

# Pay Attention to Chinese-style Short Videos to Encourage Young People to Purchase Traditional Ethnic Styles Behavioral Influencing Factors of Clothing

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## ABSTRACT

Traditional ethnic costumes, as an important carrier of Chinese culture, embody the aesthetic wisdom and craftsmanship essence of the people throughout the ages, and their patterns, forms and techniques carry deep national identity. In the digital age, short videos of Chinese style have become a key channel for the revival of traditional costume culture through visual and fragmented dissemination methods. Based on a questionnaire survey, the author explores the influence mechanism of Chinese-style short videos on the consumption behavior of traditional clothing among the youth group, and explores ways to promote cultural identity and consumption transformation among the youth group from three aspects: cultural symbol reconstruction, social interactivity drive, and technology empowerment of consumption. The four-dimensional strategy system of "content innovation, platform governance, cross-circle communication, and industrial upgrading" is proposed, emphasizing the optimization of cultural communication efficiency with media convergence thinking to provide theoretical and practical support for the digital transformation of the traditional clothing industry.

## KEYWORDS

Chinese-style Short Videos; Traditional Costumes; Intention to Buy; Cultural Identity.

## 1. INTRODUCTION

### 1.1. Research Background

In recent years, with the vigorous development of new media, short videos, as a new form of medium, have gradually become an important carrier of cultural dissemination. Among them, "Chinese-style short videos", with traditional costumes, classical music, intangible cultural heritage skills and other core elements, have aroused widespread interest among audiences through visual communication methods. It reconstructs traditional cultural symbols through modern narrative techniques, satisfying the younger generation's pursuit of individualized aesthetics and awakening their sense of identity with the national culture. Meanwhile, the market for traditional ethnic-style clothing has also shown a significant growth trend due to the rise of Chinese-style short videos. Data shows that since 2020, online sales of Hanfu, cheongsam, and ethnic minority clothing have grown at an average annual rate of more than 30 percent, with the main consumer group concentrated among young people aged 16 to 30. This phenomenon not only reflects the revival vitality of traditional culture in contemporary society, but also reveals the deep interaction between new media technology and cultural consumption.

Based on this, how the dissemination effect of Chinese-style short videos translates into the purchasing behavior of traditional clothing among young people has become a topic of common concern in both academic and industrial circles. On the one hand, short video platforms have greatly improved the efficiency of reaching cultural content through functions such as algorithmic recommendations and social sharing; On the other hand, when young consumers watch Chinese-style content, they may be influenced by visual stimulation, emotional resonance or identity, and thus develop the intention to purchase. However, the specific pathways of this conversion mechanism have not been fully revealed and need to be further explored.

## **1.2. Significance of the Study**

### **(1) Theoretical significance**

Through an interdisciplinary perspective integrating communication studies, consumer behavior studies and cultural studies, the author systematically analyzes the influence mechanism of Chinese-style short videos on young people's purchase of traditional clothing. Most of the current research focuses on the dissemination effect of short videos or the modern transformation of traditional culture, but empirical analysis in the intersection of the two is still relatively scarce. The author reveals the dual functions of Chinese-style short videos in cultural inheritance and commercial transformation from aspects such as cultural symbol reconstruction, social interaction drive and technology empowerment of consumption, thereby providing a new analytical framework for the theory of cultural communication in the digital age.

### **(2) Practical significance**

At present, Chinese-style short videos have brought traffic dividends to traditional clothing brands, but there are still many problems in the clothing market. Clarifying the path by which short video content affects consumer preferences can provide guidance for brands to develop precise marketing strategies.

## **1.3. Research Questions**

This paper focuses on the following questions:

How can Chinese-style short videos effectively transform into purchasing behavior among young people?

How to develop effective marketing strategies to guide young people to pay attention to and purchase traditional ethnic style clothing?

Does gender have an impact on purchase intention?

