



Influence of Self-media Propagation Power on the Transmission Effect of Chinese Traditional Clothing Culture

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Received July 25, 2024 Revise August 17, 2024 Accepted August 12, 2024

Abstract

The main purpose of this study is to promote and better disseminate Chinese traditional costume culture by utilizing the communication power of the media itself. In the course of the research, the self-media account is mainly used to publish short videos and photos related to Chinese traditional costume culture. The reaction of followers and the basic information of some self-media software are the research objects. From the existing literature, the influence of self-media accounts, media, and communication content was used as independent variables. The use of cognition, attitude, and behavior theory (ABC attitude theory) and the social cognitive theory of psychology are the mediating variables. The communication effect of Chinese traditional costume culture is the dependent variable. The relationship between each variable is analyzed. A quantitative survey is conducted to improve the communication outcomes with sample data obtained from the questionnaire. In terms of self-media influencers or hosts, we recommend that they enhance their professional knowledge and communication skills to increase their influence and appeal. This will encourage more users to explore and disseminate traditional Chinese clothing culture. Additionally, we emphasize the importance of diversity and depth in content. We encourage influencers or hosts to innovate in communication formats and methods to attract audiences with different backgrounds and interests, thereby expanding the audience base for traditional clothing culture. Moreover, the conclusions of this study need to be further validated by researchers with similar interests using different methods in different contexts to enhance the reliability and generalizability of the research findings. This will be the direction of future research endeavors.

Keywords: Self-media, Self-media Influence, Traditional Culture, Dissemination Effect

Introduction

For a long time, all nations in the world have gradually formed a unique cultural system and symbols, and the traditional national dress culture is an important part of it. As a country with a long history, China is no exception. We can often find unique elements of Chinese national culture in various fields, such as architecture, food, traditional festival celebrations



and so on. However, as the main ethnic group of China, the daily clothing of the Han nationality does not show obvious national cultural characteristics because of historical reasons. With the passage of time, the development of China's economy, the concept of national cultural rejuvenation has been put forward and recognized. As an important part of national culture, Hanfu has become an important part of it.

After understanding the causal relationship brought about by the disappearance and re-emergence of Hanfu and the significance of Hanfu in the current development, we can't help but realize that the lifestyle and habits of modern society have made people accustomed to wearing modern clothes, while the traditional dress culture seems to be gradually disappearing in people's consciousness. Therefore, the re-popularization of traditional dress culture has become quite challenging. Considering the current reality of the vigorous development of Internet self-media, it has become a subject of important research significance to study how to make full use of the communication role of self-media and better promote Chinese traditional national costume culture to the public.

The New Chinese Style is a popular outfit style in China, but it is still undergoing development. The purpose of this paper is to analyze the relationship between social media and New Chinese Style using a case study approach. According to the results, social media plays an essential role in the development of popular style and communication. The popularity of New Chinese Style on social media is inextricably linked to sales of New Chinese Style garments online shopping, and the comments of users also influence the design direction of New Chinese Style garments. The authenticity of information uploaded to social media should be strictly controlled. In addition, fashion designers should learn what is the true essence of Chinese traditional culture before designing clothes Yu, J.(2023). How to make full use of the extensive influence and communication channels of the self-media platform, formulate more attractive and targeted communication strategies, and present the traditional clothing culture to the public in a more vivid, understandable and down-to-earth way is an important issue that needs in-depth research and discussion at present.

Research Objectives

- 1) Whether self-media, as a communication medium, will have a significant impact on the communication of traditional clothing culture.
- 2) Whether the influence of self-media accounts will have a significant impact on the cognition of traditional clothing culture?
- 3). Whether the content type, quality and form released by the self-media will have a significant impact on the communication effect of traditional clothing culture.

Literature Review

This part include theoretical basis and variables related research results.

Based on the review of the literature and previous studies, the general psychology (cognitive-attitude-behavior) with the research topic to identified five variables:

- (1) Independent variables: In this study, the influence of self-media accounts,



communication media and communication content are taken as independent variables. These factors have an important influence on the dependent variables that affect the communication effect of Chinese traditional clothing culture.

(2) Mediation variable: In this paper, the mediation variable is cognition. It is used to explain how self-media affects public cognition and thus affects the communication effect of traditional clothing culture.

(3) Dependent variable: In this paper, the dependent variable is the transmission effect of the Chinese traditional clothing culture.

