

Analysis of the Communication Effect of Chinese Traditional Dress Culture among World Audiences Based on International Fashion Weeks

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Abstract: International Fashion Week provides a stage for the display of Chinese traditional dress culture, but the dissemination effect and influencing factors of this culture among audiences worldwide are understudied. Therefore, a research model on the dissemination effect of Chinese traditional dress culture based on international fashion week is established. Based on the real-time updating of parameter estimates of the EM model and the security of the IAM model, the model takes the quality of the dissemination content as the dependent variable, and the audience's professionalism in clothing and fashion involvement as the moderating variables. Data were obtained by observing fashion week displays, recording audience reactions, collecting data and sampling, and analyzed using software. The correlation coefficient between the quality of cultural communication content and cultural identity is 0.75, and the correlation coefficient with Chinese clothing purchase intention is 0.82. The correlation coefficient between

audience clothing professionalism and cultural identity is 0.65, and the correlation coefficient with Chinese clothing purchase intention is 0.74, which verifies that the H1 hypothesis is valid. Audience clothing professionalism and fashion participation moderated the relationship between communication content and cultural identity, and individual professionalism and fashion participation were inversely proportional to the prediction of cultural identity by the quality of communication content, verifying that hypotheses H2 and H3 were valid.

Keywords: international fashion week; Chinese traditional dress; cultural communication effect; EM model; IAM model

1. Introduction

With the growing influence of international fashion weeks, the opportunities for Chinese traditional dress culture to be displayed on the international stage are gradually increasing [1]. Chinese traditional dress culture demonstrates many aspects of national, social, psychological and aesthetic contents in the process of historical development. The dissemination and inheritance of traditional dress culture is conducive to the in-depth excavation of traditional dress culture, and is more conducive to stimulating the vitality and vigor of traditional dress culture. Existing research on traditional dress culture mainly focuses on the study of the characteristics of ancient dress, the study of the influencing factors on the formation of traditional dress culture and the study of the

inheritance design of traditional dress culture, while less research has been carried out from the perspective of dissemination and most of the research is qualitative. The research mainly focuses on the characteristics of ancient costumes, factors influencing the formation of traditional costume culture and the design of inheritance, and the research on the effect of dissemination and its influencing factors from the perspective of dissemination, especially in the worldwide audience groups, is insufficient [2].

In recent years, China's society and economy have been significantly improved, while the international dissemination of the country's traditional culture has also received more and more attention. Literature [3] and others put forward five models summarizing the five elements in the communication process, including communicator, communication content, media analysis, audience analysis and effect analysis. Communication content is the driving force on which communication activities occur, and it has a driving effect on both the communicator and the audience, and no matter which element exerts control over communication activities, it is essentially a control adjustment of communication content. Literature [4] established the ladder model of communication effect in the study, which summarizes the communication effect into three levels, from low to high, namely cognition, emotion and willingness. According to the ladder model of communication effect, the communication effect of traditional dress culture can also be categorized into 3 levels: cognition, emotion and willingness.

Literature [5] revised the scale on the basis of the traditional dress culture identity scale and proposed a traditional dress culture identity scale containing three dimensions: personality emotion, cognitive pride and behavioral intention. Literature [6] proposed a model of the possibility of fine processing of information, pointing out that there are two paths for audience information processing and attitude change, and the choice of the two paths usually depends on the possibility of fine processing of information by the audience. When the likelihood of fine processing is high, the audience will consciously think deeply about the information, and the quality of the communication content is an important cue that affects the likelihood of fine processing of information. Literature [7] proposed an information adoption model based on the ELM theory, which argues that the quality of communication content is the central factor affecting information usefulness and information adoption. Research on communication effectiveness from the perspective of communication content, studies have mostly measured communication content in terms of information quality. Literature [8], in a study of information acquisition behavior in digital libraries, found that the quality of information in libraries positively affects information usefulness, while further positively guiding users' behavioral decisions. Literature [9] studying users' information forwarding behavior on social media found that there is a significant positive correlation between the usefulness and interest of the information content and the dissemination of information. The

ultimate path of all communication activities is towards the audience, and the usefulness of the information is a measurement dimension for the fulfillment of the audience's needs.