## **2. LITERATURE REVIEW**

The existing literature mainly focuses on the following directions:

### **(1) Research on the acceptance of traditional Chinese culture by young people**

At present, scholars in China generally believe that the popularity of traditional Chinese culture is closely related to the construction of the identity of Generation Z. Li Xiaojuan, in her article "The Construction of Short Video Dissemination Strategy of Chinese Style Culture for Generation Z", suggests that young people tend to relieve their identity anxiety in modern society through social interaction amid the tension between globalization and localization[1].Zang Wenyu, in her research on Interactive Narratives in the Dissemination of Traditional Culture, points out that Chinese-style short videos have successfully lowered the cognitive threshold of traditional culture through "scene-based narrative" strategies, such as recreating ancient scenes and integrating cross-border elements,

making it more acceptable to young audiences[2]. In contrast, foreign studies have focused more on the macro effects of the international dissemination of Chinese culture. Smith pointed out that the overseas dissemination of traditional Chinese cultural content on platforms such as TikTok has not only increased the interest of foreign youth in Chinese culture, but also indirectly driven the growth of niche markets for products such as Hanfu.

## (2) A driver of traditional clothing consumption behavior

In terms of consumption motivation, existing literature can be divided into two categories: function-oriented and culture-oriented. Function-oriented studies emphasize the practical value of clothing, such as comfort, price and the occasion of wearing; Cultural-oriented research focuses on consumers' emotional experiences and cultural identities. Shi Wenzhi, for example, proposed the "symbolic consumption" theory in his article "Research on Modern Marketing Strategies of Traditional Chinese Clothing from the Perspective of Symbolic Consumption", arguing that the purchase behavior of traditional clothing is essentially consumers' appropriation of the meaning of cultural symbols, aiming to construct an idealized self-image[3]. In recent years, the influence of social media on consumer decisions has gained increasing attention. Zhang Zixuan found in her article "Narrative Analysis of Fashion Influencers' grass-Planting 'in Short Videos from the Perspective of Platform Culture: Taking Xiaohongshu as an example" that the "grass-planting" mechanisms of short video platforms, such as recommendations by Kols or user reviews, can significantly increase consumers' willingness to purchase, but their effects are constrained by both the credibility of the content and user engagement[4].

## (3) The cultural dissemination effectiveness of short video media

From the perspective of medium characteristics, the fragmentation, immersion and interactivity of short videos make them an ideal medium for cultural dissemination. Zhou Qiuyu, in her article "Media Presentation and User Identity of Chinese-Style Short Videos on Douyin", suggests that Chinese-style short videos have successfully transformed traditional culture from "heritage" to "popularity" through a dual strategy of "visual spectacle" and "emotional resonance"[5]. However, some scholars have warned of the potential risk of cultural distortion. Li Zhen, for example, in her article "Research on Unethical Phenomena and Countermeasures of Short Video Media in the Age of Smart Media", criticized that some short videos, in pursuit of traffic, overly simplify or even misinterpret traditional cultural connotations, leading audiences to form superficial perceptions[6]. This controversy indicates that the cultural dissemination effect of short videos is complex and requires a dialectical analysis in combination with the specific content and audience feedback.

To sum up, the study of the connection between Chinese-style short videos and traditional clothing consumption is not only an inevitable topic for cultural inheritance in the digital age, but also a practical need for the innovative development of the industry. By systematically sorting out the theoretical context and empirical data, this paper aims to reveal the logic of interaction between traditional culture and modern consumption in the new media environment, providing two-way inspiration for academic exploration and business practice.

## **3. RESEARCH METHODS**

### **3.1. Questionnaire Design**

A total of 20 questions were designed for young people aged between 16 and 30. The author divided it into the following sections:

Attention to Chinese-style short videos (questions 01 to 04) investigate the platforms, viewing frequency, impressions, and attractive factors of Chinese-style short videos among the youth group.

The attitude towards traditional clothing (Questions 05 to 07) investigates the audience's interest in and understanding of traditional clothing, as well as whether the short-sightedness towards national style is conducive to the dissemination of traditional clothing.

Identification with culture (08 to 10) Understand the extent to which the audience identifies with and recommends traditional costumes and Chinese-style short videos.

Subjective willingness (questions 11 to 13) Understand the willingness of the audience to purchase traditional costumes because of Chinese style short videos, as well as the probability of wearing traditional costumes in daily life.

Perceived behavior control (questions 14 to 16) investigates the audience's impulse to purchase traditional clothing that appears in Chinese-style short videos and its impact.

