

# Analysis of Channel Promotion of New Oriental Online Education in the Internet Era

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**Abstract.** With the rapid development of information technology and the popularization of the Internet, the field of education is experiencing unprecedented changes. Online education, as an important product of this change, has quickly become the new darling of the global education market with its characteristics of flexibility, convenience and personalized teaching. This paper takes New Oriental as a case study on the channel promotion strategy of online education industry. First of all, explain the channel marketing environment theories, including PEST theory, Marketing related theories, including the Omnichannel theory in the Internet era, and explain their characteristics and importance, and understand the marketing channel status of New Oriental online education based on the analysis of 4P marketing theory and the combination of questionnaire and interview conclusions as primary data and secondary data. Second, this study combines qualitative analysis with quantitative analysis. Quantitative analysis, interview records and literature analysis were carried out through the chart data collected by the questionnaire, and qualitative analysis was adopted in the data provided by the official website of New Oriental. The existing problems in channel promotion of New Oriental online education can be find and this research will try to sort out a reasonable solution.

**Keywords:** New Oriental, online education, channel marketing, internet era

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## 1. Introduction

### 1.1. Background and Motivations

With the rapid development of information technology and the popularization of the internet, the education field is experiencing unprecedented changes. Online education, as an important product of this transformation, has gained popularity globally with its flexibility, convenience, and personalized teaching [1]. Especially in the context of the global spread of the COVID-19 pandemic, traditional offline education models have been severely impacted, while online education has leveraged its unique advantages to not only ensure the continuity of educational activities but also greatly expand the coverage of educational resources and promote educational equity.

New Oriental Education & Technology Group grew from Beijing New Oriental School, which was established in 1993. Starting from the field of education, after 31 years of innovative development, the Group's business has now covered three major fields: education services, life services and cultural travel services, has also achieved significant success in the online education field, thanks to its profound educational background and brand influence. Faced with increasingly fierce market competition and the diversification of consumer needs, New Oriental has continuously optimized its online education products and actively explored diversified channel promotion strategies to attract more students and enhance its brand competitiveness [2].

According to the 49th Statistical Report on the Development of the Internet in China, by December 2021, the number of Internet users in China has reached 1.032 billion, and the Internet penetration rate has reached 73.0%. The huge contact population has laid the user foundation for the development of online education, and the continuous popularization of the Internet and the expansion of the scale of netizens have provided the necessary conditions for the development of online education platforms [3]. In terms of social and cultural environment, according to the 49th Statistical Report on the Development of the Internet in China, as of December 2021, the number of Internet users in China has reached 1.032 billion, and the Internet penetration rate has reached 73.0%. The huge contact population has laid the user foundation for the development of online education, and the continuous popularization of the Internet and the expansion of the scale of netizens have provided the necessary conditions for the development of online education platforms [4].

However, the rapid development of the online education market has also brought many challenges, including the diversity of channel choices, rising user acquisition costs, and the maintenance of user stickiness and loyalty [5]. Therefore, it is of great significance to study the channel promotion strategies of New Oriental Online Education and analyze the logic and effectiveness behind them to understand the marketing trends of the online education industry and enhance the market competitiveness of educational institutions. In addition, the academic circle has not thoroughly studied the field of online education channel marketing strategy. There is a lack of research on the channel marketing strategy of the offline entity organization and the virtual online education organization. Therefore, more research is needed in this field.

## 2. Research Significance

Marketing channels are an important means for enterprises to achieve marketing goals. They can help enterprises better communicate with consumers, increase sales and market share, increase brand awareness and loyalty, reduce marketing costs and risks, improve customer satisfaction and reputation, and thus enhance the profitability of the enterprise [6].

For the context of Internet and e-commerce, the information and acquisition capabilities of various parts within the channel have improved. In order to respond to the pressure of market competition in a timely manner, members of various parts within the channel are more willing to actively abandon old concepts and integrate and share their resources with the outside world [7]. The previous interest-oriented opposition competition will gradually become a win-win cooperation. Therefore, network marketing has low costs, wide coverage, and obvious effects, avoiding a large amount of manpower, material resources, and financial investment reduces marketing costs and competitiveness among enterprises [8].

Channels are an essential and crucial part of a company's promotion of products and services to the public. How to build product channels and the satisfaction of the public with the construction of these channels are the top priorities for every company when promoting products or services. Therefore, study product channel strategies are important.

### 2.1. Research Objectives

To analyze the current situation of New Oriental online education channel promotion by collecting and analyzing the channel promotion data of New Oriental online education, this study intends to comprehensively understand the current promotion channels and their distribution, so as to provide basic data support for subsequent research.

#### 1) To evaluate the effect of channel promotion

By combining primary data collected through questionnaire and interview and secondary data, this study evaluates the effect of different channel promotion strategies on enhancing brand awareness, attracting potential users, promoting course sales, etc., and identifying efficient and inefficient promotion channels.

#### 2) To explore optimization strategies for channel promotion

Based on current situation analysis and effect evaluation, combined with the latest trends of online education industry and consumer behavior characteristics, this paper puts forward optimization suggestions for New Oriental online education channel promotion, including channel selection, content innovation, user interaction strategies, etc., in order to improve promotion efficiency and effect.

