Marketing Strategy of International Chinese Language Education Platform Based on Smart Education: A Case Study of Hanyulu Platform

Dong Mengdie[1], Xu Xianhang[1,2,*], Chen Kexin[1], Jia Zhen[1]

[1] *School of Management, Chongqing Institute of Engineering, Chongqing, 400056, China*
[2] *School of Management, Universiti Sains Malaysia, Penang, 11800, Malaysia*
*Corresponding Author: xuxianhang@cqie.edu.cn

Abstract: The continuous maturity of internet technology has brought more advanced technologies and concepts to online teaching. Smart education has become an important trend, which puts forward new requirements for international Chinese language education. Under the background of smart education, it is significant to explore the marketing strategy of international Chinese language education platforms to promote the sustainable development of international Chinese language education. Based on the trend of smart education and international Chinese language education, this paper takes the Hanyulu platform as an example, and uses qualitative research method and interpretivism paradigm to study its marketing strategy. The data for this study is sourced from second-hand data. In this study, SWOT analysis is used to describe the marketing environment of Hanyulu platform from the aspects of strengths, weaknesses, opportunities and threats, and the 4Ps Marketing Theory is used to discuss the marketing strategy of the Hanyulu platform from the aspects of product, price, place and promotion. The study can provide developing suggestions for other international Chinese language education online platforms, which has theoretical and practical significance.

Key words: *Smart education; Chinese international language education; Hanyulu; Marketing strategy; Cross-cultural exchanges; Global marketing*

1. Introduction

1.1 Smart education

With the rapid development of science and technology, smart education has become a hot topic in education [1]. As an innovative education model, smart education combines artificial intelligence technology with education to provide students with more personalized learning methods [2], enhance the interaction and participation of learning, and improve the efficiency and quality of education [3]. Under the framework of smart education, artificial intelligence, as an important technical means, has brought unprecedented changes and possibilities to education [4]. First, smart education can realize personalized learning through artificial intelligence technology. The smart education platform can use intelligent recommendation algorithms to provide personalized learning content and resources for students according to their learning data and characteristics [5]. This way of personalized learning can better meet students' needs and improve learning outcomes. Second, smart education can enhance the interaction and participation of students in learning [6]. Smart education is student-centered. Students are encouraged to actively participate in class and cultivate their hands-on ability, cooperative spirit, and innovative thinking through interactive learning platforms and tools such as virtual labs, online discussions, and interactive games. In addition, smart education can improve the efficiency and quality of education [7]. By introducing intelligent teaching aids, students' learning can be monitored in real-time, and timely feedback and guidance can be given. At the same time, teachers can analyze students' learning data through artificial intelligence, understand students' learning situations, provide them with targeted guidance and help.

Corresponding Author: Xu Xianhang, School of Management, Chongqing Institute of Engineering, Chongqing, 400056, China.
E-mail: *xuxianhang@cqie.edu.cn*

1.2 The development trend of international Chinese language education

With the continuous opening up of China and the strengthening of international exchanges, more and more people worldwide have begun to learn Chinese, including students, professionals, and Chinese culture lovers. Their increasing demand for Chinese education has promoted the development of international Chinese language education. According to a report on the Chinese learning market released by HolonIQ, it is expected that by 2027, the global Chinese learning market will grow at a compound annual growth rate of 12.1%, from $7.4 billion (approximately 50.6 billion yuan) to $13.1 billion (approximately 89.6 billion yuan). Chinese has become the fastest growing language learning market in the world.

The scientific and technological revolution by the new generation of information technology has revolutionary significance to reform education and teaching methods, the digital transformation of education, and smart education [8]. In recent years, international Chinese language education has developed rapidly, showing the following major trends: Firstly, the quality of Chinese teaching has improved significantly. With the increasing interest in Chinese learning, the demand for the quality of Chinese teaching is also getting better and better. Educational institutions, schools, and teachers will focus on improving curriculum design, teaching methods, and assessment systems to improve student's language skills and cultural understanding [9]. Secondly, the diversified teaching resources are introduced. In order to meet the learning needs of students, international Chinese language education will introduce more diversified teaching resources. It includes textbooks, e-textbooks, online education platforms, and virtual teaching resources. These resources will provide a richer learning experience and help students acquire Chinese language and cultural knowledge better. Thirdly, the interdisciplinary integration of Chinese education. Chinese education will be integrated with other disciplines for more innovative and practical teaching. For example, combining Chinese with science, mathematics, art, and other subjects through project-based learning and practical activities enhances students' comprehensive ability in interdisciplinary fields. Fourthly, online Chinese education has been promoted. With the development of science and technology and the popularization of the Internet, online Chinese education will be more widely promoted. Students can learn Chinese through the online platform, interact with Chinese teachers worldwide, and have access to high-quality Chinese education wherever they are. Fifthly, the integration of

cultural elements has increased. In addition to language learning, international Chinese language education will also focus on imparting knowledge of Chinese culture. Students will study Chinese history, literature, art, and traditions to enhance their understanding of the Chinese language and appreciation of its culture.