The purpose of this study is to analyze the response of the world audience by analyzing the display of Chinese traditional dress culture in the international fashion week, to explore the dissemination effect of Chinese traditional dress culture among the world audience, and the influence of factors such as the audience's clothing expertise and fashion participation on the dissemination effect. On the basis of EM model and IAM model, a research model of the communication effect of Chinese traditional dress culture based on international fashion week is constructed, through which the communication effect of Chinese traditional dress culture among the world audience is analyzed. It also puts forward the three hypotheses that the quality of the communication content of Chinese traditional dress culture positively affects the communication effect, that there is a moderating effect of the audience's clothing specialization on the influence of the communication content of Chinese traditional dress culture on the communication effect, that there is a moderating effect of the audience's fashion participation on the influence of the communication content of Chinese traditional dress culture on the communication effect, and finally in the predictive role of the quality of the communication content of traditional dress culture on the communication effect. Finally, the three hypotheses are verified in the test of the moderating effect of

audience's clothing specialization and the test of the moderating effect of audience's fashion participation. This paper expands the application mechanism of communication theory on the communication effect of traditional Chinese dress culture, which is of great theoretical significance in the study of traditional dress culture.

2. Research models and hypotheses

2.1 Research model

The EM model, also known as the Expectation Maximization Algorithm model, is an iterative algorithmic model for great expectation estimation or great a posteriori probability estimation of the parameters of probabilistic models containing hidden variables. The optimal solution is approximated over many iterations, where the expectation step is exchanged with the maximization step in each iteration. And usually, the expectation of the hidden variables is calculated based on the estimates of the current parameter expectation step, and the updating of the parameter estimates is facilitated based on the expectation of the hidden variables obtained from the maximization step.

The IAM model, also known as identity and access management model, is a model for managing and controlling digital identities and enterprise resources. And the access user must be authorized to operate before accessing the related resources, so the model takes the advantage of security and covers three aspects: identity management, access control, and statistical monitoring.

Identity management ensures the authenticity and reliability of users' identities, access control sets access rights, and statistical monitoring of users enables timely detection of communication effect inspection problems.

2.2 Research hypothesis

When countries around the world began to actively take certain measures to protect their traditional cultures, China also formally acceded to the United Nations Convention for the Safeguarding of Intangible Cultural Heritage in 2004, promulgated the Law of the People's Republic of China on Intangible Cultural Heritage in February 2011, and took effect in June of the same year. With the strong advocacy and promotion of the government, local governments at all levels have also responded positively. However, there are some problems in the protection of intangible cultural heritage. For example, only half of the provinces in China have established special intangible cultural heritage management organizations, and there is a shortage of professional personnel to deal with related work. Some local governments have failed to include the protection of intangible cultural heritage in their annual fiscal budgets, resulting in a lack of corresponding capital investment. In addition, there are also difficulties in declaring special funds, or there is attention to the number of regions to declare intangible cultural heritage, but ignore the protection and development measures after successful declaration. This series of

phenomena makes the loss of non-genetic people serious, and a large number of non-heritage items are on the verge of being lost.

By the end of 2023, 21 provinces in China have issued regulations on the protection of intangible cultural heritage or ethnic culture. For example, Shandong Province on December 1, 2015, began to implement the "Shandong Intangible Cultural Heritage Regulations" and stipulates that each year from the 23rd of the twelfth lunar month to the second day of February of the following year is "material Cultural Heritage Month", carrying out "intangible cultural heritage" exhibition and display activities. Jiangsu Province provides special funding funds for the transmission and dissemination of representative inheritors, and establishes a reward mechanism for inheritors to lead and spread the art within a certain period and cure the second generation of inheritors. With the support of government policies, traditional dress culture has been effectively inherited and promoted.