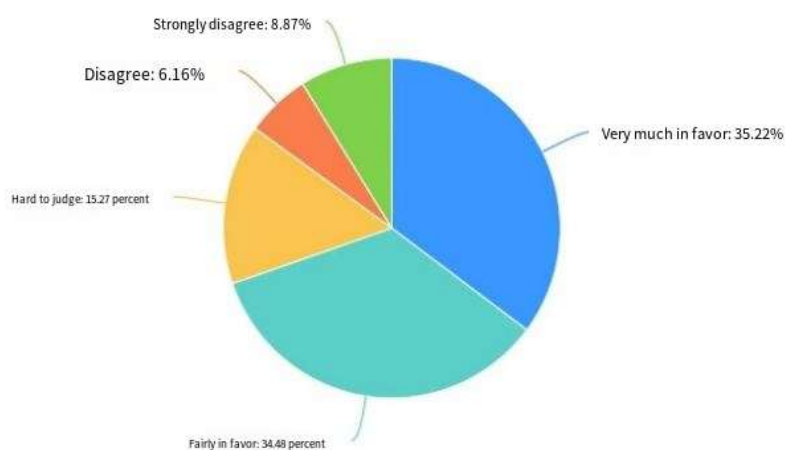
Behavioral intention (questions 17 to 20) To understand whether the audience is willing to purchase traditional clothing, how often they purchase it, and their acceptance and recommendation of different types of traditional clothing.

### 3.2. Data Analysis and Discovery

A total of 406 questionnaires were collected this time. The author summarized the questionnaire data into several parts: exposure to Chinese-style short video media, perception and consumption behavior of traditional clothing, social communication and group influence.

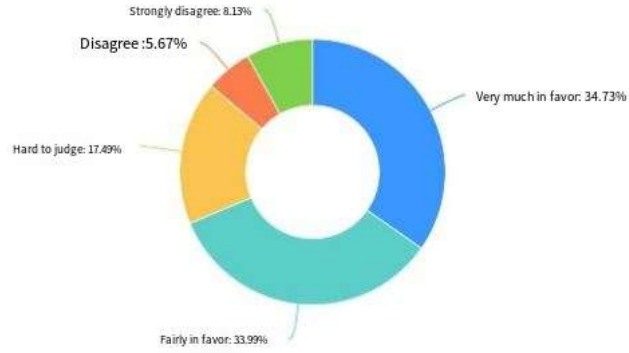
#### (1) Contact with Chinese-style short video media

Short videos are now permeating every aspect of young people's lives. Some scholars believe that young people's exposure to short videos stems from cognitive, emotional and integrative needs[7]. The sample covers young people aged between 16 and 30, with a balanced ratio of men to women. The vast majority of respondents said they would like to watch Chinese-style short videos on short video platforms.



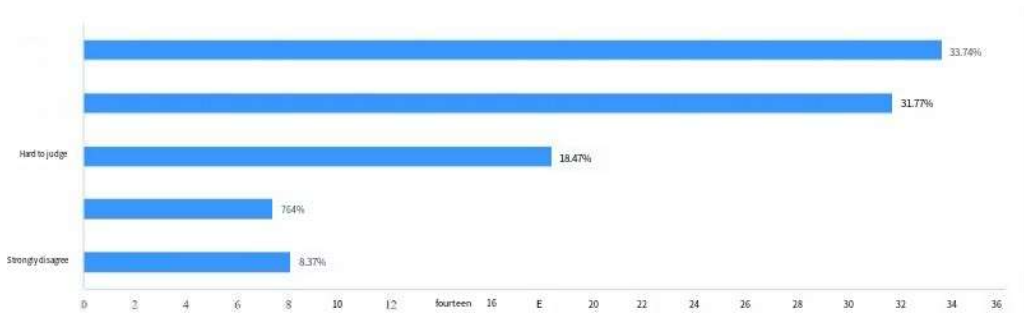
**Figure 1.** Willingness to watch Chinese-style short videos1

And most people say they watch Chinese-style short videos more frequently on short video platforms. (Figure 2)