2. Hanyulu Platform

International Chinese language education is constantly developing and innovating. By improving teaching quality, diversifying teaching resources, online education, and other ways, we will provide more students with high-quality Chinese learning opportunities and promote Chinese education's global development. In this context, the Hanyulu platform came into being. According to the Chinese learning needs of countries along the "The Belt and Road" and the needs of Chinese students studying abroad, the platform takes the Chinese language as the medium to build a global bridge of Chinese language communication and cultural exchange platform, in order to strengthen international cultural exchanges and help Chinese culture to go to the world.

The platform covers language knowledge, skills, features, and other areas, integrating language knowledge teaching and language knowledge practice. From the perspectives of listening, speaking, reading, writing, and other aspects, it will encourage people from other countries to learn Chinese efficiently. By integrating AI, VR, and AR technologies to build a Chinese intelligent learning platform and intelligent research resource platform, multiple integrations and innovative utilization of Chinese learning resources and research resources along "The Belt and Road" are carried out so that China and countries along "The Belt and Road" can learn from each other and promote cross-cultural exchanges. In addition, the platform uses artificial intelligence technology combined with foreign teaching characteristics, constantly increasing Chinese learning resources and innovative Chinese learning methods so that users can be immersed in learning Chinese.

3. Methodology

The main purpose of this study is to explore the marketing strategy of the Hanyulu platform based on smart education. The focus is not to verify, but to explain the marketing strategy, which can be revealed through qualitative research. Therefore, using qualitative research for exploration in this study is feasible and suitable for

achieving the research objective. The paradigm used in this study is interpretivism, which helps to clarify the strengths, weaknesses, opportunities and threats of the Hanyulu platform, and then propose feasible marketing strategies.

The data for this study is sourced from second-hand data, including books, journals, magazines, newspapers, electronic resources, websites, reports, government records, census data, and demographics. After collecting data, this study used SWOT analysis to describe the marketing environment and explored the marketing strategies of the Hanyulu platform based on the 4Ps Marketing Theory.

4. Results and Discussion

4.1 Platform SWOT Analysis

SWOT analysis is used to evaluate the competitive advantages and disadvantages of enterprises, as well as market opportunities and threats. By analyzing the internal and external marketing environment, it can help the Hanyulu platform develop marketing strategies and enhance competitiveness.

4.1.1 Strengths

(1) Change the traditional teaching mode

The flexibility of the platform's intelligent teaching means it completely liberates students and teachers from the fixed and rigid traditional teaching places, teaching time, and teaching content. In the process of using this platform, students are given great autonomy. Students can choose their learning time, plan learning arrangements, and establish the subjectivity of their learning, which is conducive to cultivating students' independent learning ability. In addition, the integration of travel and Chinese learning allows foreign students to learn while playing, expanding the market faster and gaining more users.

(2) Apply AI technology to achieve human-machine-friendly teaching interaction

Users take the initiative to accept knowledge through independent exploration and learning. For example, when memorizing Chinese words and sentence patterns, students can experience human-computer interaction by clicking, touching, etc. Through intelligent situational dialogue mode, students can learn from play and play in learning so that learning is no longer boring, which greatly stimulates students' interest in learning.

(3) Intelligent data analysis and feedback

In traditional education, students evaluate the learning effect according to the teacher's homework

correction results and exam scores. The biggest disadvantage of this evaluation model is the lag of feedback. This platform solves this problem well. When students use the learning assessment section of the platform to conduct self-assessments, they will get timely feedback on their scores. After answering the questions, the system will immediately judge the scores and give answers and analysis of the questions, which greatly improves students' learning efficiency. In addition, the platform will also use big data intelligence analysis to give analysis reports of students' error-prone questions and key problems so that students can check and fill in the gaps in a targeted way.

4.1.2 Weaknesses

(1) The time difference of long-distance teaching

Many learning platform users come from different regions, and the time difference between these regions and China is very different. When live online teaching, it is difficult to coordinate the class time of users in different regions. If the arrangement is inappropriate, it is easy to cause the problem of low-class quality and attendance.