#### 3) To promote the healthy development of online education industry

Through the study of the typical case of New Oriental, the successful experience and potential problems of online education channel promotion are summarized to provide reference for other educational institutions, and jointly promote the healthy and sustainable development of online education industry.

## 3. Issues and Data Collected

### 3.1. Research Nature

In this paper, the combination of quantitative analysis and qualitative analysis is used to make research. It mainly includes: questionnaires, interviews, literature analysis, and information provided by the official website of New Oriental. Through the above data presented in the form of charts and text, the effectiveness of the channel promotion of New Oriental online education was analyzed and the existing problems were found.

### 3.2. Data Collection Process

#### 3.2.1. The Collection Method of Primary Data

In the process of data collection, the method of questionnaire collection and interview as the primary investigation methods can be adopted. A questionnaire is a research instrument that consists of a set of questions or other types of prompts that aims to collect information from a respondent. A research questionnaire is typically a mix of close-ended questions and open-ended questions. Interview refers to the method of oral communication in which investigators ask relevant questions to interviewees according to the needs of the investigation and collect materials according to the answers for academic research. [9].

In questionnaire, the app will be used to design and distribute questionnaires to the public to investigate the effectiveness of New Oriental online education marketing. Total of 135 questionnaires will be set out, and actually collected 130 questionnaires, of which 120 were valid. In interview, one staff members of New Oriental online education platform who were involved in the design of platform marketing will be also conducted in-depth interviews. 9 questions will be asked to understand the operation of New Oriental online education channel. The reasons for choosing these two methods to collect first-hand data are as follows: First, the depth of the interview and the breadth of the questionnaire can complement each other, so that the research has both depth and breadth. Second, interviews and questionnaires can be used to get a more comprehensive understanding of the research object or problem and reduce the bias or limitation that may be brought by a single method. Third, the in-depth information obtained through interviews can be used to verify or interpret the data in the questionnaire to enhance the credibility and validity of the research.

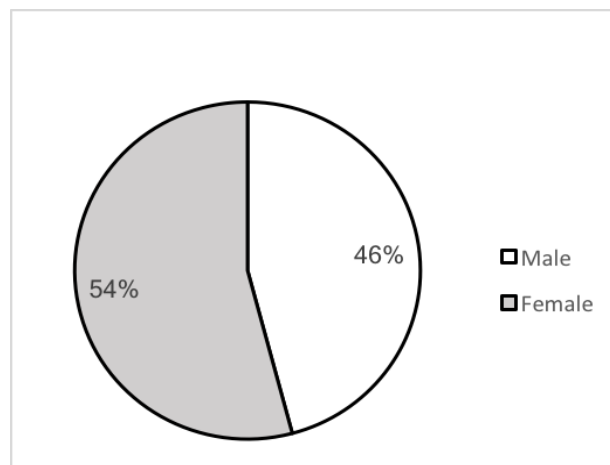
#### 3.2.2. Collection Method of Secondary Data

Secondary data is data gathered from studies, surveys, or experiments that have been run by other people or for other research. Examples of secondary data include: Encyclopedias, essays, newspaper opinion pieces, reviews, textbooks [10]. The advantages of choosing secondary data as a survey method are as follows: First, compared with collecting primary data, secondary data can be obtained faster. Second, secondary sources are broader. Third, secondary information is not limited by time and flight attendants.

In the secondary data survey, in order to have a better understanding of the marketing channels and strategies of New Oriental online education, the analysis and research on the promotion strategies of New Oriental online education channels in two related articles on CNKI will be used. In addition, the annual report of 2023 published on the official website of New Oriental to analyze the profitability of its online education promotion will be used. Finally, the official website of New Oriental Online Education will be used to find out the corporate culture, corporate commitment and other information.