The research model of the communication effect of Chinese traditional dress culture is based on the EM and IAM models, and the international fashion week is used as the basis to establish a research model of the communication effect of Chinese traditional dress culture, with the audience's professionalism and fashion participation in dress as the moderating variables, and the quality of the content of the communication of Chinese traditional dress culture as the variable of the factors affecting the effect of the

communication. Figure 1 shows the structure of the model, and the assumptions of each aspect are as follows:

(1) H1: The quality of the content of traditional Chinese clothing culture communication is affecting the effect of communication.

(2)H2: The influence of communication content on the effect of communication of traditional Chinese clothing culture is playing a role in regulating the professionalism of the audience's clothing.

(3)H3: The influence of the content of communication of Chinese traditional clothing culture on the effect of communication is being moderated by the audience's fashion involvement.

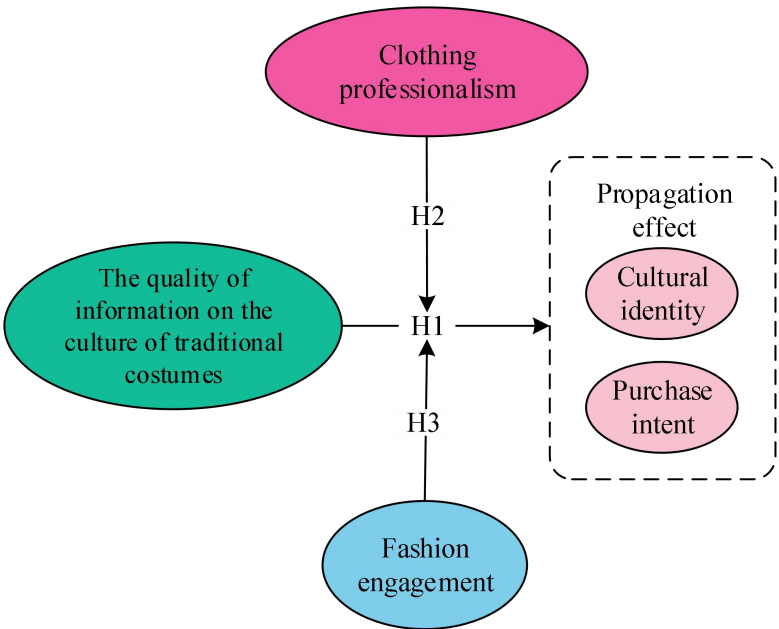


Figure 1 Model structure

2.3 The Communication Effect of Chinese Traditional Dress Culture among World Audiences

2.3.1 Influence of the quality of information on traditional Chinese dress culture on communication effects

Information quality is a comprehensive concept, and there are evaluations of information quality including soundness, trustworthiness and usefulness, and the evaluation of communication content is considered as the assessment of intrinsic quality, which involves four dimensions: correctness, completeness, relevance and novelty of information [10-11]. Interestingness, usefulness and vividness of communication content affect the quality of information, and thus the attitude of the audience. Network information has three characteristics: intelligent, interesting and organized, and interesting is the most important characteristic, the more interesting the information, the better the communication effect [12-13].

Whole accuracy refers to the fact that the communication content not only contains a correct and comprehensive elaboration of the style, color, fabric, pattern, etc. of Chinese traditional costumes, but also explains the meaning of its representation and the reasons for its formation. Therefore, the more complete and accurate the communication content is, the more comprehensive the audience's knowledge of Chinese traditional costumes is and the better the communication effect is. The expression of communication content is an important dimension in evaluating the quality of information. The styles, colors and patterns of Chinese traditional costumes usually contain some difficult to understand professional terms of clothing, and vivid and interesting refers to the image and specificity

of the description of Chinese traditional costumes, which makes it easy for the audience to better understand the content of communication [14]. International Fashion Week can make the world audience groups get help from it, increase knowledge and promote the inheritance of traditional culture, the information has practicality. The higher the quality of the communication content of Chinese traditional dress culture, i.e., the more complete the information, the higher the correctness, the higher the image of the expression, the higher the practicability, the more light the audience, and the better the communication effect will be [15]. Therefore, research hypothesis H1 is proposed.

