

Research On "Bilingual Live Broadcasting With Goods"

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ABSTRACT

This study focuses on the interactive efficiency of bilingual live broadcast and the uniqueness of its language application. By combining quantitative and qualitative analysis, it deeply analyzes the audience interaction mode, language switching strategy and communication effect in bilingual live broadcast. The results show that bilingual live broadcast not only significantly improves the audience's participation, but also promotes the in-depth cultural exchange, but also faces the challenges of language understanding obstacles and communication efficiency. This paper further discusses the strategies and suggestions to optimize the application of bilingual live broadcast language and improve the interactive effect.

KEYWORDS

bilingual live broadcast; Interactive efficiency; Language application; Audience participation; cultural exchange

1 Research background

Driven by the wave of globalization, cross-cultural communication is getting closer and closer. As a new media, bilingual live broadcast is gradually becoming a bridge of cross-cultural communication. Bilingual live broadcast not only provides a multilingual information environment, but also significantly enhances the audience's sense of participation and cultural identity. Recently, the Oriental Selection Tik Tok Live Studio, a subsidiary of New Oriental, has set off a new wave in the field of live broadcast with its educational and entertaining knowledge delivery mode. The live broadcast team represented by Dong Yuhui and other former New Oriental teachers, with their humorous personality and vivid language description, has successfully attracted the attention of a large number of young audiences.

This live broadcast room, which combines poetry and distance, stands out with its unique style, which is in sharp contrast with the traditional live broadcast. In view of the rapid rise of the selection of "bilingual live broadcast with goods" in New Oriental Oriental, this study deeply analyzes its innovative characteristics, potential risks and coping strategies. The essence of its innovative model lies in "bilingual+live broadcast with goods+feelings+knowledge", which shows the thinking mode of cross-border and mashup. However, this model also faces many challenges, and needs to further consolidate its foundation and innovate from multiple angles.

This study also discusses the healthy and sustainable development path of China's live webcast delivery industry from the aspects of live broadcast access threshold, content production, industrial chain, supervision and management, and media integration, which brings new hope to the field of live webcast delivery with frequent chaos. Since June, the "bilingual live broadcast" mode has been tried in the East Selection Studio. The anchors transformed from famous teachers in New Oriental have adopted Chinese and English bilingualism and interspersed with historical and cultural

knowledge, bringing a brand-new shopping experience to the audience. The live delivery mode of bilingual knowledge of agricultural products selected by the East is an upgrade of the traditional e-commerce live delivery business model. Although it is still an imperfect micro-business model innovation at present, it is expected to achieve greater commercial value by making up the shortcomings and perfecting the whole process in the future.

Recently, this kind of knowledge live broadcast mode of "planting grass while attending class" has unexpectedly become popular, and has produced a wide screen effect. According to the data of cicada mother, a third-party data service platform, in the past week, the number of fans in the "Oriental Selection" live broadcast room has surged by more than 2 million, and GMV (total merchandise transaction) has also jumped from 480,000 to more than 16 million.

2 Research methods

In this study, we comprehensively use the methods of investigation and practice to comprehensively and deeply explore the interactive effect of bilingual live broadcast and its language application characteristics.

2.1 investigation method

2.1.1 Case study: Taking Oriental Selection as an example

We selected the Tik Tok Live Studio of Oriental Selection under New Oriental as a typical case for in-depth analysis. By collecting multi-dimensional information such as live broadcast content, audience feedback and sales data, we conducted a comprehensive analysis of the bilingual live broadcast delivery mode selected by Dongfang. Specifically, we pay attention to the language switching strategy, the integration of cultural elements, the communication skills of the anchor and the interactive behavior of the audience in the live broadcast, aiming at revealing the unique advantages of bilingual live broadcast in enhancing audience participation and cultural exchange effect.

2.1.2 Data collection and analysis

In order to evaluate the effect of bilingual live broadcast more accurately, we adopted quantitative research methods and systematically collected and analyzed the live broadcast data. This includes key indicators such as the number of live viewers, audience interaction rate (such as likes, comments, sharing, etc.), commodity click-through rate, conversion rate and GMV (total commodity transaction). By comparing the live broadcast data in different time periods, we try to find out the rules and trends of bilingual live broadcast in improving audience participation and sales conversion rate.

2.2 practical method

2.2.1 Bilingual live practice attempt

In the practical method, we directly tried bilingual live broadcast with goods on mainstream live broadcast platforms such as Tik Tok and Amazon. We invited bilingual anchors and carefully planned the live broadcast content to ensure that the live broadcast is both educational and entertaining. During the live broadcast, we pay close attention to the audience's feedback and interactive behavior, and adjust the live broadcast strategy in time to optimize the user experience.

2.2.2 Product shelves and promotion

In order to evaluate the impact of bilingual live broadcast on product sales, we have chosen a variety of different types of goods to be put on shelves and promoted. During the live broadcast, we introduced the features, usage and cultural stories of the products in detail, aiming at enhancing the cultural added value and attractiveness of the products through bilingual live broadcast. At the same time, we also use social media, short videos and other channels for preheating and publicity to expand the exposure and influence of the live broadcast.

