



Oriental Selection (New Oriental Education & Technology Group)

—How to Successfully Break Through in the Live Broadcast of the Red Sea

Yiran Zhang

SolBridge International School of Business
Beijing, 102208, China

zhangzyrcool@163.com

Abstract. Since the 21st century, with the rapid development of e-commerce, how to pursue the maximization of enterprise value, give full play to the advantages of the enterprise, improve the management level of the enterprise, and promote the realization of strategic goals. More and more companies are incorporating culture into their marketing. By combining the cases of Dongfang selection, we will deeply analyze the gradual optimization and upgrading of the cultural industry structure. Market entities continue to grow and develop, and cultural products and services are more high-quality and richer. The cultural industry has become a new driving force and new engine for economic growth, and has played an important role in promoting the transformation and upgrading of the national economy, improving quality and efficiency, meeting the new expectations of people's spiritual and cultural life, consolidating and strengthening cultural self-confidence, and enhancing the influence of Chinese culture. With the high-quality development of the cultural industry, the diverse cultural needs of the people are better met, and the development of the national economy has gained stronger new impetus.

Keywords: marketing culture Dongfang selection importance

1 Introduction

Oriental Selection is a new e-commerce platform for live streaming with goods launched by New Oriental. Due to the impact of the epidemic and the country's implementation of a national double reduction policy for students at the end of 2021. New Oriental dismissed 60,000 employees, rented some campuses, and donated more than 80,000 sets of desks and chairs to rural primary schools. The era of education and training is slowly withdrawing. Faced with such a predicament, Yu Minhong chose to transform New Oriental into a live broadcast of agricultural and sideline products. The main commodities are agricultural products such as fruit and meat. Yu Minhong decided to bring culture to the live broadcast. The emergence of "bilingual anchors" has begun to

attract the attention of the public. There have been many anchor teachers who show their magical powers. From the hot pot base to the collection of birds, from the Book of Songs to French and Japanese shows, from agricultural and sideline products to poetry and distance. It is not accidental that Dongfang Selection became popular by surprise. The absence of several major domestic anchors (Weiya and Li Jiaqi) brought Dongfang Selection to its own opportunity. Dongfang Selection has continuously improved its supply chain system. After the popularity of Dongfang Selection's live broadcast room has increased greatly, suppliers who have actively sought cooperation with Dongfang Selection have also come. In terms of product selection, Dongfang selects the main agricultural products, which are challenging and difficult. The criteria of Oriental Selection are health, deliciousness and value for money. For Dongfang Selection, which has just entered the live broadcast delivery industry for only half a year, the management of product selection and supply chain is still the most important link. Dongfang Selection claims a very user-friendly product selection system that not only selects high-quality agricultural product manufacturers for cooperation, but also personally participates in quality inspection at the place of origin. Each member of the Oriental selection team tasted each sample, and voted to select the products that could be put on the shelves. Yu Minhong's personal IP image is more of a teacher image of a successful entrepreneur and life mentor. This is far from the image of the anchors who bring goods in the live broadcast room, or even the image of the bilingual anchors who have become popular. How did Oriental Selection succeed in breaking through the red sea of live broadcasts with such fierce competition? Can the Dongfang Selection live broadcast e-commerce platform "keep youth forever"?

2 Literature review/theoretical basis

Judging from the existing literature, integrating culture into live broadcast is different from existing live broadcast bloggers who are noisy and single-selling bloggers. Dongfang Selection chooses more realistic products for customers. When each anchor introduces the product in the live broadcast, the most important thing to tell customers is to buy on demand. Dongfang Selection mainly sells agricultural products and food department stores. With the gradual rise of today's cultural industry, the situation of bilingual knowledge sharing + live streaming has broken the situation of all live streaming platforms and won the love of customers.

2.1 The status quo of existing live broadcast platforms in China

Livestreaming in China has received widespread attention from the public. Based on the strong user base of traditional e-commerce, e-commerce live broadcasts combine entertainment and consumption, which can be watched and purchased at any time, bringing consumers a stronger scene experience [1]. E-commerce live broadcaster is one of the channels for the e-commerce industry to become content-oriented. Through live broadcast, traditional e-commerce platforms interpret the original products in content, which can make the value and quality of products more clearly communicated to

consumers. E-commerce live broadcast is also a channel for social networking in the e-commerce industry. Through the in-depth interaction between products, brands and consumers, consumers gather to produce a stronger group effect.