2.3.2 The moderating role of audience clothing specialization and fashion engagement

In information dissemination activities, audiences have diverse responses to the same content due to their unique personal experiences and knowledge reserves, which affects the dissemination effect [16-17]. Therefore, segmenting audiences and customizing communication strategies based on the specific characteristics of foreign audiences is the key to enhancing communication efficiency. In addition, the audience's motivation for information processing is closely related to the degree of information involvement, and a high degree of involvement means deeper attention and stronger communication effects [18-19]. Focusing on the international communication of Chinese traditional dress culture, this study found that audience's fashion involvement,

i.e., attention to fashion trends, and clothing expertise, i.e., the level of individual's professional knowledge in the field of clothing and Chinese traditional dress, significantly moderated the communication effect. Based on this finding, research hypotheses H2 and H3 are proposed, aiming to further explore how these variables affect the depth and breadth of cultural communication.

3. Data sources and processing

3.1 Data sources

To observe the presentation of Chinese traditional dress culture during international fashion weeks, including the presentation of dress styles, colors, fabrics and patterns. Record the world audience's reaction to Chinese traditional dress culture during the international fashion week, such as expression, speech, and behavior. To collect data related to international fashion weeks, such as the number of participants, the number of media reports and the influence [20].

3.2 Data processing

Clean and organize collected data to ensure accuracy and completeness. Using statistical analysis methods, the data were analyzed and the hypotheses were verified.

Verify hypothesis H1, the quality of Chinese traditional dress culture communication content positively affects the communication effect. The formula is as follows:

$$Y = \beta_0 + \beta_1 \times X_1 + \varepsilon$$

Where Y represents the communication effect, β_0 is the intercept, β_1 is the regression coefficient, X_1 represents the quality of the communication content of Chinese traditional dress culture, and ε is the error term.

To verify hypothesis H2, there is a moderating effect of audience's clothing specialization on the influence of Chinese traditional clothing culture communication content on communication effect. The formula is:

$$Y = \beta_0 + \beta_1 \times X_1 + \beta_2 \times X_2 + \beta_3 \times X_1 \times X_2 + \varepsilon$$

Where, Y denotes the communication effect, β_0 is the intercept, β_1 is the regression coefficient of the quality of the communication content of Chinese traditional dress culture, X_1 denotes the quality of the communication content of Chinese traditional dress culture, β_2 is the regression coefficient of the audience's clothing professionalism, X_2 denotes the audience's clothing professionalism, is the regression coefficient of the interaction term, and ε is the error term.

To verify hypothesis H3, there is a moderating effect of audience's fashion participation on the influence of traditional Chinese dress culture communication content on communication effect. The formula is:

$$Z = a_0 + a_1 \times M_1 + a_2 \times M_2 + a_3 \times M_1 \times M_2 + \eta$$

In the formula, Z represents the communication effect, a_0 is the intercept, a_1 is the regression coefficient of the quality of the communication content of Chinese traditional dress culture, M_1 represents the quality of the communication content of Chinese traditional dress culture, a_2 is the regression coefficient of the audience's fashion participation, M_2 represents the audience's fashion participation, a_3 is the regression coefficient of the interaction term, and η is the error term.

Through the above data processing process, the communication effect of Chinese traditional dress culture in international fashion week can be deeply analyzed, as well as the influence of the audience's related factors on the communication effect [21-22].