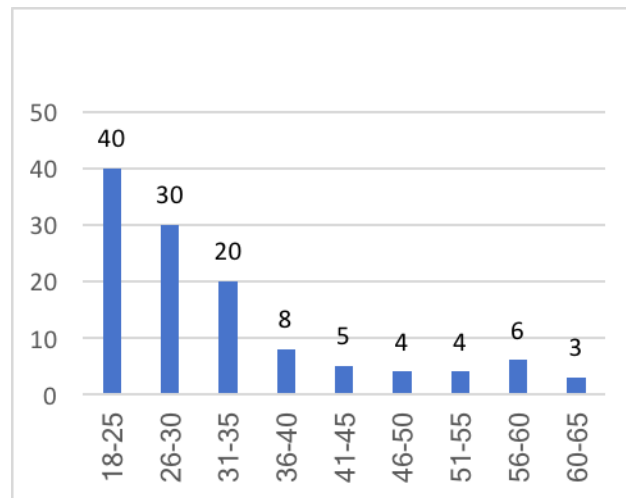
### 3.3. Results and Data Analysis

#### 3.3.1. Characteristics of Questionnaire Survey Objects



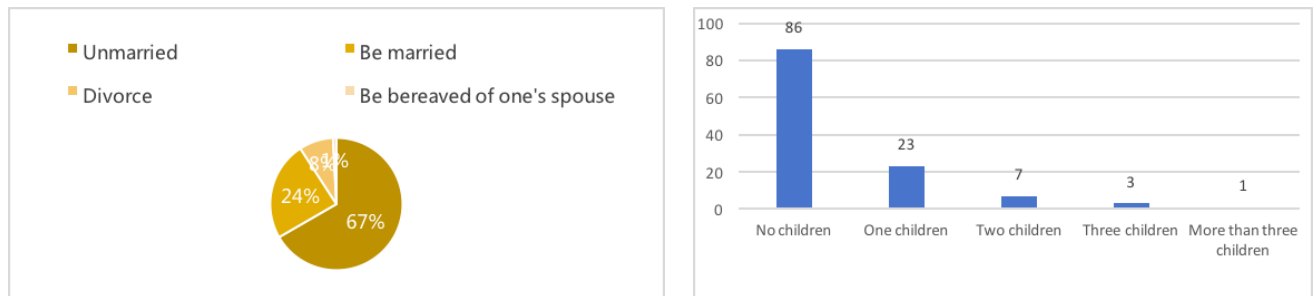
**Figure 1.** sex contribution

Figure 1 shows the distribution of male and female ratios in 120 valid questionnaires. Among the 120 questionnaires collected this time, a male-female ratio of nearly 1 to 1, so the results of the questionnaire cannot consider the influence of gender factors.



**Figure 2.** Age distribution of respondents

Figure 2 shows the age distribution of respondents. It can be seen that the number of participants gradually decreases with the increase of age. Among the 120 valid questionnaires, most of the respondents are between 18 and 40 years old, while a few are between 36 and 65 years old. Therefore, the questionnaire results mainly represent the views of people between 18 and 40 years old.

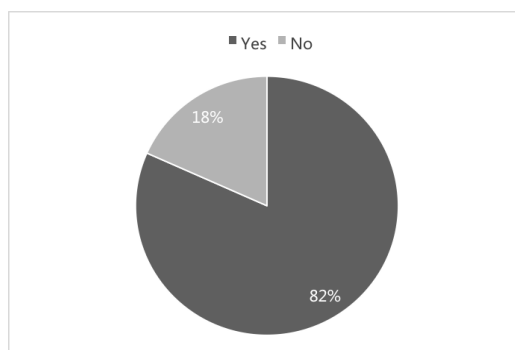


**Figure 3.** Respondents' marital and reproductive status

Figure 3-1 and 3-2 show the marriage and childrearing status of the respondents, It can be seen that 67% of the respondents are unmarried and 26 have no children. Therefore, if they know New Oriental online education, it may be because of their own academic improvement needs, while other respondents may know New Oriental online education for their children's academic needs in addition to their own academic needs.

### 3.4. Primary Sources of Information

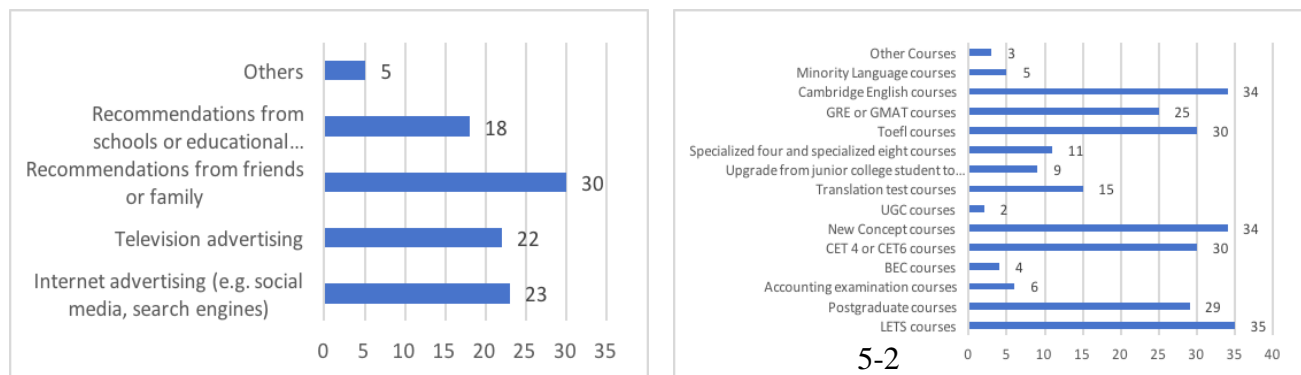
#### 3.4.1. Understanding Degree



**Figure 4.** Respondents' exposure to New Oriental online education

Figure 5 shows whether the respondents have been exposed to New Oriental online education. It can be seen that 82% of the respondents know New Oriental Online education indicates that New Oriental online education has a wide range of influence and visibility in the market, and 18% of the respondents do not know New Oriental online education indicates that there is still room for competition in the online education market, which may mean that the brand exposure of new Oriental education line still needs to be strengthened.