**Figure 2.** shows the frequency of watching Chinese-style short videos2

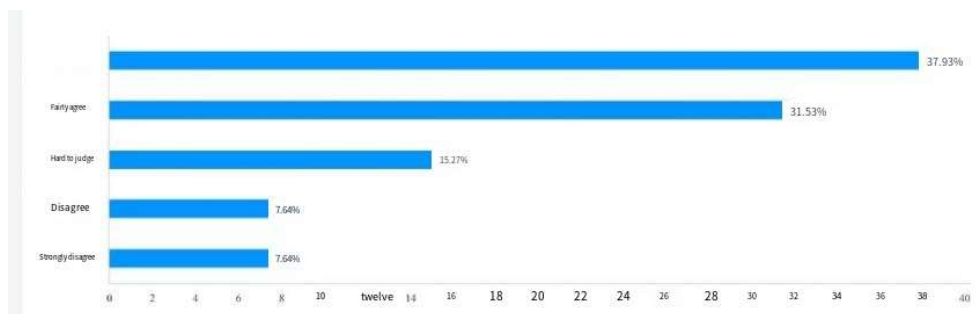
And they have a good impression of Chinese-style short videos, with a high completion rate. (Figure 3)



**Figure 3.** Completion Rate of Chinese-style short videos3

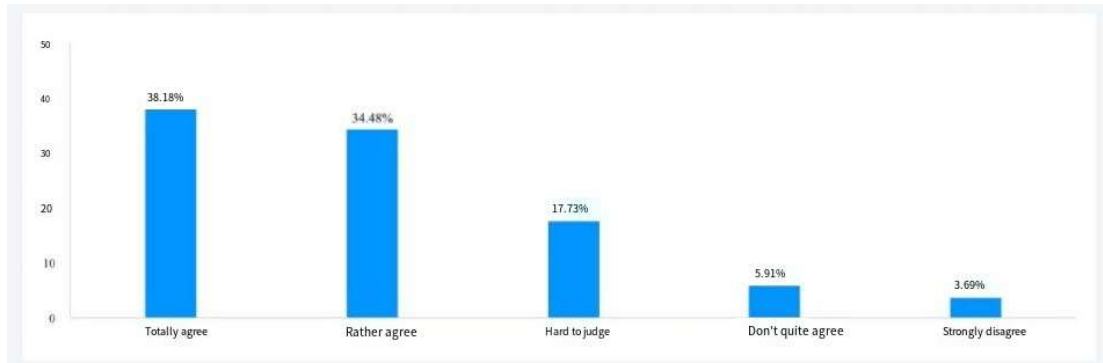
## (2) Perception and consumption behavior of traditional clothing

Although nearly 70 percent of respondents considered themselves to have a good understanding of traditional clothing, (Figure 4)



**Figure 4.** shows the degree of understanding of traditional costumes

But only a small number of people can accurately list the names of more than three ethnic costumes, which reflects the shallow understanding of culture among young people. In terms of consumption behavior, social referral behavior significantly affects the conversion of consumption[8].65.02% of respondents expressed their intention to purchase after being recommended by Chinese-style short videos (Figure 5)

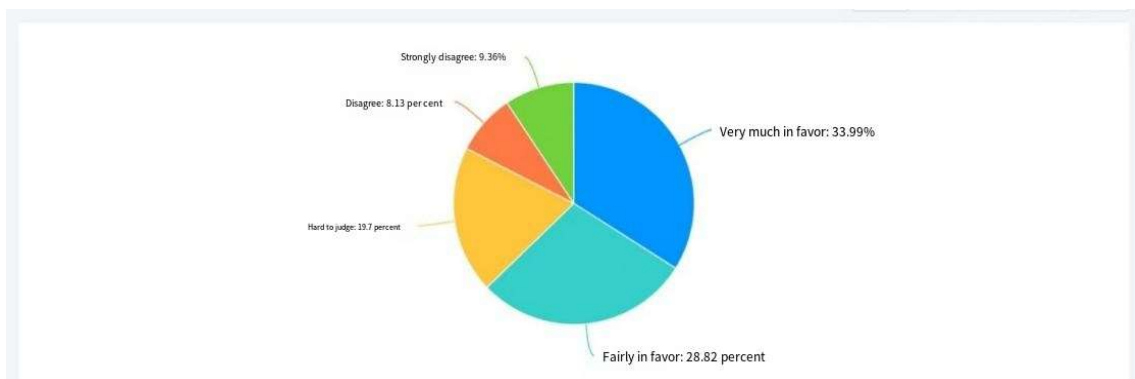


**Figure 5.** Traditional Clothing purchase intention Table4

But the actual proportion of "regular buyers" is not satisfactory, which shows the gap between purchase intention and behavior. It is notable that the vast majority of respondents admitted that short videos directly stimulated the desire to purchase, with women being more active in such decisions.

