

Analysis on the Success of the Oriental Selection Platform

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Abstract: Under the impact of the COVID-19 epidemic and the introduction of a guideline by Chinese authorities to ease the burdens of excessive homework and off-campus tutoring for students undergoing compulsory education, New Oriental, a famous education institution in the tutoring sector in China, has faced many challenges. In this context, New Oriental launched an online platform named Oriental Selection for live streaming marketing and obtained great success. In this paper, the author introduces the background information of the Oriental Selection platform and discusses the reasons for the platform's success. Conclusions can be drawn that Oriental Selection's operation mode combining business promotion and knowledge delivery makes the platform stand out among other live streaming marketing platforms. Moreover, the professional and well-educated live streamers on the platform also lead to its success and popularity among the public.

Keywords: new oriental, oriental selection, e-commerce, live streaming marketing

1. Introduction

In recent years, the scale of internet users in China has expanded year by year. The e-commerce industry in China is in a period of rapid development. According to the 49th statistical report on the development of the Internet, the number of internet users in China is 1.032 billion by December 2021. The number of users on live streaming platforms is 464 million, accounting for 44.9% of the total number of internet users [1]. Live streaming has strong interactivity and a good entertainment value. Compared with offline sales channels, live streaming marketing can intuitively display goods and provide consumers with more preferential prices, therefore, consumers' acceptance of live streaming marketing is gradually increasing. As an educational and training institution, New Oriental has always been a focus of the public. On December 28, 2021, New Oriental launched an online platform, Oriental Selection, for live streaming marketing, and it later turns out to be a great success. In this paper, the author introduces the establishment of Oriental Selection and analyzes the reasons for its success. Through data analysis and case studies, this paper gives some enlightenment on the development of the e-commerce industry.

2. Background Information

In September 2021, New Oriental decided to gradually stop offering out-of-school training services for disciplines in mainland China. Yu Minhong, the founder of New Oriental Education Group, set his sights on the field of live streaming and planned to take it as a new direction for future development. Due to fierce competition in the field of live streaming, how to take advantage of the

influence of New Oriental online and how to avoid homogenization of teachers of different disciplines are issues that need to be considered before entering into the field of live streaming marketing. Under the current situation where the mode of live streaming marketing is becoming mature, and the audience and consumers are experiencing aesthetic fatigue, a live streaming platform, Oriental Selection, was established in 2021. According to the e-commerce data platform, Oriental Selection has broadcast 35 times using its TikTok account for live streaming marketing from June 2 to July 2, 2022, with an average sales of 20.3991 million yuan and a cumulative sales of 717 million yuan.

The number of fans of the "Oriental Selection" platform has increased sharply since June 8, 2022. The number of fans on a single day increased by 3.91 million on June 17, and the number of live broadcast viewers on a single day reached 61.673 million on June 18. As of July 2, 2022, the total number of fans of "Oriental Selection" reached 20.76 million [2].

At present, the live streaming studio of "Oriental Selection" has attracted the attention of various domestic media, including China Youth Daily, Xinhua Daily, Southern Daily, etc. since it combines live streaming marketing with Chinese culture, which is a more fundamental, broader, and deeper cultural confidence. The excellent traditional culture of China, which has been nurtured in the development of civilization for more than 5000 years, has accumulated the deepest spiritual pursuit and represented the unique spiritual identity of the Chinese people.

3. Reasons for the Success of the Oriental Selection Platform

3.1. The Combination of Business and Knowledge

During the live broadcast, the live streamers of Oriental Selection mainly sell agricultural products in rural areas. They pay attention to the historical background of the agricultural products sold and combine the relevant information and the stories behind them. Moreover, they make full use of the spoken language, text, music, and symbols to sell the goods in a way the audience likes, promoting the charming and profound Chinese culture and obtaining unanimous recognition of users and the market. Oriental Selection has then become a bellwether of live streaming marketing in the new era. For example, Dundun, a live streamer of Oriental Selection, mentioned Chinese poetry when selling beverages of various flavors. He quoted a poem named "*Peach Blossoms Beam*" in the "*Book of Songs*" when selling peach-flavored beverages: "*the peach tree beams so red, how brilliant are its flowers. The maiden's getting wed, good for the nuptial bowers*". He mentioned another Chinese poem "*Ode to the Plum Blossom*" when selling hawthorn berry-flavored beverages: "*Let other flowers be envious! She craves not Spring for herself alone. Her petals may be ground in the mud, but her fragrance will endure*". A beautiful traditional cultural artistic conception was brought to the audience, and this helped Oriental Selection gain a lot of traffic on the Internet. The significance of the success of the Oriental Selection platform not only lies in its innovative and creative live streaming marketing but also in the confidence and pride in Chinese culture it brings to the audience [3].