2.2.3 Comparative analysis of sales data

After the live broadcast, we systematically collected and compared the sales data. This includes sales data before and after the live broadcast, sales trends in different time periods and audience behavior characteristics. By comparing the sales data of bilingual live broadcast and traditional live broadcast with goods, we try to find out the unique advantages and potential challenges of bilingual live broadcast in improving sales conversion rate.

To sum up, through the comprehensive use of investigation and practice, we can comprehensively and deeply explore the interactive effect of bilingual live broadcast and its language application characteristics. These methods not only provide us with abundant data support, but also reveal the unique value and challenges of bilingual live broadcast in improving audience participation and cultural exchange effect.

3 Research results

3.1 Investigation and study

Since June 10th, Dong Yuhui, a teacher from New Oriental, has chosen a live studio in @ Oriental, and since then, he has quickly taken the live studio out with him. At the same time, because English introduction was added when introducing products, @ Oriental Selection directly started the bilingual delivery mode.

As soon as this kind of innovative live broadcast form appeared, it was quickly welcomed and recognized by users. According to the data of Gecko's Tik Tok edition, @ Oriental Selection's live broadcast rose by 407,300 on the 10th, with GMV exceeding 14 million and the number of viewers reaching 9 million, making it into the first live broadcast room. Different from the traditional "roaring live broadcast", the bilingual live broadcast mode selected by @ Dongfang has become a clear stream in the live broadcast industry.

According to Shaji's observation, the anchors transformed from the New Oriental podium will organically combine goods and knowledge points when introducing goods. "From" a product sold for three months in a row "to" the powder rose by tens of millions in three days ", it seems that the selection of the East only took one night. Recently, the news of the transformation of New Oriental live broadcast with goods has attracted much attention. With the novel and unique way of live broadcast with "knowledge payment", the Oriental selection live broadcast room has become the current "flow password".

For example, when Dong Yuhui explains the product, he will write the key information of the product on the whiteboard in English to facilitate the audience's understanding. At the same time, it will also extend to literature, history, geography and other related knowledge.

This kind of knowledge output+fresh mode of live broadcast with goods has made at Dongfang's selection popular. As of June 17, the number of fans of this account has reached 13.009 million, and it has increased by more than 6 million fans in just two days.

3.2 Practical operation

We first conducted market analysis and product research, and finally chose lighting tools such as lamps as our main sales products. Market analysis: With the improvement of people's living standards, the demand for indoor and outdoor lighting is getting higher and higher. Therefore, the lighting industry has become an industry with huge market space. The total size of the global lamps market exceeds 150 billion US dollars, and the China lamps market exceeds 30 billion RMB. Under the background of economic globalization and free trade, the development of lamp market will have unlimited potential. Our group will start from the current situation of camping lamps in the American market, and take camping lamps as a lamp category for data analysis.

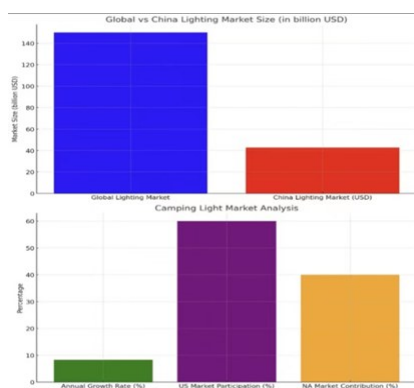


Figure 1 Total size of global lamps market

3.3 Product research

With the rapid development of home decoration industry, as an important decorative element, the market demand for lamps continues to grow. In this context, many lamp brands have sprung up like mushrooms after rain, and the market competition has become increasingly fierce. In order to be in an invincible position in the competition, it is particularly important to analyze the competition in the lamp market. Whether to open a lamp product line about China culture. Our group analysis will discuss in depth from competitors, market conditions and other aspects, aiming at providing relevant data and trend analysis for the lighting enterprises of our cooperative enterprises, so as to help enterprises understand the current market conditions and formulate corresponding strategies.

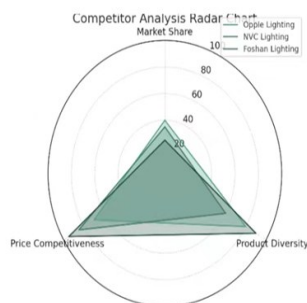


Figure 2 Data and trend analysis of lamps and lanterns

3.4 Shelving and promotion of products

High-quality product pictures: Use the physical pictures generated above to ensure that the details and features of the lamps are displayed, including pictures of different angles and lighting effects. Detailed product description: Write detailed product description, including material, size, applicable space, design style and maintenance instructions. Emphasize the characteristics of hand-made and the cultural value of Chinese design. As shown in Figure 2, sales data comparison and analysis chart.