The size of the live broadcast market is also growing. The scale of PC terminal + mobile terminal has increased from 15 billion in 2016 to 60 billion in 2020, with a compound annual growth rate of 41%. This is due to the comprehensive popularity of mobile terminals, the continuous optimization of the network environment and the consumption upgrade of young people's entertainment and entertainment. Mobile live broadcast also redefines the full-scene and youthful pan-entertainment mode, and there are more and more content suitable for mobile live broadcast.

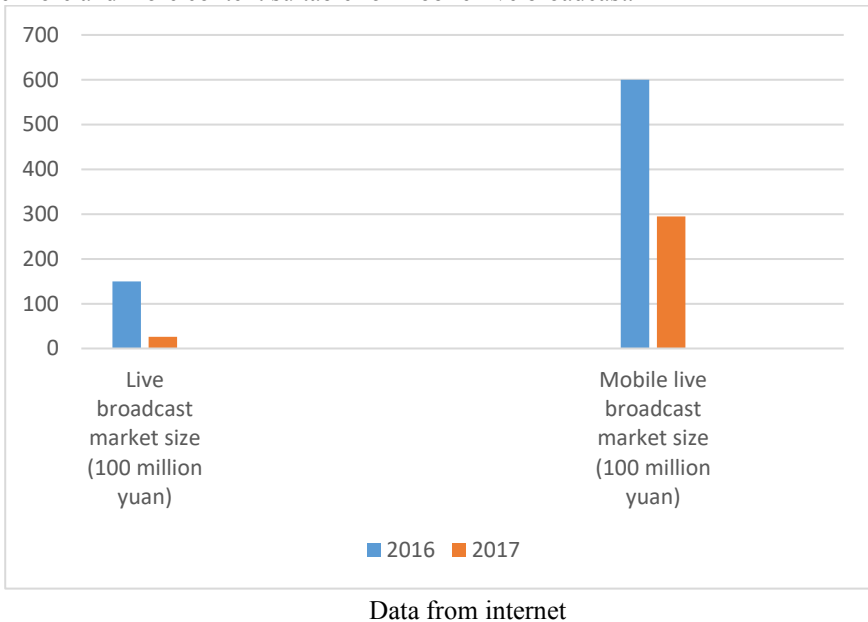


Fig. 1. Changes in the size of the live broadcast market and the mobile live broadcast market

There are about three types of existing live broadcasts: e-commerce platform + live broadcast function, professional e-commerce live broadcast and third-party e-commerce live broadcast. The development model of e-commerce platform + live broadcast function is mostly the application of e-commerce platform with a strong consumer base. E-commerce platforms can have many kinds of products, or they can have fewer kinds. Professional e-commerce live broadcast. Most of these e-commerce platforms focus on a certain category of products, such as clothes, cosmetics, etc. Third-party e-commerce live broadcast. In this category, some social software is used to analyze consumers with flower skirts and push products. No matter what kind of e-commerce live broadcast, it has the advantage of being more authentic and engaging. It can connect people and goods and services with low finished products and high efficiency.

2.2 Content production

In today's era of rapid development of self-media, in-depth content production is rare in the current media environment. The concept of traditional media has been replaced, and "everything is a medium" has become a trend. Content producers are no longer exclusive to people, and the content production ecology has begun to be reconstructed. E-commerce live broadcast "carrying goods" originates from online live broadcast, and the transformation of live broadcast traffic essentially depends on high-quality content quality [2]. Improve the quality of live content, position the market, attract traffic and maintain continuous output.

3 Research Design

3.1 Research methods

This paper mainly uses case analysis as the main research method. Taking Dongfang Selection as the main case, it deeply analyzes how Dongfang Selection emerged from the red sea of live broadcast, and formed Dongfang Selection's unique live broadcast content and live broadcast method.