For people, life needs firewood, rice, oil, salt, soy sauce, vinegar, and tea, but what is more, life needs the spiritual nourishment of culture as well, because only when people's pockets and minds are both enriched, can they be truly rich. Because of this, live streaming marketing of Oriental Selection becomes popular and the sales volume has reached new highs.

Oriental Selection continues to explore traditional cultural themes and vigorously promotes the audio-visual expression of cultural self-confidence [4]. Its marketing combines commerce with knowledge, which not only allows consumers to buy satisfactory goods, but also improves their understanding of Chinese culture and stimulates their sense of identity and pride in excellent traditional Chinese culture, highlighting the cultural confidence of a big country. It can be said that Oriental Selection is committed to the knowledge-based live broadcast of agricultural products. It pays attention to the historical and cultural nature of the products and highlights the breadth and depth

of Chinese culture, thus forming the emotional appeal and self-confidence of the Chinese culture, which provides a useful reference for the current development of live streaming marketing. In the live broadcast of Oriental Selection, live streamers use the live broadcast as a new way to deliver knowledge while introducing and recommending products in English and Chinese. A knowledge delivery platform integrating poems, songs, life insights, English words, and agricultural products is then established.

3.2. Professional and Well-educated Live Streamers

Live streamers of Oriental Selection are well-educated front-line teachers with rich teaching experience and audio-visual focus. They love teaching and strive to impart knowledge. When introducing agricultural products, they will not only introduce the specifications and characteristics of the products in detail, but also deeply explain the culture behind them, and integrate the knowledge of history, geography, human rights, and English into the goods [5].

In addition, they communicate with the audience about their personal insights into life. Taking Dong Yuhui, a live streamer of Oriental Selection, as an example, when selling goods in his live streaming studio, he taught product-related English while sharing his philosophy of life. When introducing the Northeast Wuchang Rice, he improvised a poem: "*I did not take you to see the white snow on Changbai Mountain, feel the gentle breeze blowing in the fields during October, or see the ears of corn bending down like a wise man. I did not take you to witness all of these, but my dear, I can let you taste such rice since romance is not only a sea of stars and flowers but also a simple meal in life sometimes*". After the national college entrance examination in 2022, Dong Yuhui encouraged students who were about to fill in the application by telling them: "*even sunlight has to spend 8 minutes to reach the earth, therefore, you also need time and patience to cultivate yourself, and you can shine*." When selling globes, Dong Yuhui shared a lot of knowledge about the Ningzhou celestial body and natural geography. As a result, 10000 pieces of inventory were quickly sold out [6].

Numerous netizens were impressed by the amount of knowledge of live streamers on the Oriental Selection platform. Different from other modes of live streaming marketing that completely focus on the products, Oriental Selection combines commodity sales and knowledge output and opens a new knowledge delivery mode of live streaming marketing. Netizens like the atmosphere of this kind of knowledge delivery live broadcast and they constantly praise this mode [7]. For instance, a netizen commented: "*this live streaming marketing is very attractive, from Chinese to English, history to philosophy, and Midsummer Night Dream to Analects of Confucius, what live streamers intend to do is only to sell me a bag of rice, so why don't I buy it?*" This unique style of live streaming marketing has attracted a large amount of traffic and greatly enhanced the consumer's desire to buy [8]. However, in order to have continuous knowledge output, live streamers of Oriental Selection must broaden their knowledge and vision and continue to learn, forming a complete and comprehensive knowledge structure and unique views on things. Besides, they also need to have certain personal charm, such as warmth, talent, calm, humor, and honesty, to form their own unique style.

4. Conclusion

To conclude, the Oriental Selection platform has achieved great success and attracted a lot of people's attention during the COVID-19 epidemic. New Oriental seizes the opportunity for online platform transformation after the outbreak of COVID-19, and combines live streaming marketing with tutoring. It not only provokes the public's interest in learning but also increases the sales volume of the products the live streamers sell in their live streaming studios. Additionally, the knowledge storage of live streamers on the Oriental Selection platform is another reason that makes the audience impressed. People can learn English, ancient Chinese poems, or the stories behind the products they

buy after entering the live streaming studio, which makes them feel fulfilled. Therefore, it can be said that the knowledgeable live streamers on the Oriental Selection platform play an essential part in the success of the platform. However, the reasons for the platform's success are more than the two introduced in this paper. So, future studies can focus on exploring more reasons and the research methods such as interviews and questionnaires can be applied for further exploration.

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