### (3) Social dissemination and group influence

The majority of respondents believe that short videos with Chinese style are conducive to the dissemination of traditional costumes, and that different ethnic costumes can spread different cultures. Chinese short videos influence their perception of traditional costumes. The vast majority of respondents said they would recommend excellent Chinese-style short videos to their friends and recommend traditional costumes to their friends (Figure 6).



**Figure 6.** Traditional costume recommendation rate table5

Among the youth group, a small number of people have posted content related to traditional Chinese clothing, and the motivation is mostly focused on "gaining community recognition" and "expressing cultural stance". Even if they themselves may not be familiar with the culture[9].

### 3.3. Discussion and Countermeasures

In my opinion, there are several main reasons why Chinese-style short videos influence purchasing behavior:

The media reconstruction of cultural symbols

Chinese-style short videos, through the re-encoding of visual symbols, transform traditional costumes into consumable cultural capital. This process involves not only extracting and reorganizing cultural elements, but also giving traditional costumes new social significance through mediated narratives.

The construction of historical symbols and authority; For example, the short videos derived from "National Treasures" are centered around restoring costumes of cultural relics, combined with expert interpretations, giving them the identity of "witnesses of history"; The "Everyday Hanfu" challenge builds a "new Chinese" aesthetic by blending traditional and modern elements. Such content not only activates the audience's sense of cultural belonging, but also strengthens national pride through topics such as "the revival of national trends" and promotes the transformation of cultural identity into consumption behavior. In short videos of Tang Dynasty jackets and skirts, restorers of cultural relics appear to demonstrate gold weaving techniques, supplemented by historical background explanations such as "Tang style is open and inclusive, clothing patterns blend Silk Road culture", allowing viewers to make a leap from "visual attraction" to "cultural identity" in a short time. Such content boosts cultural credibility through authoritative endorsements by museums, scholars, etc., thereby stimulating users' desire to consume. Data shows that there are many "want to check in" and "ask for links" comments under such videos.

The fusion of modern symbols and the strengthening of identity; The "Everyday Hanfu" challenge is a typical example. Many creators have mixed and matched horse-faced skirts with hoodies and sneakers to create a "new Chinese" aesthetic paradigm. Such content lowers the acceptance threshold for the younger generation by blurring the boundaries between tradition and modernity. For instance, Douyin blogger "Hanfu girl Xiaoyuan" has received over 500,000 likes for her "Hanfu commuting outfit" video, and the improved Hanfu she recommended has sold over 20,000 pieces on Taobao each month. This fusion not only meets users' demand for "personalized expression", but also strengthens national pride through the topic of "the revival of national trends". The survey shows that many of the users participating in such challenges believe that "wearing Hanfu is a way to be patriotic"[10].

Emotional symbol binding and consumption conversion; Short video platforms have deeply bound traditional clothing to national sentiment through topic Settings, such as the recently popular "Chinese wave is the top trend". For instance, the Bilibili creator "Gufeng Artisan" released a series of videos titled "The Chinese Spirit Behind Hanfu", which, based on historical events, analyzed the cultural implications of clothing patterns and triggered users' impulse to "pay for culture". When watching such short videos, consumers have a greater desire to buy traditional clothing.

### **3.4. Social Interaction is Driven by the Circle**

Short-video platforms build "like-minded communities" through algorithmic recommendations and user-generated content, transforming consumption behavior from individual decisions to group practices. This process involves three core aspects: (1) the hierarchical influence of the KOL-KOC matrix. Top ips like Li Ziqi have endowed traditional costumes with cultural authority through "intangible cultural heritage skills display + scene-based narrative". For instance, her "Shu Embroidery Hanfu" series of videos has been viewed over 100 million times, driving up searches for related products by 230%. Small and medium-sized creators reach the long-tail market through vertical content such as "Hanfu reviews" and "affordable Hanfu recommendations". Xiaohongshu blogger "Hanfu Grass-Planting Machine" focuses on reviews of Hanfu priced at 100 yuan and has a fan conversion rate of 15 per cent, far exceeding the industry average. And ordinary users form "social currency" through likes, comments and secondary creations. For example, under the topic of "Hanfu travel" on Douyin, users spontaneously upload videos of their outfits and tag their friends, creating a viral spread chain. (2) Algorithmic recommendations and the reinforcement of the information cocoon. The information cocoon phenomenon, which is widespread across digital platforms, has a significant impact on user experience[11]. Platform algorithms generate interest tags based on user behavior data such as viewing duration and like frequency, and continuously push similar content. After a user has watched more than three videos of the same type of Hanfu, that type of video will surge in the user's videos. While this "catchy" mechanism boosts user stickiness, it also leads to the homogenization of the content ecosystem. Surveys show that many users' purchases are driven by recommendations from "friends' same style" tags, but over-reliance on algorithms may suppress

