances and energy depletion caused by tea consumption prompt young people to constantly balance the allocation of time resources. At the level of leisure perception, the limited-time and limited-quantity joint rules of IP have rewritten the leisure rhythm of young people, transforming the relaxed leisure experience into a high-intensity time race. Thus, commercial consumption time deeply intervenes in the daily lives of young people, forming an external force that disciplines their time behavior and creates a sense of urgency. Facing the pervasive penetration of commercial time regimes, contemporary urban youth do not merely passively accept temporal discipline, but actively mobilize their subjective agency to develop targeted coping strategies. Young people use social platforms to make jokes, deconstruct marketing slogans, criticize the "heat leftover rice" behavior of capital, and expose the artificial rituals and false trends created by business. They resist excessive commercial time intrusion by proactively blocking marketing notifications, self-imposing boundaries on milk tea consumption time, referencing the widely circulated "insomnia red-and-black list" to avoid wasted time, and rejecting mindless trend-following consumption, thereby safeguarding their personal time autonomy. Thus, they were able to safeguard the autonomy of their personal time.

However, individual subjective resistance still cannot completely escape the structural constraints imposed by rules such as brand new releases, removal from shelves, and limited-time sales. The series of choices made by young people in purchasing milk tea essentially represent a game of allocation of scarce personal time resources in the context of accelerating social competition and meritocracy. This kind of game presents inherent contradictions: Milk tea can serve as an emotional buffer during academic stress, helping individuals endure the boring study periods; but it may also come at the expense of sleep and the occupation of rest time, further amplifying time anxiety and creating a cycle of self-depletion. Business marketing uses seasonal symbols, IP collaborations, and other methods to create a competitive consumption rhythm, continuously interfering with young people's perception of time, reducing consumers' enjoyment time, and transforming it into task time of waiting, rushing to purchase, and keeping watch.

From this, this study reflects that in the digital age, commercial capital no longer merely sells physical beverages, but has created an urgent time rhythm. The time anxiety of young people does not stem from the milk tea itself, but from the structural predicament where the continuous academic competition continuously squeezes the individual's leisure and rest resources. Young people attribute moral judgments to the use of time, giving rise to time anxiety. Milk tea consumption is a concrete phenomenon that reflects this predicament. These anxieties are also an epitome of the oppression brought about by the fast pace of modern society. The study suggests that modern young people, in their daily consumption, should consciously distinguish the sense of time urgency created by commercial marketing, and differentiate the pleasure they truly desire from the false desires created by marketing. For business practitioners and social researchers, they should also recognize the time pressure faced by young people behind the consumption culture, and attach importance to the role of micro daily consumption practices in shaping modern time cognition.

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