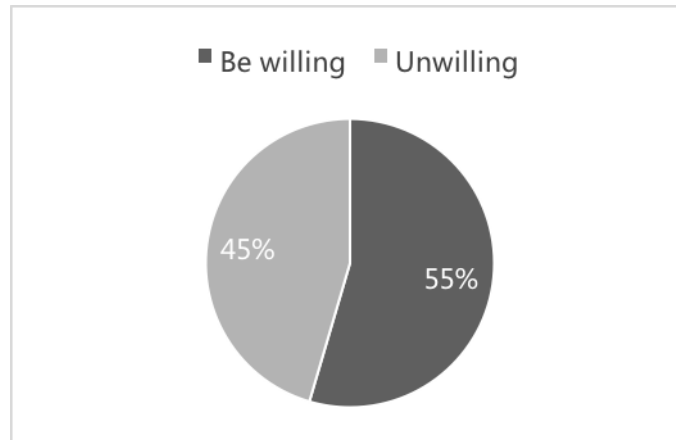
### 3.4.2. Access and Consumption History



**Figure 5.** The consumption ways and conditions of the Respondents who have contacted New East online education

As can be seen from Figure 5-1, It shows that most respondents learn about New Oriental online education from the suggestions or recommendations of others, and a small number learn about it through online marketing, indicating that there is still room for improvement in online and offline marketing of New Oriental online education. 6-2 that the courses consumed by respondents on the New Oriental online education platform have great differences. Among the consumed courses, project courses (IELTS, TOEFL, Cambridge English and New Concepts) account for a large proportion, indicating that New Oriental online education has advantages in setting up overseas project courses. In addition, the consumption of further studies in China (higher secondary education, postgraduate entrance examination, accounting certificate) accounts for a relatively low proportion, indicating that New Oriental still has a short version of marketing further studies in China, which needs to be improved

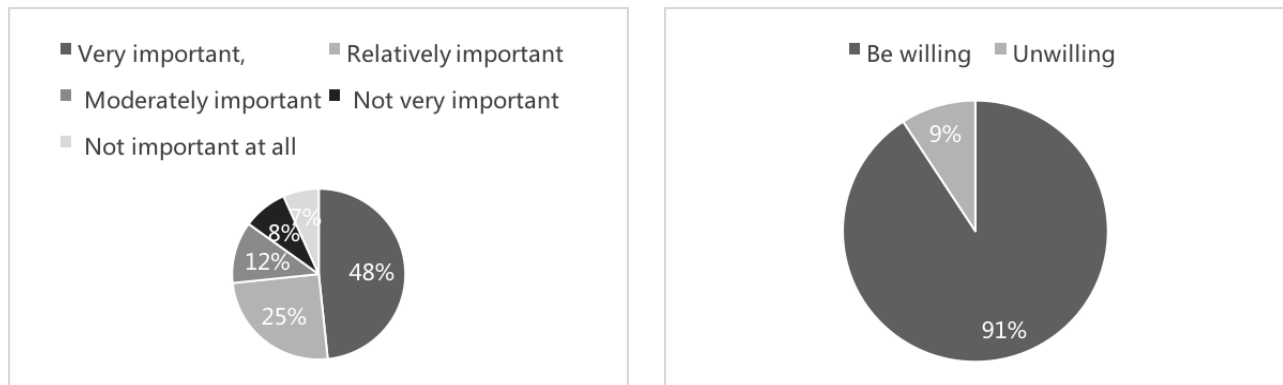
### 3.4.3. Channel Marketing Effectiveness



**Figure 6.** Respondents' willingness to learn about New Oriental's online education

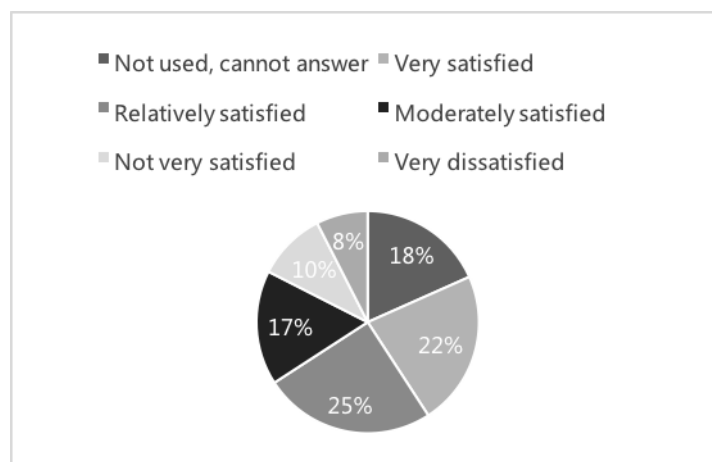
According to Figure 8, more than half of the respondents who have not been exposed to New Oriental online education say they are willing to learn about it, while less than half say they are unwilling to learn about it. The possible reason is that consumers' own educational needs and insufficient brand marketing of New Oriental online education make them not interested in learning about it.

### 3.4.4. Promotion Intention and Online Education Teaching Quality Satisfaction



**Figure 7.** The importance of online education and the willingness to recommend it

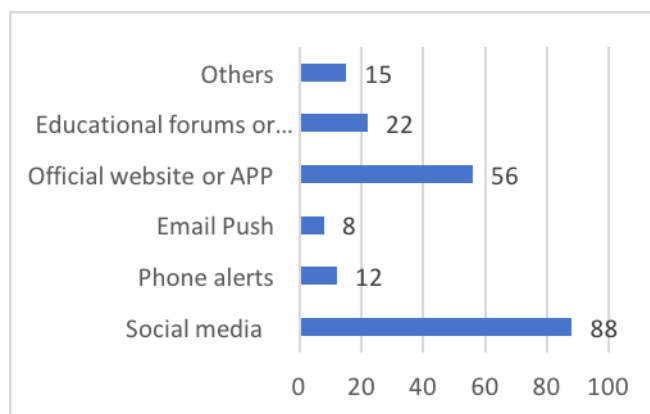
According to Figure 7-1, there are different degrees of cognitive differences, 48% of respondents believe that online education is very important, indicating that the importance of online education has been widely recognized, but the majority of consumers hold a neutral attitude, and a small number of people hold a negative attitude indicating that online education still has room for improvement. It can be clearly seen that in Figure 7-2, the vast majority of people are willing to recommend online education, indicating that respondents may feel that online education provides high-quality teaching content, or that they have gained valuable knowledge and skills in the learning process and are therefore willing to recommend it to others.