Theoretical basis

In order to explore the influence of self-media communication on the diffusion effect of traditional Chinese clothing culture, this study sets up research objectives based on the attitude - behavior - background (ABC) model. By exploring the relationship between attitude, cognition and behavior, this model helps us to deeply understand the influence mechanism of self-media on the spread of traditional clothing culture.

Regarding the definition of attitude, many scholars since the 20th century have given relevant definitions from different perspectives. Freedman, J. L. (1984) believes that attitudes are a persistent system with cognitive components, affective components, and behavioral tendencies, people's feelings towards psychological objects, such as people, objects, ideas, etc.

Three Variables related research results

Through the cultural communication effect, the attitude-behavior-background (ABC) model. The results of the three variables, such as the relationship between cognition and behavior, were reviewed and summarized to lay a solid theoretical foundation for the research.

In terms of media research in media, Ying. F. (2021) emphasized the importance of we-media accounts to users in related fields in our microblog account.

Haiting, Z et al (2020). Development status, trend and operation Suggestions of short videos of traditional culture on TikTok emphasizes the importance of fan economy to my media accounts. With the growth of fans and the rise of the fan economy, works with self-service media accounts with large numbers of loyal fans can not only spread more widely, but also bring more financial returns.

Dassen, Y. et al.(2021)stressed the importance of new media platforms such as TikTok, Kuaishou, wechat and Toutiao to users' habitual choices. The works posted by these accounts can easily attract hundreds of thousands or even tens of millions of views and likes. Therefore, the works released by these "big V" accounts have a more extensive dissemination effect and have a significant influence on the dissemination of information.

Conceptual Framework

In this study, we chose the attitude-behavior-cognition (ABC) model as the theoretical framework.

Under this theoretical framework, we regard attitude as the audience's emotion and evaluation of traditional Chinese clothing culture, which can be influenced by the communication content of self-media. The content released by the self-media platform not only includes pictures, short videos and text explanations of traditional costumes, but also may

involve cultural background, historical origin, production process and other content. This information dissemination may have a direct impact on the audience's attitude and shape their emotional cognition and evaluation of traditional clothing. ABC model provides us with a comprehensive and organic theoretical framework to help us understand the influence mechanism of self-media on the dissemination of Chinese traditional clothing culture. Under this framework, we will further explore the influence of self-media accounts, communication media, communication content, and the potential role of self-media platforms in cognition.

we have built a framework that combines four variables and their relationships, as shown in Figure1

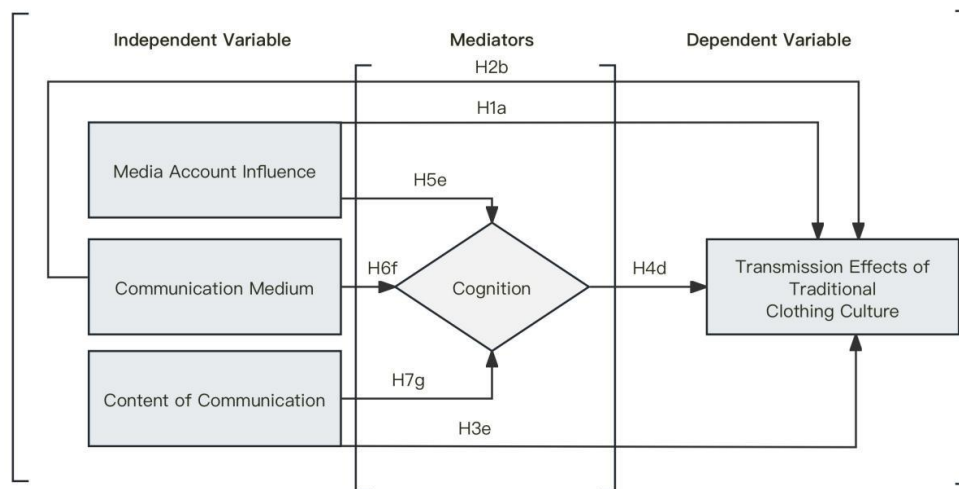


Figure 1 Conceptual Framework

Research hypothesis as follows:

- H1 Media Account Influence positively affect Cognition
- H2 Propagation Medium positively affect Cognition
- H3 Content of Propagation positively affect Cognition
- H4 Media Account Influence positively affect Transmission Effects of Traditional Clothing Culture
- H5 Propagation Medium positively affect Transmission Effects of Traditional Clothing Culture
- H6 Content of Propagation p positively affect Transmission Effects of Traditional Clothing Culture
- H7 Cognition positively affect Transmission Effects of Transmission Effects of Traditional Clothing Culture

Research Methodology

Population and sample

Quantitative: This study selected some fans of the author's multimedia account as the research object. Combined with the mathematical formula and the number of questionnaires,



403 fans with different cognition levels of traditional culture were selected as samples for empirical analysis.