(2) The real-time learning status of students cannot be comprehensively monitored

In traditional classrooms, teachers pay close attention to students' listening status and learning behavior while giving normal lessons. They can timely remind and guide students to move towards correct learning goals. In this process, teachers play the role of supervisors and leaders. However, the platform cannot monitor students' learning status at the end of the screen, which has higher requirements for students' learning consciousness. Students who lack self-consciousness may be distracted and absent-minded when using the platform to learn independently, greatly reducing the learning effect.

4.1.3 Opportunities

(1) Policy support

Since "The Belt and Road Initiative" was proposed, language communication has been the key to achieving high-quality co-construction. Intelligent language teaching platforms play an important role and have a broad development. As one of the world's great countries, China's international status is steadily rising, and more and more foreigners choose to learn Chinese. The establishment of Confucius Institutes in various countries and the international export of Chinese culture can see the enthusiasm of people worldwide for learning Chinese, and we can also predict that the future of international Chinese language education platforms will be bright.

(2) Chinese craze

Due to the rise of the Chinese language craze, many overseas friends have fallen in love with Chinese culture, which provides development opportunities for research and Chinese language education platforms. Coupled with the opening of the epidemic, many tourists have also developed a strong interest in traveling to China, injecting a new source of life for research tourism.

4.1.4 Threats
(1) The existing technology is updated quickly

The features of high-tech products are large investments, a long research and development cycle, and a short replacement cycle. Although AI technology has been applied to some educational products, it has not fully penetrated the online learning platform publicity and experience, and the user base is still small.
(2) Market competition is fierce

Nowadays, the demand for foreign friends for Chinese language learning continues to expand, and major Internet giants and potential competitors in the industry have also accelerated to enter the market and share the cake. Today's existing platforms include T-LAB, Chinese Pinyin, Pleco, Hello Chinese, etc., making the market competition extremely fierce.

4.2 Platform Marketing Strategy

The 4Ps marketing theory is the basic strategy for analyzing enterprises to promote and sell products in the market. This study will discuss the marketing strategies of the Hanyulu platform from four aspects: product, price, place and promotion.

4.2.1 Product strategy
(1) Optimize user experience

The platform combined with the concept of smart education to upgrade the product. It includes four major parts: Language knowledge (including voice wizard, word and sentence training camp, and grammar knowledge accumulation database), language skills (including covering listening, speaking, reading, and writing four modules), comprehensive features (including fun short videos, medal wall, learning plan, light learning, and online mall), and research resources (including wisdom research system, research travel real class, research route, research network, research network, and research activities). Each part has a more intelligent algorithm to expand and guide the user's learning situation, making it easier for users to learn and have a sense of experience and fun. With various original courses, the product also continuously optimizes the quality of course content, user interaction, and listening

experience [10]. According to the user's class habits and listening needs, the platform provides offline caching, quick playback, typing interaction, and daily check-in and punching functions for a more convenient experience. Because of users' learning and review habits, the platform develops scientific online learning models, such as question bank systems, model examination systems, homework correction systems, and questions. It constantly improves and reforms so that advanced technology can provide users with a convenient learning experience.
(2) Product differentiation strategy

Design different courses for students in different situations, use the pre-class assessment according to different assessment results, push appropriate courses, pay attention to guidance, and actively develop students' potential. Then, strengthen the summary of important knowledge points of the course, compress the course time, and do as much as possible to concentrate so that students can use less fragmented time to master better knowledge. In addition, efforts should be made to build a bridge of interaction and friendship between young people, promote the exchange of Chinese and foreign languages, further promote in-depth cooperation in friendship school education and people-to-people exchanges, and lay a solid ideological foundation in the hearts of young people for mutual respect, mutual learning, peace-loving, justice safeguarding and common progress.

4.2.2 Price strategy
(1) Differential pricing

There are also differences in pricing for different services. The platform charges different fees according to the different levels of courses. The level and demand pricing will be carried out according to the learner's learning status and level, learning purpose, and expectation. For personalized, customized courses, the platform will also continuously explore the potential market demand in operation, develop characteristic courses, and charge users reasonably after the cost accounting is completed. For example, there are three levels of courses for different Chinese basic user platforms, namely primary course (5-10 yuan per class), intermediate course (10-15 yuan per class), and advanced course (15-20 yuan per class).
(2) Penetration pricing

At the beginning of the platform listing, set the price lower to attract a group of customers and open up sales as soon as possible. The platform adopts the strategy of free trial in the early stage, such as platform account membership registration, you can experience more projects than that provided for ordinary users (free to watch course

videos, support multiple devices to use at the same time, the first free trial for one month, the second month from each membership fee of 15 yuan. With this limited time, free means to cultivate loyal customer groups, to a certain extent, improve the long-term profits of enterprises and use small profits to prevent some potential competitors from entering the platform market position. In addition, the platform also uses some virtual currencies in product projects. Users can share interesting things they have encountered in study or life by uploading Chinese learning questions in the learning circle of the platform and getting a certain number of likes. That is, corresponding points can be obtained and deducted within the limit of the cost of products or projects.