**Figure 8.** Respondents' satisfaction with the teaching quality of New Oriental online education

As can be seen from Figure 8, the respondents' evaluation of the teaching quality of New Oriental online Education shows diversity, among which the majority are positive and the minority are negative. Although the majority are positive, 18% of the respondents give dissatisfied or very dissatisfied evaluation, which indicates that there is still room for improvement and improvement in the teaching quality of New Oriental online education. It is worth noting that 17% of the respondents said that "they have not used it and cannot evaluate it", which indicates that the penetration rate of New Oriental online education in the market still has room to improve.

#### 3.4.5. Information Push to Understand the Channel



**Figure 9.** Respondents understand New Oriental online education dynamics source

As can be seen from Figure 13, there are great differences in the channels through which respondents get the news of New Oriental online Education platform. Most of the respondents get the latest news through social media and the official website or APP of New Oriental Online Education platform, and few of them get the latest news of New Oriental online education platform through email. The possible reason is that the popularity of email communication in China is low, and people generally get the information through social media such as platform news and public accounts, which also shows that the public pays a lot of attention to social media and official website or APP information push.

#### 3.4.6. Characteristics of the Interviewee

Mr. A interviewed is an online promotion specialist in the Marketing Department of New Oriental. He is 28 years old and his monthly income ranges from 9,000 to 12,000 yuan. His job is to plan and implement online promotional activities, such as social media advertising and email marketing, to promote the courses and services of New Oriental online education platform.

In the interview with Mr. A, Mr. A believes that live broadcast promotion and social media advertising on various platforms have the most significant effect on the promotion of New Oriental online education. When asked whether New Oriental Online Education has differentiated channel marketing strategies for different user groups, Mr. A said that there are differentiated

strategies. For example, if a user is interested in New Oriental Online Education in an online advertisement, the platform will choose modules in different directions. Users can choose the modules they are interested in, and the content of different modules is different. In the past, New Oriental online education was asked what innovations in sales channels and tried to use group activities with the help of friends to achieve user fission growth, but the new users and revenue brought by this method did not have an obvious effect. When asked about the challenges of New Oriental online education in marketing channels, Mr. A said that the coverage of New Oriental online education channels is not extensive enough, there are more channels to explore, and the team is now at a bottleneck, lacking enough innovative ideas to arouse more users' interest to join.

According to the above, New Oriental online Education online advertising and live broadcast marketing means are more effective, and in terms of marketing means for different groups of people, users subjective selection of modules they are interested in rather than New Oriental online education platform itself to guide users, users' subjective selectivity is strong. However, New Oriental online education platform faces great challenges in the development of new channels and innovative thinking.

### 3.5. Secondary Sources of Information

#### 3.5.1. New Oriental Online Education Advertising Effect and Consumer Feedback

New Oriental online Education usually publishes advertisements through platforms such as Tiktok Kuaishou wechat, and promotes products through the design of live broadcast IP such as Oriental Selection. New Oriental Online Education usually collects and analyzes consumer feedback through a variety of channels. This includes online surveys, user reviews, social media feedback, and more. Consumer feedback can help New Oriental Online Education understand users' satisfaction with courses, evaluation of teaching methods, opinions on service quality, etc. According to the relevant survey and research, the advertising effect of New Oriental online education is usually good, and it can attract a large number of potential students [11]. However, there are different voices when it comes to consumer feedback. Some consumers are satisfied with the service attitude of New Oriental online education, while others are not satisfied with the course quality, teachers' level and service attitude, and put forward some suggestions and suggestions for improvement, such as asking New Oriental online education platform to train teachers and service staff to improve the teaching quality [12].

#### 3.5.2. New Oriental Online Education Product Classification

As a professional online education platform under New Oriental Education and Technology Group, New Oriental Online Education offers a wide variety of educational products. The following are some of the main product categories: College education: including overseas test preparation (such as TOEFL, IELTS, etc.), college test preparation (such as Graduate Entrance test, College English Test CET4/6, TEM4, TEM8, etc.), and foreign language learning (such as English study, Japanese and South Korea and other minor language learning) live and recorded courses. K-12 education: Covers most of the standard school subjects from elementary to high school in the country, and offers test preparation courses specifically designed for the college entrance examination [13]. It mainly includes online live courses, regional live courses of "Oriental Youbo" and private classes for offline students of New Oriental. Preschool: Interactive English learning experiences for children aged 3 to 10, such as the Dona APP series (including iOS and Android apps) and the Dona Foreign Teacher School. Study Abroad and Minority Language Learning: Provide a full range of consulting and tutoring services for study abroad, as well as courses for minority language learning. In addition, New Oriental Online Education also introduced special courses for different learning needs and learners, such as short-term intensive training courses for specific exams or skills improvement, and interest courses for personal interests [14].