Figure 3 Comparative Analysis of Sales Data

3.5 Summary of key factors

Brand building: Today, consumers pay more attention to quality, and the influence of brands is particularly important. Technological innovation: Only by continuous innovation can we remain invincible in the fierce market competition. Channel layout: How to reach consumers more effectively is the key. The combination of online and offline is the inevitable trend of bilingual live broadcast: fluent language and clear expression: anchors broadcast live in fluent language and can clearly convey information to the audience. Strong field control ability: the anchors show strong field control ability and can effectively guide the live broadcast process. Abundant knowledge reserves: The anchors showed a wealth of knowledge reserves by quoting and explaining. Strong interactivity: during the live broadcast, the anchor interacts frequently with the audience, and the audience in the comment area actively participates in the discussion. Innovation in the way of bringing goods: In addition to introducing products, anchors will also use "small whiteboards" to teach English words, or talk about literature, music and other content, making the way of bringing goods more diverse and interesting. Category expansion: expanding the category of goods to books, etc. Through humorous jokes and chicken soup for the soul, the bilingual live broadcast of goods has formed a unique style. These characteristics make bilingual live broadcast with goods unique in the live broadcast field, and are praised as "the ceiling with goods" by netizens.

3.6 Strategic suggestions

Differentiation strategy: through unique product design or service, meet the individual needs of consumers to distinguish them from competitors. For example, the introduction of customized lighting services to meet the individual needs of consumers for home decoration. Cost leadership strategy: by optimizing the production process and reducing the procurement cost, we can realize the competitive advantage of product prices. At the same time, provide cost-effective products to

attract price-sensitive consumers.

3.7 Innovation-driven strategy

continuously invest in research and development, introduce new technologies and new design concepts, and maintain the leading position of products in the market. At the same time, pay attention to emerging markets and technology trends in order to seize the opportunities. Brand building strategy: strengthen brand image and enhance brand awareness and reputation. Enhance consumers' loyalty to the brand through high-quality after-sales service and customer experience. Win-win cooperation strategy: seek strategic cooperation with suppliers, sales channels and competitors to realize resource sharing and complementary advantages. For example, cooperate with design companies to launch joint-name lamps, or cooperate with e-commerce platforms to expand online sales channels. By implementing the above strategic suggestions, enterprises will have more advantages in the competition of lamps market.

4 Conclusion

Bilingual live broadcast with goods, as an innovative sales model, is a live broadcast sales activity in two languages (usually Chinese and English), which shows far-reaching significance for both merchants and consumers.

4.1 Expand market coverage

Bilingual live broadcast has opened up a brand-new market dimension for businesses, enabling them to cross geographical restrictions and reach a wider audience. This includes not only domestic diverse consumer groups, but also overseas Chinese and international consumers who have a strong interest in China's culture and commodities. Through bilingual live broadcast, merchants can directly talk to the international market and promote the two-way exchange of goods and culture, thus effectively expanding market share.

For overseas Chinese, bilingual live broadcast not only meets their shopping needs for China goods, but also provides emotional resonance and cultural sense of belonging. At the same time, for foreign consumers, bilingual live broadcast has become a window to learn about China's culture and commodities, which has stimulated their desire to buy and further promoted the internationalization of China's commodities.

4.2 Enhance brand image

As an important part of business internationalization strategy, bilingual live broadcast shows its international vision and multicultural tolerance. Through bilingual live broadcast, merchants can convey their brand ideas, product features and corporate culture to the international market, thus shaping a more three-dimensional and comprehensive brand image.

In the international market, bilingual live broadcast not only reflects the internationalization level of the brand, but also shows the openness and inclusiveness of the brand, which helps to enhance the brand's awareness and goodwill in the hearts of international consumers. This positive brand image helps to enhance the brand's international influence and win more advantages for businesses in the international market competition.

With the acceleration of globalization and the vigorous development of cross-border e-commerce, bilingual live delivery, as an innovative sales model, has broad development prospects.

4.3 Technological innovation and integration

In the future, with the continuous development of artificial intelligence, big data and other technologies, bilingual live streaming with goods will pay more attention to technological innovation and integration. For example, using AI translation technology to achieve real-time language conversion and reduce language barriers; Analyze consumer behavior through big data, accurately push personalized goods and services, and improve user experience.

Bilingual live broadcast will pay more attention to the innovation and diversification of content. In addition to the traditional commodity introduction and promotion activities, more cultural elements, educational content and interactive links will be integrated to meet the growing diversified needs of consumers. At the same time, through cross-border cooperation with other fields, such as tourism, education and entertainment, we will create more attractive live content.

Merchants will pay more attention to the international layout and expansion of bilingual live broadcast. By establishing cooperative relations with internationally renowned e-commerce platforms and social media platforms, the coverage and international influence of bilingual live broadcast will be expanded. At the same time, according to the cultural differences and consumer needs of different countries and regions, personalized marketing strategies and live broadcast content are formulated to achieve more accurate market positioning.

To sum up, as an innovative sales model, bilingual live broadcast has shown remarkable advantages in expanding market coverage and enhancing brand image. In the future, with the continuous progress of technology and the continuous development of the market, bilingual live delivery will usher in a broader development prospect.

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