4.2.3 Place strategy

(1) Online channels

The platform builds an educational ecosystem through the network. As the front of the platform on the Chinese Route, the homepage displays the featured products and services of the Hanyulu Platform, including research tweets, route style, and cultural exchanges. It strives to let more people know and feel the Hanyulu r activities, promotes communication among users in a block-oriented way, and builds a harmonious and friendly learning platform for users. The platform is divided into four major contents: cultural education, research route, service site, and online service. Users can quickly purchase products and services through the portal.

(2) Offline channels

Through the offline service stations, the platform provides site punch, research activities, general services, etc., so that domestic and foreign exchanges can be made, and Chinese lovers worldwide can "cloud experience" contemporary China without leaving home. In addition, schools, government, and other channels for sales. Choose well-known schools as the focus of the activity, and actively communicate with universities and students in a way closest to the target audience. In terms of government channels, based on "The Belt and Road initiative", we will strengthen cooperation with relevant institutions and governments of countries along the route. Various offline channels cooperate with comprehensive online channels to construct a complete marketing chain.

4.2.4 Promotion strategy

(1) Multi-platform interactive publicity

The platform takes people's inner emotions as its appeal and strives to create an emotional experience for users to guide the target crowd to have a good impression of the platform's project brand and use social marketing to

interact with the audience. The platform publishes interactive content on the homepage of the website, and the topics published are mainly divided into the following categories: The first is course publicity. The most common issue published by the platform is the content that potential course buyers are most concerned about, and the course publicity is still based on Chinese knowledge learning courses. In the operation process, the platform uses hot social events, collocating copywriting to stimulate interest in learning, uploading seconds to shoot short videos, and other ways to stimulate users' desire to buy courses [11]. Participating in social topics with high public attention promotes the course and increases users' impression of the brand. The second is topic interaction. Platforms often choose topics to interact with audiences [12]. For example, create the topic "Open the skylight to talk at night - Talk about your feelings about learning Chinese." "Me learning Chinese alone" versus "Me talking to Chinese people".

(2) New media publicity and promotion

The platform sets up WeChat public accounts and Weibo to publicize on social media platforms. It regularly publishes relevant articles in public accounts, covering Chinese learning knowledge points and Chinese culture and, promoting the platform's products and attracting customers. Videos made on the Weibo publishing platform and pictures of learning to punch in the platform community posted by users, etc. Docking with educational institutions with high reputations in society, educational institutions provide financial support for the platform, and the platform uses advertising placement methods to promote educational institutions, such as inserting about 10 to 30 seconds of video ads before the broadcast of the course, and inserting soft ads in the screen of the alphabet game. The platform will actively promote in foreign countries and promote "The Belt and Road" countries. In the promotion media, the computer Internet is the most commonly used. According to the preferences of international audiences for media selection, the platform actively puts advertising and news articles on foreign mainstream media to quickly establish brand image cognition in constant media exposure. Combined with the local traditional cultural characteristics and social reality, choose the international community's concerns and public interest points and do a good job of impressing the audience.

(3) Business promotion

The platform will be centrally promoted in various places, and it can also be promoted on major platforms to combine online and offline, formulate tour groups, etc., and it can also be pasted and advertised in various export trade or outward sales platforms. In addition, it also emphasizes

the interest of the form of communication [13]. The flexible use of multiple language symbols stimulates the public's senses, increases the user's perception and memory, and has the characteristics of emotional experience and game participation so that users unconsciously form memories and brand awareness in the repeated experience. After completing the communication activities, users' basic information can be read in the background, which is convenient to provide ideas for the follow-up marketing activities [14]. Through interactive activities, players can share their DIY achievements with their friends to gain a sense of accomplishment and satisfaction, communicate effectively, and enhance brand exposure. By receiving the course red envelope registration, the customer database is established, and the contact information of potential customers can be stored for follow-up sales so that these potential consumers have the possibility of subsequent purchases [15].