#### 3.5.3. New Oriental Online Education Promotion Profit

The profit situation of New Oriental online education in 2023 shows a positive trend. Specifically, New Oriental achieved significant growth in both revenue and net profit in fiscal year 2023. According to the financial report data, New Oriental's annual revenue in the fiscal year 2023 reached \$2.997.8 billion (there are also claims that \$2.998 billion), although the year-on-year decline of 3.5%, but the net profit reached \$177.3 million (there are also claims that \$177 million) [15]. That's up 115% year over year (or 114.93% year over year). In the fourth quarter, revenue was \$860.6 million (or \$861 million), an increase of 64.2%. Net profit also achieved 28.96 million US dollars (also said to be 29 million US dollars), an increase of 115.3%, successfully turned a profit [16]. This performance was mainly due to the strong growth of New Oriental education business and Oriental Selection self-owned products and live streaming e-commerce business. These businesses delivered better than expected profits. Oriental Selection, as a live delivery platform under New Oriental, also achieved significant results in the 2023 fiscal year, and its total revenue and net profit achieved substantial growth [17].



#### 3.5.4. New Oriental Online Education Marketing Status

From a product perspective, New Oriental Online Education offers a range of high-quality online courses covering multiple stages and areas from preschool education to adult education. Its curriculum system is perfect, the content is comprehensive, and pay attention to the satisfaction of personalized learning needs [18]. Through the introduction of advanced educational technology, such as intelligent tutoring system, New Oriental can track and evaluate the learning progress and effect of students in real time, and provide students with accurate learning advice and guidance. In terms of price, New Oriental online education has adopted a flexible and diversified pricing strategy [19]. According to different course types, learning stages and market demand, New Oriental has developed different price schemes to meet the needs of different consumer groups. In terms of promotion, New Oriental online education has adopted a variety of marketing methods. Through online and offline advertising, social media promotion, word-of-mouth marketing and other ways, New Oriental has improved its brand awareness and market influence [20]. In addition, New Oriental has also launched free trial courses and other activities, so that potential students can experience the quality of its courses and service level, thereby increasing conversion rates. From the perspective of channels, New Oriental online education has made full use of the popularity of the Internet and mobile devices, providing students with convenient ways to learn through various channels such as official websites and mobile applications. At the same time, New Oriental has also established cooperative relationships with a number of partners to expand market share and influence through cooperation channels [21].

### 4. Analysis of the Primary and Secondary Sources of Information and Data Collected

#### 4.1. Online Channel Coverage Is Not Extensive Enough

Based on the previous analysis, most of the channels for the public to contact new East online education are from friends and family, and a small part is from online and TV advertisements of their own educational institutions. Therefore, New Oriental online education has the problem that the channel coverage is not extensive enough. In the existing online channels, New Oriental may mainly rely on its own online education platform, and have relatively little cooperation with other online education platforms or technology providers. This single online channel model may limit the reach and impact of its services. In the digital age, social media and mobile applications have become important channels for information dissemination and interaction [22]. However, New Oriental Online Education's layout and investment in these channels may be insufficient, resulting in difficulties for students and parents to understand and access its products and services through these channels. In terms of marketing promotion, New Oriental Online Education may mainly rely on traditional advertising and promotion by people around consumers, and fail to make full use of the advantages of online marketing. For example, the use of content marketing, social media marketing, search engine optimization, etc. may not be sufficient, which will also affect the reach of their online channels.

#### 4.2. Lack of Innovation in Marketing Content

Based on previous analysis, New Oriental Online Education relies too much on traditional advertising, brochures or online promotion methods, and fails to integrate new media platforms and interactive technologies to innovate in a timely manner, resulting in stale or unattractive marketing content. Secondly, in terms of marketing strategy, New Oriental online Education has long used the same promotion means, such as discounts, preferential activities, etc., but failed to adjust or innovate strategies in combination with market dynamics and user needs, which will cause users to experience aesthetic fatigue and reduce their attention to the brand. In addition, the marketing content of New Oriental online education also has a lack of innovation in terms of cross-border cooperation and cultural integration. In the current market environment, cross-border cooperation and cultural integration have become new means for many brands to attract users. New Oriental Online Education fails to actively seek opportunities to collaborate with other industries or cultures, it may limit the innovation and breadth of its marketing content [23].

#### 4.3. The Quality of Online Education Products Needs to Be Improved

Based on previous analysis, some consumers who have spent in New Oriental express that they are not willing to recommend New Oriental online education to others, one of the reasons is that the quality of New Oriental online education has problems. New Oriental Online Education has a large number of teacher resources, but the level of teachers is not completely consistent. Some teachers may have extensive teaching experience and expertise, while others may be relatively inexperienced or have a less strong professional background. This can lead to fluctuations in the quality of teaching and some courses may not meet students' expectations [24]. Secondly, a big advantage of online education is that teaching content can be updated in time to keep up with the development and changes of the subject. Some courses of New Oriental online education have not been updated in time, and the teaching content is too old, resulting in a disconnect between the knowledge students learn and practical application, reducing the quality of teaching. One of the challenges of online education is how to maintain interaction with

students and provide personalized instruction. Some courses of New Oriental online education lack enough interactive links and fail to be personalized according to students' learning progress and needs, resulting in students feeling monotonous or lacking in focus during the learning process.