4. Analysis of dissemination effects

4.1 Reliability test

In order to verify the hypotheses proposed in this paper, the sample data were tested for reliability and validity using SPSS 23.0 and Amos 23.0 statistical analysis software, and Table 1 shows the results of the scale reliability and validity tests. The internal consistency coefficient was used to test the reliability of the scales, and the results show that the clonbach Alpha value of the latent variables of each scale and the combined reliability, referred to as CR, exceeded the standard threshold value of 0.7. At the same time, the latent variable mean variance of the extracted measure AVE, in addition to the audience fashion participation of 0.492 and the

emotional pride variable of 0.485 is close to 0.5, the rest of them all are greater than 0.5. This indicates that the research of this paper each variables have good reliability and validity, which meets the requirements of the study and provides a basis for testing hypotheses H1, H2 and H3.

Table 1 Results of scale reliability test

Scale	Latent Variables	Cronbach Alpha	CR	VE
Content Quality of Traditional Chinese Dress Culture Communicatio	Accuracy of content	0.85	0.82	0.75
	Vividness of expression	0.83	0.80	0.72
	Practicality	0.80	0.78	0.65
Audience Fashion Participation	Knowledge of specialized knowledge	0.78	0.75	0.68
	Fashion sensitivity	0.76	0.73	0.65
	Attention to fashion	0.75	0.72	0.492
	Frequency of participation in fashion activities	0.73	0.70	0.485
Effectiveness of traditional Chinese dress communication	Interest Preference	0.80	0.78	0.65
	Style perception	0.78	0.75	0.62

	Purchase Intention	0.72	0.70	0.55
	Pride	0.75	0.72	0.60

4.2 The Relationship between the Communication Content and the Communication Effect of Chinese Traditional Dress Culture

4.2.1 Mean, standard deviation and correlation analysis of variables

Correlation analysis can show the degree of closeness between variables, communication content, communication effect cultural identity and purchase intention, audience clothing professionalism and audience fashion participation, the correlation coefficients of each variable are shown in Table 2.D1-D5 are the quality of traditional dress culture communication content, cultural identity, Chinese clothing purchase intention, audience clothing professionalism, audience fashion participation, respectively. The quality of traditional dress culture communication content was significantly positively correlated with the Cultural identity is significantly positively correlated with the quality of traditional clothing culture communication content, and is significantly positively correlated with Chinese clothing purchase intention. This indicates that the higher the quality of communication content, the higher the degree of cultural identity, and the stronger the purchase intention of Chinese clothing, thus verifying the view that the quality of communication content of Chinese traditional clothing culture positively affects the communication effect in Hypothesis H1.

Audience clothing specialization is significantly positively correlated with traditional clothing cultural identity and Chinese clothing purchase intention. This provides preliminary evidence for the existence of a moderating effect of audience's clothing specialization on the influence of Chinese traditional clothing culture communication content on communication effects in H2. However, further tests of the moderating effect are needed, such as observing the significance of the interaction term between the quality of communication content and audience clothing specialization in the regression model, and the change in the square of the coefficient R after the inclusion of the interaction term, to more conclusively verify the hypothesis. Audience fashion engagement is significantly and positively related to traditional clothing cultural identity and Chinese clothing purchase intention. Again, this provides the basis for the existence of a moderating effect of audience's fashion participation on the effect of Chinese traditional dress culture communication content on communication effects in H3. Subsequent testing of the corresponding moderating effect is needed, including placing the interaction term between audience's fashion participation and communication content into the regression equation and examining the significance of the regression coefficient of the interaction term and the amount of change in R^2 in order to verify the hypothesis.

Table 2 Variable correlation coefficients

Variable	Mean	Standard	D1	D2	D3	D4	D5
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		deviation					
D1	85.5	6.2	1	0.75	0.82	0.68	0.59
D2	82.3	5.8	0.75	1	0.72	0.65	0.63
D3	80.2	5.5	0.82	0.72	1	0.74	0.71
D4	78.6	5.3	0.68	0.65	0.74	1	0.66
D5	76.8	5.1	0.59	0.63	0.71	0.66	1