5 Conclusion

In the context of the digital age, the concept of smart education will continue to promote the iterative upgrading of Chinese education in the future. Under the background of analyzing the development trend of smart education and international Chinese language education, this study conducts a SWOT analysis of the marketing environment and proposes marketing strategies for the Hanyulu platform based on the 4Ps Marketing Theory. These strategies include optimizing user experience, product differentiation, applying AI technology, intelligent data analysis and feedback, new media promotion and promotion, and smart education, which are beneficial and feasible. The potential benefits or outcomes brought to the platform by implementing these strategies to increase user engagement, improve customer satisfaction, and enhance brand exposure. Online education platforms continue to appear, which has a certain impact on traditional education. However, smart education cannot completely replace traditional education. As a Chinese intelligent learning platform and intelligent research resource platform built by AI, VR, AR, and other technologies, the Hanyulu platform should actively improve and optimize marketing strategies according to the international market environment and consumer needs, promote cross-cultural exchanges in a unique way of international Chinese language education.

References

[1] Singh, H., & Miah, S. J. (2020). Smart education literature: A theoretical analysis. Education and Information Technologies, 25(4), 3299-3328. https://doi.org/10.1007/s10639-020-10116-4

[2] Tikhomirov, V., Dneprovskaya, N., & Yankovskaya, E. (2015). Three dimensions of smart education. In Smart Education and Smart e-Learning (pp. 47-56). Springer International Publishing.

[3] Norbutaevich, J. T. (2020). Use of digital learning technologies in education on the example of smart education. Journal La Edusci, 1(3), 33-37. https://doi.org/10.37899/journallaedusci.v1i3.193

[4] Bashynska, I., Garachkovska, O., Kichuk, Y., Podashevska, T., & Bigus, O. (2021). Smart education 4.0: Balancing dual-distance and reskilling revolution. Studies of Applied Economics, 39(6), 3-11. https://doi.org/10.25115/eea.v39i6.5262

[5] Martín, A., Alario-Hoyos, C., & Kloos, C. (2019). Smart education: A review and future research directions. Proceedings, 31(1), 5. https://doi.org/10.3390/proceedings2019031057

[6] Dneprovskaya, N. V., Yankovskaya, E. A., & Shevtsova, I. V. (2016). The conceptual basis of the smart education. Open Education, 6(113), 43-51. https://doi.org/10.21686/1818-4243-2015-6(113-43-51

[7] Bajaj, R., & Sharma, V. (2018). Smart Education with artificial intelligence based determination of learning styles. Procedia Computer Science, 132, 834-842. https://doi.org/10.1016/j.procs.2018.05.095

[8] Jiang, L. P., & Wang, L. (2021). Construction of Chinese learning platform under the field of smart education: features, functions and implementation paths. International Chinese education, 6(4), 91-99.

[9] Liang J. H. (2020). Learning and Sisi Online Education Platform Marketing Strategy Inquiry. Modern Marketing (Business Edition), 4, 128-129.

[10] Lee, J. S., & Kim, S. W. (2015). Validation of a tool evaluating educational apps for smart education. Journal of Educational Computing Research, 52(3), 435-450. https://doi.org/10.1177/0735633115571923

[11] Pyo, C. K., Han, K. S., & Ryu, G. S. (2016). An empirical study on the factors influencing user satisfaction of military smart-education. Journal of Digital Convergence, 14(2), 41-48. https://doi.org/10.14400/JDC.2016.14.2.41

[12] Mokmin, N. A. M., & Ridzuan, N. N. I. (2022). Applying artificial intelligence algorithm through immersive technology for physical education.

Advanced Journal of Technical and Vocational Education, 6(1), 1-5. https://doi.org/10.26666/rmp.ajtve.2022.1.1

[13] Demir, K. A. (2021). Smart education framework. Smart Learning Environments, 8(1), 1-36. https://doi.org/10.1186/s40561-021-00170-x

[14] Hamizi, M. A. A. B. M., Mokmin, N. A. M., & Ariffin, U. H. (2022). Virtual reality technology in physical education: A systematic review in instructional design & implementation. Advanced Journal of Technical and Vocational Education, 6(1), 6-12. https://doi.org/10.26666/rmp.ajtve.2022.1.2

[15] Asadi, Z., Abdekhoda, M., & Nadrian, H. (2020). Understanding and predicting teachers' intention to use cloud computing in smart education. Interactive Technology and Smart Education, 17(1), 14-27. https://doi.org/10.1108/ITSE-05-2019-0019