## 5. Statement of the Conclusion and Recommendations

### 5.1. Accurately Target Users to Implement Diversified Marketing Strategies

New Oriental Online Education should conduct in-depth market research to understand the learning needs, learning habits and payment ability of the target user group. Using big data and artificial intelligence technology, the user data is deeply mined and analyzed to identify users' interests, preferences and behavior patterns [25]. Then, according to the results of market research and data analysis, a clear user portrait is constructed, including age, gender, region, occupation, learning purpose and other dimensions. According to different user profiles, develop personalized product and service strategies to meet the needs of different users. Then, according to the user profile, choose the appropriate online channels for promotion, such as social media, search engines, online education platforms, etc. Finally, the course content, teaching characteristics and successful cases that meet the needs of target users are displayed on different channels to improve user awareness and trust.

### 5.2. Strengthen Team Building, Enhance Employees Marketing Innovation ability

New Oriental Online Education should regularly provide employees with professional skills and marketing knowledge training, so that they can grasp the latest market trends and marketing strategies. At the same time, employees are encouraged to participate in industry conferences, seminars and other activities to broaden their horizons and enhance innovative thinking. Secondly, strengthen the communication and cooperation between different departments, break the departmental barriers, and form a joint force. For example, the marketing team can work closely with the teaching team to develop more attractive course products and enhance market competitiveness. Next, New Oriental Online Education can set up an innovation reward system to encourage employees to put forward new ideas and creativity on the marketing channel. For employees with outstanding performance, corresponding rewards and promotion opportunities will be given to stimulate the enthusiasm of employees for innovation [26]. New Oriental Online Education can optimize marketing channels and strategies with the help of advanced technologies such as big data and artificial intelligence. For example, using data analysis tools to dig deeply into user behavior and develop more accurate marketing strategies; use new media platforms such as social media and short videos to expand marketing channels and improve brand exposure.

### 5.3. Optimize Course Design and Content Improve Technology Platform and Service Quality

In addition to traditional teaching videos, New Oriental online education can introduce more forms of learning materials, such as interactive exercises, case studies, simulation tests and so on. This can not only improve students' interest in learning, but also help deepen their understanding and mastery of knowledge points. Secondly, we design special preparation courses for various kinds of exams, such as TOEFL, IELTS, postgraduate entrance examination, etc. These courses can be tightly focused around exam requirements, providing targeted review strategies and techniques to help students better cope with exams. With the development and changes of disciplines, the course content of New Oriental online education also needs to be updated constantly. New Oriental Online Education can regularly evaluate the timeliness and accuracy of the courses, and update the course content as needed to ensure that students are learning the latest and most accurate knowledge. In response to the problems of platform and service quality, New Oriental online Education should ensure the stability and fluency of the platform, and reduce problems such as delays and dropped calls. This can be achieved by improving server performance and optimizing network architecture. At the same time, establish an efficient troubleshooting and recovery mechanism to ensure that problems can be quickly resolved when they occur.

Then, according to the needs of users, constantly improve the functions of the platform, such as adding online question answering, intelligent course recommendation and other functions. These features can improve students' learning efficiency and learning experience, and enhance their adherence to the platform. Finally, strengthen data security, protect users' personal information and learning data, and prevent data leakage and abuse. This can be achieved by strengthening data encryption and establishing strict data management systems.

## 6. Conclusion

In this research, both primary and secondary data were used. The primary data included questionnaires and interviews to investigate the effectiveness of New Oriental online education channel marketing. Secondary materials include visiting the official website of New Oriental Online Education to get the annual report information, visiting CNKI papers to learn about the product composition of New Oriental online education and the market position of New Oriental online education and PEST

theory and omni-channel theory in the Internet era are combined to analysis of channel promotion of New Oriental online education in the Internet era. Based on the above survey, it is concluded that New Oriental online education has some problems such as low coverage of online channels, lack of innovation ability in marketing content and insufficient quality of online products and services. Put forward three solutions to these three problems, respectively, the first, New Oriental online education need accurately target users to implement diversified marketing strategies, second, New Oriental online education need strengthen team building, enhance employees marketing innovation ability. Finally, New Oriental online education need optimize course design and content improve technology platform and service quality.

Online education model from the rise to the development of only a few decades, but the development of online education model is developing rapidly, the market capacity is gradually decreasing, the competition is increasing, so the relevant improvement work must be put on the agenda immediately. In the process of my research on New Oriental online Education, due to the factors of time and cost, the conclusions obtained through interview and questionnaire analysis are used as the main data basis for the improvement of channel promotion strategies. The survey conclusions are not absolutely representative, and I still have certain deficiencies in knowledge reserve, so I have certain deficiencies in quantitative analysis. The depth of the paper needs to be further explored. In my spare time, I will further improve the research of this paper and further refine the concepts and conclusions involved in this paper, so as to ensure the rationality of the research of this paper and the adaptability of the implementation of countermeasures.