Qualitative: After talking with other account operators with similar content, 5 representative people are selected for interview.

This study adopts a combined quantitative and qualitative approach, leveraging the strengths of both methods to compensate for their respective limitations. This enhances the reliability and validity of the research, providing more comprehensive and targeted conclusions and recommendations. Initially, a qualitative study is conducted to gain in-depth insights into the perspectives and experiences of self-media platform influencers. This qualitative approach aims to discover or generate relevant theories or concepts, identify research measurement dimensions, and formulate an initial questionnaire. Subsequently, a detailed explanation and elaboration on the data analysis methods are provided. Following this, questionnaire items with low reliability and validity are eliminated, resulting in a revised formal questionnaire. Finally, a quantitative approach is employed to collect and analyze a substantial amount of data, utilizing statistical techniques for hypothesis testing and model fitting to ensure the reliability and accuracy of the data.

The sample size is 403 active users of self-media platform, which conforms to the "Rule of 10" analyzed by Cochran, W.G. (1977) structural equation model (SEM).

The analysis of 403 sample data sets involved the validation of research hypotheses. Various aspects of data were processed and analyzed using SPSS and AMOS software, including descriptive statistical analysis, validity and reliability analysis, confirmatory factor analysis, and hypothesis testing.

Transmission effects of traditional clothing culture

Table 1 Reliability Test Results of Transmission effects of traditional clothing culture

Items	Correction term total correlation(CITC)□	Item deleted Cronbach's Alpha □	Cronbach's Alph □
TE1	0.691	0.859	
TE2	0.64	0.868	
TE3	0.704	0.857	0.88
TE4	0.71	0.856	
TE5	0.703	0.857	
TE6	0.683	0.861	

According to the results displayed in the above table, the measured reliability coefficient is 0.880, which is higher than 0.8, indicating a relatively high level of reliability for the research data. When analyzing the alpha coefficient for the deleted questionnaire items, it was found that no matter which item was deleted, the reliability coefficient did not show a significant



increase. Therefore, it is recommended to retain all questionnaire items without undergoing deletion. The analysis of Corrected Item-Total Correlation (CITC) values indicates that the CITC values for all analyzed items are above 0.4, suggesting a good correlation among the analyzed items and reflecting a high level of reliability.

Correlations between Variables

The Pearson correlation coefficient, also known as the product-moment correlation coefficient, is a commonly used metric for measuring the degree of linear correlation. This coefficient quantitatively describes the extent and direction of the linear correlation between two variables,

Table 2 Correlations between Variables

	Mean	S.D.	TE	MA	PM	CC	CO
TE	3.731	0.969	1				
MA	3.845	0.934	0.443**	1			
PM	3.743	1.011	0.497**	0.462**	1		
CC	3.731	0.981	0.467**	0.433**	0.487**	1	
CO	3.561	1.062	0.503**	0.471**	0.502**	0.550**	1

* $p < 0.05$ ** $p < 0.01$

The results indicate that Pearson correlation coefficients were used to assess the associations between transmission effectiveness and self-media account influence, transmission medium, transmission content, and cognition in the study. The analysis results reveal significant correlations between transmission effectiveness and these four variables. Specifically, the correlation coefficients are 0.443, 0.497, 0.467, and 0.503, respectively. These correlation coefficients are greater than 0, indicating a positive correlation between transmission effectiveness and self-media account influence, transmission medium, transmission content, and cognition, consistent with theoretical expectations.

KMO and Bartlett's test

For both the overall scale and individual scales, conduct the Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity to indicate the degree of correlation among variables.

Table 3 KMO and Bartlett tests

Kaiser-Meyer-Olkin Measure of Sample Adequacy		0.942
Bartlett's Test of Sphericity	Approx.	5512.971
	df	325



Sig. 0.000

The correlation is satisfactory ($KMO > 0.7$, Bartlett Sig. < 0.01), proceed with principal component factor analysis to ensure the structural validity of the questionnaire.