4 Case Analysis

4.1 To achieve differentiation

Today's online live broadcasts are anytime, anywhere, and only need an electronic product and a personal account to start the live broadcast. Whether it is the rise of outdoor, e-sports, celebrities, and education anchors, IP, fans, traffic, etc. have brought more wealth to capitalists and entrepreneurs. Constantly try all kinds of new online live broadcasts. The generalization trend of media in the era of intelligent media is emerging. "Media generalization" reproduces the state of people, equipment, commodities and the environment through infinite logic and connection rules, which can lead to the development and in-depth study of mediaization, so that people, equipment, commodities and the environment are full of media Sex [3]. It is not easy to find differentiation in the live broadcast Red Sea. Oriental Selection has found a new type of live broadcast content that is different from the market to achieve differentiation.

First of all, the bloggers selected by Dongfang are different from most of the anchors in the market. They were all excellent teachers of New Oriental Education Group, with a high level of education and sufficient ability to conduct bilingual live broadcasts. Two of the teachers who are very out of the circle are Dong Yuhui and Sun Chuhan (Yoyo). Dong Yuhui is humorous and funny. He used to be the English teaching and research supervisor and champion tutor of Xi'an New Oriental High School, and has trained many Qingbei students. Sun Chuhan (Yoyo) New Oriental Gold Medal Lecturer, Master of Hong Kong University, participated in the development and design of the Chinese version of the Cambridge Children's English Test.



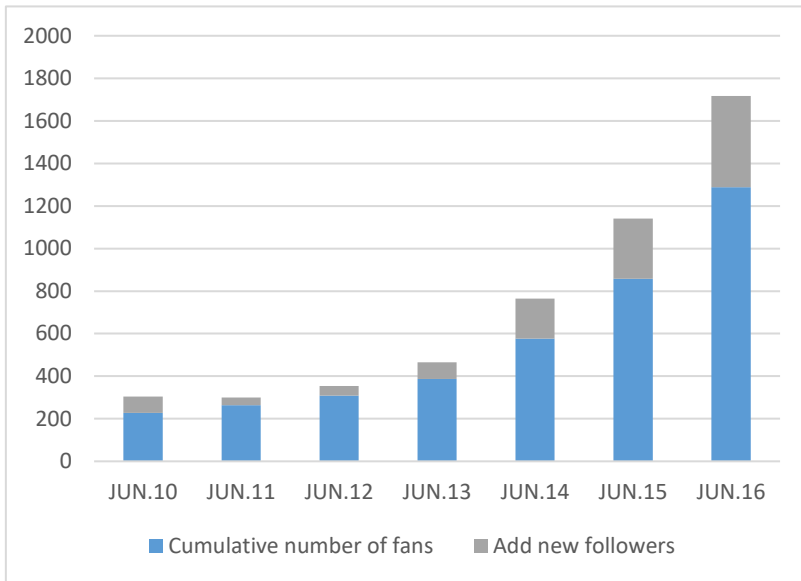
Dong Yuhui's live broadcast.

Sun Chuhan (Yoyo) live broadcast

Picture from internet

Fig. 2. Dong Yuhui and yoyo live broadcast

Nowadays, the promotion method of live broadcast is nothing more than to create a tense and exciting panic buying atmosphere with words such as the lowest price on the whole network, the increase of purchases and discounts, and the limited-time promotion of links on 54321, so that consumers can place orders. Wang Wenbin pointed out that the production of short video and live broadcast content in my country has been continuously upgraded, and it has become more professional, high-quality and innovative. The short video and live broadcast industry has continued to develop rapidly and vigorously, and pointed out the difficulties and problems in the development [4]. Dongfang Selection attracts attention with interesting content, explains the functions of products in depth, and stimulates the resonance and needs of users. Teaching English while selling goods, focusing on the origin, quality and usage of products. This type of live content can attract students and parents, who are also the core customers in online shopping.



Data source: "Business School" compiled according to the official website of Xindou

Fig. 3. Changes in the number of fans

But no matter when, consumers are looking for products with favorable prices and good quality. But no matter what kind of development and changes there are in the form of live broadcast, it is ultimately necessary to implement the supply chain to provide branded and high-quality products.

4.2 The combination of cultural content and live broadcast

Today is the "Internet live broadcast era", but more live broadcasts are full of hype, product delivery, and marketing, and even become an entertainment carnival and business carnival. Live streaming is affecting and permeating our daily lives. Live streaming integrates culture with "goods", which should influence and shape behavior, life and culture based on cultural concepts, the guidance of spiritual values, and the content of truth, goodness and beauty. The integration of culture into live broadcasting is conducive to developing all our noble tendencies, nurturing the spiritual and aesthetic role in human nature. Whether it is live broadcast of knowledge, non-heritage traditional culture, or bookstore live broadcast, it is an innovation in the way of cultural communication, and we have seen the return of this value and concept.