Although this study has made some achievements, there are still some limitations and deficiencies, which leave a broad space for further research. To be specific, future research can be expanded and deepened from the following aspects: Deepening theoretical discussion: This study mainly focuses on the existing problems and countermeasures of New Oriental online education. In the future, we can further explore the underlying mechanism and establish a more complete theoretical model to more comprehensively reveal the complexity and diversity of the field of channel marketing. Broaden the scope of research: Considering the diversity or variability of research objects, future research can be expanded to more types and channels under more scenarios to verify and enrich the conclusions of this study and improve the universality and reliability of the study. Interdisciplinary integration: In view of the international and comprehensiveness of the background of the Internet era, future research should strengthen the integration and cooperation with other disciplines, such as the combination of Internet development, in order to form new research perspectives and ideas, and promote the in-depth development of interdisciplinary research.

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## Appendix

### Appendix 1-1

Questionnaire on the public's cognition of the effectiveness of New Oriental online education channel marketing

Dear interviewee,

Hello! The purpose of this questionnaire is to understand your cognition, attitude and satisfaction with New Oriental online education channel marketing activities, so as to analyze the effectiveness of New Oriental online education channel promotion, and make suggestions on New Oriental online Education to improve marketing strategies. Thank you very much for participating in this survey.

1. Your gender:

Male

B. Female

2. Your age

A. Ages 18-25

B. Ages 26-30

C. 31-35 years old

D. 36-40 years old

E. 41-45 years old

F. 46-50 years old

G. Ages 51-55

H.56-60 years old

60-65 years old

3. Your monthly income level

A. Less than 5000

B.5000-7000 yuan

C.7001-9000 yuan

D 9001-11000

E.11001-13000

F. More than 13,000

4. Your marital status

A. Unmarried

B. is Married

- C. Divorce
- D. Widowed
- 5. Your fertility status

- A. No Child
- B. A child
- C. Two children
- D. Three children
- E. More than three children

6. Have you ever known or contacted New Oriental Education?

- A. is yes
- B. No (If this option is selected, go to question 11)

7. Through what channels did you learn about New Oriental Online Education? 【 Multiple Choice 】

- A. Internet advertising (e.g. social media, search engines, etc.)
- B. TV Commercials
- C. Recommended by friends or family
- D. Recommended by school or educational institution
- E. Others: (Please reply in this area)

What courses have you consumed in the online channel of New Oriental Online Education? 【 Multiple Choice 】

- A. IELTS Course
- B. Take the postgraduate course
- C. Accounting examination course
- D. BEC Course
- E. IV and VI courses
- F. New Concept course
- G. Education programmes
- H. Translation Test
- I. Move up to this course
- G. Specialized four specialized eight courses
- K. TOEFL Course
- L. GRE or GMAT courses
- M. Cambridge English Course
- N. Minority language courses
- O. Other Courses

9. Do you think the marketing channels of New Oriental Online Education are effective?

- A. Very effective.
- B. is more effective
- C. General
- D. Not very effective
- E. Completely ineffective

10. What suggestions or comments do you have on the marketing channels of New Oriental Online Education

11. Are you willing to try or learn more about New Oriental online education?

- A. Yes
- B. Not willing

12. What do you think of the importance of online education?

- A. Very important
- B. is more important
- C. General
- D. is not very important
- E. is totally unimportant

13. Are you willing to recommend New Oriental Online Education to your friends or family?

- A. is willing
- B. Not willing

How do you usually learn the latest news and information of New Oriental online education platform? 【 Multiple Choice 】

- A. Social media
- B. Phone reminder
- C. Email push
- D. Official website or APP
- E. Educational forums or community forums
- F. Others: (Please reply in this area)

15. Are you satisfied with the teaching quality of New Oriental Online Education?

- A. has not been used and cannot answer
- B. Very satisfied
- C. More satisfied
- D. General
- E is not impressed F was very dissatisfied

16. What are your expectations or suggestions for the future of New Oriental online education?

## Appendix 1-2

### Interview outline

An in-depth interview about the effectiveness of New Oriental online education marketing channels

Dear interviewee, thank you very much for taking time to participate in this interview. I am a college student majoring in human resources from Xinjiang Agricultural University, and I am committed to conducting in-depth research on the effectiveness of New Oriental online education channel marketing strategy. The purpose of this interview is to gain a deeper understanding of the operation of New Oriental online education channel marketing, as well as to understand your insights and experiences in this regard as a staff member who designs marketing channels. Your opinions are very important to me and provide strong support for my research. The interview process will focus on a series of questions about New Oriental online education marketing channels, which is expected to take up 20 minutes of your time. During the interview, there will be a mobile phone recording. Would you like to accept my interview? If there's no doubt, let's get started!

Interview time: May 10, 2024, venue: New Oriental Company conference room

### Question part:

1. First of all, what is your position and job content?
2. Can you briefly introduce the current marketing channel strategy of New Oriental Online Education?
3. What factors did you mainly consider when designing the marketing channel of New Oriental online education?
4. Among the many marketing channels, which channels do you think have the most significant effect on the promotion of New Oriental online education?
5. Does New Oriental Online Education use big data analysis to optimize marketing channels? If so, can you share some specific cases?
6. For different user groups, does New Oriental Online Education have differentiated strategies in marketing channels?
7. In the past period of time, what innovations and attempts have New Oriental Online Education made in marketing channels?
8. What do you think is the biggest challenge for New Oriental Online Education in marketing channels? How can these challenges be addressed?

9. In the future, how do you plan to further optimize and expand the marketing channels of New Oriental online education?

Conclusion:

Thank you for your participation and sharing, I wish you a happy life