Confirmatory Factor Analysis

This study employed AMOS 26.0 software to conduct Confirmatory Factor Analysis (CFA) on the variables related to self-media account influence, media transmission, content transmission, cognition, and transmission effect scales discussed in this paper. Composite reliability (CR) and Average Variance Extracted (AVE) were utilized to assess the convergent validity of each variable dimension. Initially, the model fit of the Confirmatory Factor Analysis scale was examined. The data collected through the questionnaire were imported into AMOS 26 software, and the model fit parameters obtained through Maximum Likelihood Estimation are presented in the table.

Table 4 The results of the model fit are as follows

Fit indices	PMIN	DF	PMIN/DF	GFI	IFI	TLI	CFI	RMSEA
Result	327.211	289	1.132	0.941	0.993	0.992	0.993	0.018
Standard			<3	>0.9	>0.9	>0.9	<0.08	<0.05

As indicated in the table, the overall model fit is satisfactory, with all fit indices falling within the recommended range.

Table 5 Discriminative validity test

	MA	PM	CC	CO	TE
MA	0.748				
PM	0.532	0.758			
CC	0.503	0.556	0.743		
CO	0.536	0.570	0.626	0.770	
TE	0.508	0.568	0.531	0.569	0.743

MA stands for Media account influence, PM stands for Propagation Medium, CC stands for Content of Propagation, CO stands for Cognition, TE stands for Transmission effects of traditional clothing culture.

Table 5 The numbers on the diagonal (Average Variance Extracted, AVE values) are higher

than any of the correlation coefficients in their respective columns, hence passing the discriminant validity test. The test questionnaire has passed the validity test.

Research results

Model fitness and overall analysis

Using the AMOS26 software to incorporate latent variables such as propagation effect, self-media account influence, propagation media, propagation content, and cognition. First, based on the assumed relationships among latent variables in the research model, draw the structural equation model framework for purchase intention. Then, based on the items in the questionnaire used in this study, assign observable variables and corresponding residual variables to the five latent variables. Finally, the completed structural equation model is illustrated in Figure 2.

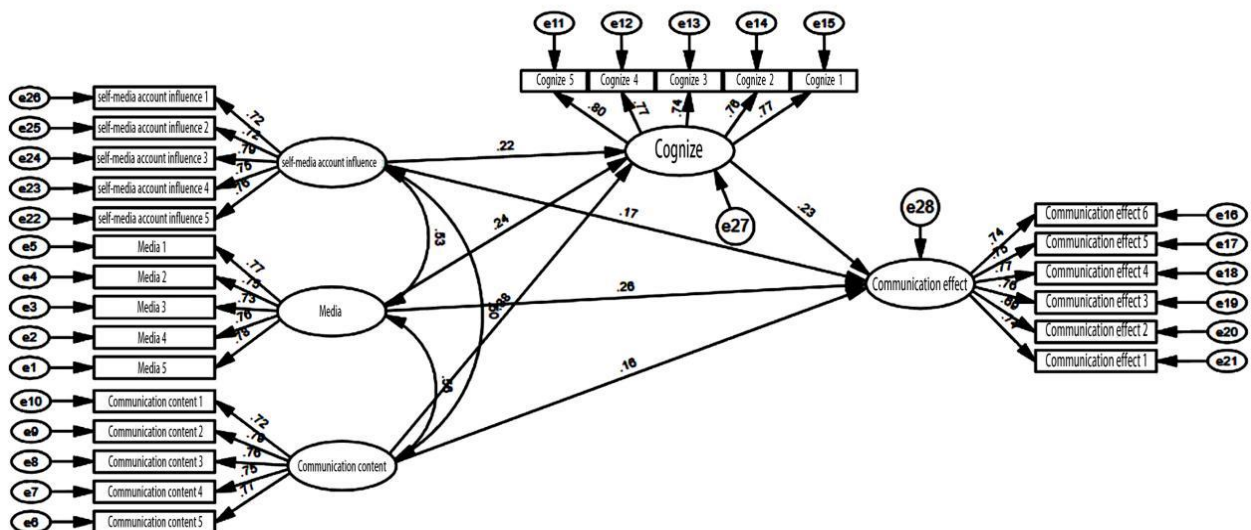


Figure 2 Structural equation model results

This study conducted a test on the designed structural model. The results of the fit test are presented in Table 6.

Table 6 Model fit results

Fit parameter	PMIN	DF	PMIN/DF	GFI	IFI	TLI	CFI	RMSEA
Result	327.211	289	1.132	0.941	0.993	0.992	0.993	0.017
Standard			<3	>0.9	>0.9	>0.9	<0.08	<0.05

The results from the table indicate that the overall model fits well, with all fit indices falling within the recommended range.