cultural diversity, such as underexposure of minority ethnic clothing. (3) Community interaction and consumption imitation. Short video comment sections become a "demand crowdfunding" field. For instance, a Hanfu merchant displayed an unproduced design in a Douyin live stream, and users voted to decide the final style through comments. Many of its pre-sale orders came from interactive participants. In addition, the establishment of private domain communities such as "group-buying groups" and "outfit check-in groups" has further strengthened group identity. Surveys have shown that people who join Hanfu communities tend to spend more per year than those who don't.

#### (1) Technology-enabled consumption chain optimization

Short-video platforms have restructured the "cognition, decision-making, and purchase" path through technological innovation, significantly lowering the consumption threshold and enhancing conversion efficiency[12]. Contextualized shopping guides and instant consumption. On Douyin, many people choose to insert short videos into their shop Windows, and many users can place orders for the same items in the video while watching it. In the catwalk video of the Hanfu brand "Shisan Yu", users can click the screen to jump to the product page, and the conversion rate is three times higher than that of traditional e-commerce advertisements; The use of the AR fitting room function on Xiaohongshu. The return rate will be lower, and the average transaction value will be higher than that of ordinary Hanfu. Users can virtually try on Hanfu through their mobile phone cameras and share it on social platforms with one click. Payment innovations and lower consumption thresholds. Alipay Huabei, in collaboration with Hanfu merchants, launched a "wear Hanfu for free" campaign, attracting customers to place orders with 12-month interest-free installments. The Kuaishou live-streamer "Hanfu Preferred" set up a "flash sale zone" in the live-streaming room, and users had to complete the likes and shares to unlock the discounted price. The sales of a single live-stream exceeded 5 million yuan. (3) Technology boosts user experience. Virtual idols have also been used in short videos, such as the virtual character "Ling" showing Hanfu in a Douyin live stream, where users can exchange virtual gifts for physical coupons. Such activities are more appealing to Gen Z users. Meanwhile, some platforms have introduced blockchain technology to generate unique digital fingerprints for original Hanfu designs, reducing the processing time for piracy complaints from 7 days to 24 hours.

Chinese style short videos have built a complete transformation path from cultural identity to consumer behavior through cultural symbol reconstruction, social circle drive and technological chain optimization. However, algorithmic recommendations inevitably lead to the possibility of homogenization. In the future, the potential of emerging technologies such as virtual reality and artificial intelligence to empower the dissemination of traditional culture needs to be further explored.

Based on the above analysis, the author believes that the strategy should be analyzed from the following four aspects:

#### (2) Content innovation: Building a multi-level cultural narrative system

The content production of Chinese-style short videos needs to break through the homogenization dilemma and build a narrative system that integrates "historical restoration - modern integration - interactive experience" with in-depth cultural exploration as the core.

Building the authority of historical restoration content. On the one hand, we can collaborate with professional institutions to develop cultural IPs[13]. For example, collaborate with institutions such as the Palace Museum and the Dunhuang Academy to produce a series of micro-documentaries, each focusing on a traditional costume, such as the Tang Dynasty's half arm or the Ming Dynasty's python robe, and invite historians and intangible cultural heritage inheritors to appear and interpret their craftsmanship, patterns and historical background. Short video platforms will simultaneously release highlights within five minutes to attract users' attention. For instance, the costumes of the flying apsaras in the Dunhuang murals can be dynamically restored through 3D modeling technology, and users can click the screen to view the details of the costumes. On the other hand, a "cultural credibility

certification" mechanism has been established. The platform has established a committee of experts, including scholars of costume history and inheritors of intangible cultural heritage, to review the content of videos related to traditional costumes. Certified videos are labeled with a "cultural credibility tag" and are given priority for recommendation to the homepage. Limit or remove videos with format errors to ensure the accuracy of the content being disseminated.