4.3 Open up a new way of live broadcasting

Dongfang's selection of bilingual products stands out from the crowd, and the live broadcast content is interspersed with historical culture, geographical knowledge, etc., which can be said to be one of the most profound live broadcasts. In addition to the

high-density bilingual delivery of goods in the live broadcast room, content such as common sense of life, poetry and songs is also interspersed and output. On June 10, 2022, "Oriental Selection Anchor" went straight to the top of the hot search and became an instant hit. I never thought that I could learn English with live streaming.

Due to the transformation of teachers as anchors, the live broadcast of Dongfang Selection has the advantages of excellent eloquence and high-quality content. All of them use professional ability, high knowledge and innovative and humorous content to create the unique attraction of Dongfang Selection. Continue New Oriental's teaching and training method and maintain a team style instead of relying on individual star anchors. Most of the live broadcasts are combined in the form of partners. The existing anchors include Dong Yuhui, Yoyo, Qiqi, Dundun, and Jesse, usually "Dong Yuhui + Qiqi" and "Dundun + Yoyo".

4.4 Combining live broadcast with cultural content

Dongfang Selection focuses on agricultural products to carry out live broadcast delivery. There is no strong brand of agricultural products in China, and the marketing model is still basically through the market. It needs the help of Internet+ to transform. At present, Dongfang Selection is only responsible for selling goods, bypassing its own shortcomings, and is not responsible for the supply chain. However, from the perspective of long-term development, Oriental Selection must face its shortcomings. New Oriental is also trying to build its own supply chain. In the future, it is necessary to vigorously develop Oriental selection and self-operated products.

Only a viable business model and content production can nourish the feelings of helping farmers and poverty alleviation for a long time, and the freshness of netizens also has a shelf life. The sustainable development of any business model still depends on whether it meets the needs of consumers and whether it captures the pain points of consumers. The "goods" brought by live broadcasts are the protagonists of the company's handling, and consumers cannot always pay for their own feelings. Therefore, no matter how popular the selection of the East is, it is not by charging class fees to make money from it. Have the courage to face your own difficulties and development difficulties and find a good solution [5]. Of course, New Oriental has the courage to face challenges and the spirit of exploration. In the development path, it still depends on its own continuous exploration, continuous output of content, and what kind of market vacancies are discovered and solved.

It is not so much a live broadcast with goods, it is better to say that the selection is a free class of New Oriental's top lecturers for consumers. It's no wonder that the audience in the live broadcast room has people of different ages, from parents of students to elementary school students, all of them say that they will come to watch the teachers' "selling class" together. It is precisely because of its unique value and depth that Dongfang Selection has become a clear stream in the live broadcast industry. To a certain extent, New Oriental has perfectly replicated the concept of online and offline quality education in the live broadcast room. Dongfang Selection stands on a different dimension, combining knowledge and humor with live broadcast delivery, and competes with other delivery anchors.

5 Conclusion

Different from traditional online shopping, live-streaming shopping focuses more on interactivity. The biggest advantage of e-commerce live broadcast is its strong interactivity, and the interesting atmosphere is the biggest temptation. The live broadcast mode of outputting while shopping is currently only available in New Oriental's live broadcast room. New Oriental has indeed found the most suitable way to bring goods. Dongfang Selection combines knowledge and commodity sales to create a brand new way of live broadcast e-commerce. Different from traditional online shopping, the live broadcast room pays more attention to interactivity. The anchors selected by Dongfang have inadvertently implanted their personal experience, English knowledge, poetry and songs into the live broadcast. The anchor can not only better introduce At the same time, the cultural output of the product can also drive the audience's emotions and meet the emotional needs of consumers. In the current situation where entertainment is full of life, this kind of connotative and tasteful live broadcast can more comfort and resonate in the hearts of consumers. New Oriental's transformation (Oriental Selection) has won the first battle. The live broadcast method selected by the East may be inspiring for the current live broadcast industry. The combination of sales and cultural content forms a unique style to improve the atmosphere and consumer recognition. This may be a new direction for live broadcast.

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