Structural equation path coefficient and hypothesis test results

The parameter estimation results are shown in the table below. Model evaluation first involves examining whether the estimated parameters in the model are statistically significant. This requires conducting significance tests on path coefficients, similar to parameter significance tests in regression analysis, where the null hypothesis is that the coefficient equals zero. Amos provides a convenient method called CR (Critical Ratio) for this purpose. The CR value is a Z statistic calculated as the ratio of the parameter estimate to its standard error. Amos also provides the statistical significance probability (P-value) accompanying the CR, allowing for a statistical significance test of path coefficients based on the P-value. If the P-value corresponding to the CR is less than 0.05, it can be considered that the path coefficient is significant.

Table 8 Structural model path analysis results

Path	Estimate	S.E.	C.R.	P	Normalized path coefficient (beta value)	Significa nce test
CO<-MA	0.261	0.071	3.663	***	0.216	remarkable
PM<-PM	0.272	0.069	3.923	***	0.243	remarkable
CO<-CC	0.448	0.073	6.153	***	0.383	remarkable
TE<-CO	0.196	0.059	3.354	***	0.234	remarkable
TE<-MA	0.169	0.063	2.695	0.00 7	0.166	remarkable
TE<-PM	0.243	0.062	3.922	***	0.259	remarkable
TE<-CC	0.154	0.066	2.339	0.01 9	0.157	remarkable

After confirming the effectiveness of the structural equation model through fit indices analysis, an analysis of the model paths was conducted.

The relationship between the individual variables in the test results was verified as shown in Figure3.

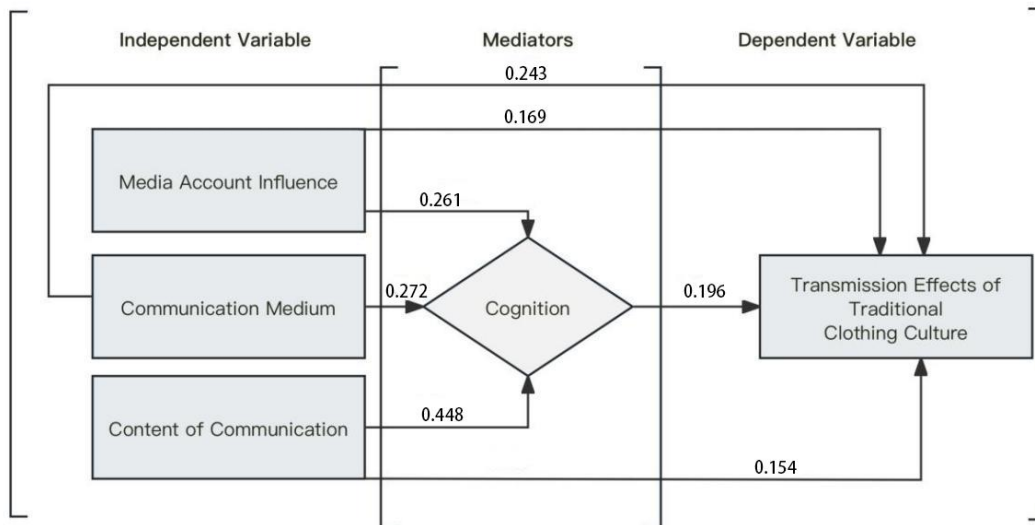


Figure 3 Testing Results of Conceptual Framework

The outcomes are displayed in Table 9.

Table 9 Results of Hypothesis Test

No	Hypotheses	Results
H1	Media Account Influence positively affect Cognition(MA→CO)	Accepted
H2	Propagation Medium positively affect Cognition(PM→CO)	Accepted
H3	Content of Propagation positively affect Cognition(CC→CO)	Accepted
H4	Media Account Influence positively affect Transmission Effects of Traditional Clothing Culture (MA→TE)	Accepted



H5	Propagation Medium positively affect Transmission Effects of Traditional Clothing Culture (PM→TE)	Accepted
H6	Content of Propagation p positively affect Transmission Effects of Traditional Clothing Culture (CC→TE)	Accepted
H7	Cognition positively affect Transmission Effects of Transmission Effects of Traditional Clothing Culture (CO→TE)	Accepted

Table 9 demonstrates that the three independent variables—self-media account influence, propagation media, propagation content—and the mediating variable cognition all have positive effects on the propagation effect of traditional Chinese clothing culture. Specifically, self-media account influence, propagation media, and propagation content also have positive impacts on the mediating variable cognition. Therefore, the earlier hypotheses are confirmed.