4.2.2 Predictive role of the quality of communication of traditional dress culture

Regression analysis was conducted by taking the three measurement dimensions of communication content, namely, completeness and accuracy, practicality and vividness and interest, as independent variables, and traditional clothing cultural identity and Chinese clothing purchase intention as dependent variables. The regression analysis of communication content and communication effect is shown in Table 3, and the results show that the completeness, accuracy and practicability of the communication content of traditional dress culture have a significant positive contribution to cultural identity, and the three factors of the communication content also have a significant positive effect on the purchase intention of Chinese-style clothing. In addition, the completeness and accuracy and practicality of the communication content of traditional dress culture contribute significantly to cultural identity, with an adjusted coefficient of determination R^2 of 0.497, a total variation explanation of 49.6%, and standardized regression coefficients that are all positive, which indicates that the influence of these 2 factors on the cultural identity of traditional dress culture is

positive and significant. Meanwhile, all 3 factors of traditional dress culture communication content contribute significantly to Chinese clothing purchase intention, with an adjusted coefficient of determination R^2 of 0.374, a total variance explained amount of 37.3%, and standardized regression coefficients are all positive, indicating that the influence of the 3 factors of the communication content on Chinese clothing purchase intention is positive and significant. Thus, it verifies hypothesis H1 that the quality of the communication content of Chinese traditional clothing culture positively affects the communication effect.

Table 3 Regression analysis of communication content and communication effects

Implicit variable	Independent Variables	Regression coefficient	t-value	Tolerance	VIF	Tolerance R^2
Cultural identity of traditional dress	Completeness Accuracy	0.50	13.90***	1.00	1.01	0.384
	Utility	0.36	8.40***	0.97	1.05	0.384
	(Constant)	2.34	16.97***	-	-	0.497
Chinese Clothing Purchase Intention	Complete Accuracy	0.54	10.48***	1.00	1.01	0.260
	Utility	0.45	7.00***	0.97	1.05	0.360
	Vividness	0.14	2.84***	0.88	1.16	0.374
	(Constant)	2.09	10.44**	-	-	0.374
	Complete accuracy (second time)	0.47	9.68***	0.97	1.05	0.360
	Utility (second time)	0.43	6.6***	0.95	1.08	0.375

	(Constant) (second time)	0.58	2.02*	-	-	0.360
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Note: *** indicates significant difference at the 0.001 level, ** indicates significant difference at the 0.01 level, and * indicates significant difference at the 0.05 level.

4.3 Moderating effects test

4.3.1 Test of Moderating Effects of Audience Clothing Specialization

In the test analysis of the moderating effect, the multiple regression method of the SPSS software was used to determine whether the interaction term of the independent variable \times moderating variable regressed significantly in the regression model, and also to determine whether the square of the coefficient R changed significantly after the inclusion of the interaction term. Using Model1 in the SPSS macro compiled in 2012, which is consistent with the theoretical model of this study, the model test for the regulation of clothing professionalism is shown in Table 4 after the interaction term of audience professionalism and communication content is put into the regression equation. Traditional dress cultural identity is the dependent variable, for the results of the validation analysis of hypothesis H2, hypothesis H2 that there is a moderating effect of the audience's clothing expertise on the influence of the communication content of Chinese traditional dress culture on the communication effect. In this regression analysis, the dependent variable is traditional dress cultural identity. As can be seen from the table, the regression coefficient of communication content is 0.635

and is significant at the 0.000 level, which indicates that communication content has an important positive effect on traditional dress cultural identity. The regression coefficient of audience clothing professionalism is 0.111 and significant at the 0.000 level, indicating that audience clothing professionalism itself also has a positive influence on traditional clothing cultural identity. The regression coefficient of the interaction term between communication content and professionalism is -0.166 with a standard error of 0.054, a t-value of -3.09, and a significance of 0.020, and the R-change significance also indicates that the interaction term has a significant predictive effect on traditional dress cultural identity. This implies that audience's clothing expertise does play a moderating role in the direct prediction of cultural identity by communication content, which validates hypothesis H2. Further analysis reveals that with the increase of audience's clothing expertise, the prediction of cultural identity by communication content quality shows a trend of gradual decrease, which is in line with the expectation of moderating role in hypothesis H2. These results validate Hypothesis H2, that is, there is a moderating effect of audience's clothing specialization on the effect of communication content on communication effects of Chinese traditional dress culture.