Innovative practices of modern fusion content. First, Hanfu brands can be promoted to collaborate with streetwear brands and game IPs [14]. For instance, the Hanfu brand "Zhiyuji" has collaborated with Genshin Impact to launch the "Liyue Gufeng" series, transforming game character costumes into physical Hanfu and embedding character lines and battle effects in short videos to attract the 2D community. In addition, the "Kingdom Challenge" could be launched. Open design competitions could be held on platforms such as Douyin and Bilibili, where users could upload traditional costume transformation plans, such as incorporating Miao batik patterns into sweatshirt designs. The top 100 works with the most likes would be mass-produced and sold online by the brand, and the creator would receive a 5% share of the sales revenue. This way, both folk creativity can be tapped and design costs can be reduced.

Technology empowerment for interactive experience content. The application of AR scenarios and the design of the metaverse can better boost consumption. On the one hand, the "AR Hanfu Museum" feature is being developed, where users can trigger virtual try-on scenarios by scanning specific patterns, such as ancient buildings on banknotes. In addition, after scanning a picture of the Hall of Supreme Harmony in the Forbidden City, users can wear Qing Dynasty court clothing and take a photo with the virtual scene, which can be shared on social media platforms with one click. With the rise of the metaverse concept, many people have tried to incorporate it into their creations, such as collaborating with Baidu Xirang to hold a "Chinese Style Metaverse Fashion Week", where users can participate in activities like catwalk shows and intangible cultural heritage workshop experiences in virtual avatars, and complete tasks to receive discount coupons for physical clothing. Data shows that such activities can increase brand exposure by 120% and Gen Z's participation rate is 70%.

### (3) Platform governance: Balancing algorithmic efficiency with cultural responsibility

Short video platforms need to strike a balance between traffic drive and cultural protection by building a governance framework that integrates "algorithm optimization - copyright protection - user privacy".

Recommendation and reconfiguration of algorithmic mechanisms. On the one hand, cultural diversity indices can be introduced to break the information cocoon; After a user has watched five consecutive Hanfu videos, the sixth one will automatically recommend an analysis video of Qiang embroidered clothing and be marked with a "cultural Easter egg" prompt. On the other hand, signs of aesthetic fatigue were identified by monitoring behavioral data such as the user's sliding speed and duration of stay. When users come across more than 10 items of the same kind in a row, it automatically switches to related cultural categories such as opera, tea art, etc., to relieve content overload. This can better stimulate users' interest.

Strengthen copyright protection and support for creators. At present, some platforms have introduced blockchain technology to handle infringing goods more quickly. The entire platform can not only build a "blockchain platform for original design of Chinese style clothing", but also set up a "New Chinese style creation fund" for the incubation program of small and medium-sized creators. Each year, 100 high-quality small and medium-sized creators will be selected, and financial support will be provided, along with dedicated operation guidance. The key areas of support include interpretations of minority ethnic costumes and documentaries on traditional craftsmanship.

Improve user privacy and data security. Clearly inform the user registration interface of the scope of data collection, such as browsing history, geographical location, and purpose: such as personalized recommendation, trend analysis, mark it prominently, and provide an option to "turn off algorithmic recommendation with one click". Activate anonymized data processing, using differential privacy

technology to desensitize user behavior data such as click-through rates, purchase records, etc., to ensure that the analysis results cannot be associated with individual identities.

#### (4) Inheriting model innovation: Driven by digitalization and youthfulness

The living inheritance of traditional costume culture needs to break through the predicament of "aging and discontinuity", which requires innovation using digital technology as a tool and youth groups as a breakthrough point.

The protection and dissemination of digital skills. First, a "digital gene pool of intangible cultural heritage" could be established, using 3D scanning technology to record the entire process of endangered crafts such as kesi and Yun brocade and generate interactive digital tutorials. Users can "enter" the working scene of Suzhou embroiderers through VR devices and learn needlework techniques in real time. Secondly, develop the "AI Intangible Cultural Heritage Mentor System" and build a question-and-answer database of clothing craftsmanship based on natural language processing technology. After users upload photos of the clothing, the AI automatically recognizes the type of pattern, such as the lotus and the sea water and river cliff, and pushes related historical anecdotes and production videos.