Discussion

1 The influence of self-media accounts significantly affects the dissemination effectiveness of traditional Chinese clothing culture.

The study indicates a positive correlation between the influence of self-media accounts and the dissemination effectiveness of traditional clothing culture. Accounts with greater influence are more likely to effectively disseminate Chinese traditional clothing culture, attracting more attention and engagement from audiences. This is consistent with research by Ziyan., L. (2021). and Dassen, Y. et al.(2021).

2 The content of dissemination plays a crucial role in the effectiveness of disseminating traditional Chinese clothing culture.

Research findings suggest that the quality and relevance of dissemination content are closely related to the dissemination effectiveness of traditional clothing culture. High-quality and valuable dissemination content can attract more attention from target audiences and enhance their awareness and understanding of Chinese traditional clothing culture, thereby enhancing dissemination effectiveness. This is consistent with research by Haiying. L.(2020)

3 The dissemination medium plays a key role in influencing the dissemination effectiveness of traditional Chinese clothing culture.

The study finds that different dissemination media have varying degrees of influence on the dissemination effectiveness of traditional clothing culture. Some media may be more suitable for disseminating specific types of content, while others may be more effective in attracting specific audience groups. Therefore, it is important to consider various factors when selecting dissemination media to maximize dissemination effectiveness. This is consistent with research by Liang, G. & Ziyi.W. (2011).



Suggestions

1 Enhance user experience and functionality

Regarding recommendations for self-media platforms, we suggest enhancing user experience and functionality to attract more users to engage with content related to traditional Chinese clothing culture. This includes providing more intuitive and convenient interface designs, as well as incorporating various interactive features to improve user satisfaction and loyalty. Additionally, we recommend platforms prioritize the promotion of traditional clothing culture content. By optimizing algorithms and personalizing content recommendations, more high-quality traditional cultural content can be presented to users, thereby increasing their exposure to traditional culture information.

2 Strengthen the promotion of Chinese traditional dress culture in the world

In terms of promoting traditional Chinese clothing culture internationally, we recommend actively exploring global markets to expand its reach worldwide. This can be achieved by establishing multilingual official websites, social media accounts, and participating in international fashion exhibitions and cultural events. Additionally, leveraging diplomatic channels to collaborate with foreign governments, institutions, and businesses can facilitate the international dissemination and exchange of traditional Chinese clothing culture. Furthermore, encouraging domestic fashion designers and brands to participate in international fashion weeks and other global fashion events can showcase the charm and innovation of traditional Chinese clothing culture. By employing various collaborative promotional strategies, more international audiences can be attracted, further enhancing the influence and visibility of traditional Chinese clothing culture on the global stage.

3 Recommendation for self-media blogger or anchor

In terms of self-media influencers or hosts, we recommend that they enhance their professional knowledge and communication skills to increase their influence and appeal. This will encourage more users to explore and disseminate traditional Chinese clothing culture. Additionally, we emphasize the importance of diversity and depth in content. We encourage influencers or hosts to innovate in communication formats and methods to attract audiences with different backgrounds and interests, thereby expanding the audience base for traditional clothing culture.

Suggestions for the Future

In fact, due to various objective limitations in this study, the research results can only partially reflect the role of self-media dissemination in the process of traditional cultural dissemination. Further in-depth research in this field requires a deeper understanding of the mechanisms and rules of app platforms for reviewing and recommending short video content, the role and biases of human or artificial intelligence in the short video review process, and the tendencies of software platforms to recommend short video content over certain periods, such as current hot news, mainstream social trends, and the influence of national policies.

Therefore, future research should consider exploring other demographics or expanding the sample size to include a more diverse range of respondents for a more comprehensive



analysis. Additionally, combining qualitative research and longitudinal data analysis could address the limitations of the research method and provide a deeper understanding of the relationship between self-media platform account influence, media dissemination, and content dissemination. Further research should also examine the effectiveness of self-media in transmitting traditional Chinese clothing culture by considering subjective norms as moderating variables.

Moreover, the conclusions of this study need to be further validated by researchers with similar interests using different methods in different contexts to enhance the reliability and generalizability of the research findings. This will be the direction of future research endeavors.

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