Young maker programs and educational infiltration. The construction of intangible cultural heritage workshops in colleges and universities and study Tours for primary and secondary school students are important measures. "National Style Clothing Innovation laboratories" have been set up in well-known universities across the country. Students' design works are directly placed in Douyin stores, and 10% of the sales are fed back to the operation of the laboratories. For instance, the "detachable Hanfu" designed by students from Beijing Institute of Fashion Technology was mass-produced through short video crowdfunding and sold over 10,000 pieces in its first month. At the same time, it can collaborate with primary and secondary schools to develop "Hanfu culture study courses", where students complete the theme assignment of "Discovering Traditional Costumes Around Us" through the practice of short video shooting and editing. Outstanding works can be displayed on the "Youth Channel" of the platform and eligible to participate in the intangible cultural heritage experience camp.

#### (5) Industrial integration: The coordinated development of culture, technology and tourism

Build a complete value chain from "content production to consumption experience and then to local transformation" to promote the deep integration of traditional clothing culture with multiple industries.

Culture and technology empower product innovation. First, traditional clothing could be combined with Internet of Things technology to launch "smart Hanfu". For example, the horse face skirt is embedded with flexible sensors that can monitor posture in real time and link to a mobile phone APP to provide posture correction suggestions; Wedding dress embroidery patterns incorporate temperature-sensitive materials, presenting different colors as body temperature changes. Secondly, virtual clothing collectibles can be made. In collaboration with Alibaba Auctions, limited edition Hanfu designs can be transformed into digital collectibles, which users can purchase and use on virtual social platforms such as QQ Show and metaverse scenes.

Culture and tourism create immersive experiences. In recent years, the joint efforts of local culture and tourism on short videos have fueled the tourism boom. It is possible to collaborate with local culture and tourism to create exclusive travel routes. In historical and cultural cities such as Xi'an and Hangzhou, "Hanfu time-travel Tours" have been launched, where tourists can rent Tang Dynasty jackets and skirts and Ming Dynasty Taoist robes and participate in immersive murder mystery games such as the "Daming Palace Night Banquet". Short-video platforms have launched the "My Hanfu Tour Challenge" simultaneously, and high-quality content creators can be rewarded with annual cards of scenic spots. At the same time, efforts are being made to promote the construction of intangible cultural heritage workshops. Secondly, build intangible cultural heritage workshops, which can extend visitors' stay time by 2.3 hours and increase the repurchase rate of surrounding goods by 45%[15]. In scenic spots such as the Old Town of Lijiang and Hongcun, there are "intangible cultural

heritage experience workshops" where visitors can participate in Hanfu making, plant dyeing practice, and share the process through short video live streaming.

#### 4. CONCLUSION AND PROSPECTS

At a time when digital media is reshaping the pattern of cultural dissemination, Chinese-style short videos, with their visualized and contextualized expressions, have become an important vehicle for the inheritance and innovation of traditional costume culture. The cultural perception of traditional clothing among the youth is superficial, but there is a significant positive correlation between their cultural identity and consumption behavior with the intervention of short video media. Through the modern translation of historical symbols, the interactive dissemination of social circles, and the optimization of the consumption chain empowered by technology, Chinese-style short videos have constructed a closed-loop mechanism of "cultural decoding - emotional resonance - consumption practice". The fusion of authoritative narratives and cross-border aesthetics has reshaped the cultural capital value of traditional clothing; Algorithmic recommendation mechanisms and hierarchical dissemination by Kols have driven consumption behavior to shift from individual decision-making to group practice, creating a typical model of "cultural identity-driven consumption transformation". At the content production level, a narrative system that integrates historical restoration, modern innovation and immersive experience is constructed; At the platform governance level, balance algorithmic efficiency with cultural diversity responsibility, and strengthen copyright protection and user privacy security; At the industrial ecosystem level, promote the cross-border integration of culture, technology and tourism, and explore the path of the living inheritance and digital transformation of traditional clothing.

In the future, the integration of Chinese-style short videos and traditional clothing can be carried out in many aspects. For example, further integrate emerging technologies such as AI and the metaverse, develop immersive cultural experiences such as virtual clothing customization and digital intangible cultural heritage workshops, and establish a technical ethics framework to prevent the excessive commercialization of algorithms from eroding the cultural core. Further rely on international platforms such as TikTok to produce content that is both universal and local, and collaborate with overseas institutions on cultural research projects. And through cross-disciplinary research, intergenerational participation and cross-border collaboration, traditional costume culture is expected to make a leap from "living inheritance" to "global sharing" in the digital age, providing a Chinese solution for the protection of human cultural diversity.

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