Table 4 Moderating Model Tests for Clothing Specialization

Independent variable	Standard error of regression	t	Significance	R Change Significance
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	coefficient				
Constant	0.017	0.018	0.93	0.000	-
Content of communication	0.635	0.053	11.89	0.000	0.014
Audience Apparel Specialization	0.111	0.025	4.429	0.000	-
Communication Content Specialization	-0.166	0.054	-3.09	0.020	-

Further simple slope analysis of the moderating role of clothing specialization in the relationship between communication content and cultural identity, and the moderating role is shown in Figure 2, which shows that the quality of communication content has a significant positive predictive effect on the cultural identity of traditional clothing for subjects with lower M-1SD of specialization. As for the subjects with higher M+1SD of specialization, although the quality of communication content also has a positive predictive effect on cultural identity, its predictive effect is smaller. These results validate Hypothesis H2, that is, there is a moderating effect of audience's clothing specialization on the effect of communication content on the communication effect of Chinese traditional dress culture.

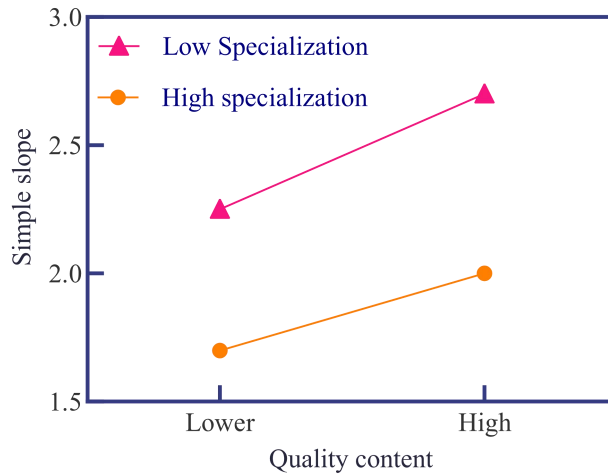


Figure 2 Regulatory effects

4.3.2 Test of Moderating Effects of Audience Fashion Engagement

Hypothesis H3 suggests that there is a moderating effect of the audience's fashion participation on the influence of the communication content of traditional Chinese dress culture on the communication effect. By using Model1 in the 2012 preparation of SPSS macro, the interaction term of audience's fashion participation and communication content was put into the regression equation, and the moderating model test of fashion participation is shown in Table 5. The results show that the significance of the regression coefficient of the interaction term of communication content and fashion participation is less than 0.05, and the significance of the change in R^2 is less than 0.05, which proves that the product term of communication content and fashion participation has a significant predictive effect on the cultural identity of traditional dress, i.e.,

fashion participation can play a moderating role in the direct prediction of cultural identity by communication content.

Table 5 Moderating model test for fashion participation

Standard error of regression coefficient	t	Significa nce	R Change	Significa nce	R ² Change	Significa nce
Constant	4.23	0.018	238.9	0.000	/	/
Content of communication	0.764	0.050	15.16	0.000	/	
Audience Apparel Specialization	0.031	0.024	1.28	0.000	/	/
Communication Content Specialization	-0.12	0.053	-2.24	0.000	0.018	0.000

Figure 3 shows the moderating effect of fashion involvement, and further simple slope analysis shows that for subjects with lower fashion involvement, communication content quality has a significant positive predictive effect on traditional dress cultural identity, with cultural identity reaching 7.6. For subjects with higher fashion involvement, communication content quality has a less positive predictive effect on cultural identity. The positive predictive effect of communication content quality on cultural identity is smaller for subjects with higher fashion participation, indicating that the predictive effect of communication content quality on cultural identity gradually decreases with the increase of individual fashion

participation. The analysis conducted for the effect of the moderating variable, audience fashion involvement, on communication effects, thus testing hypothesis H3.

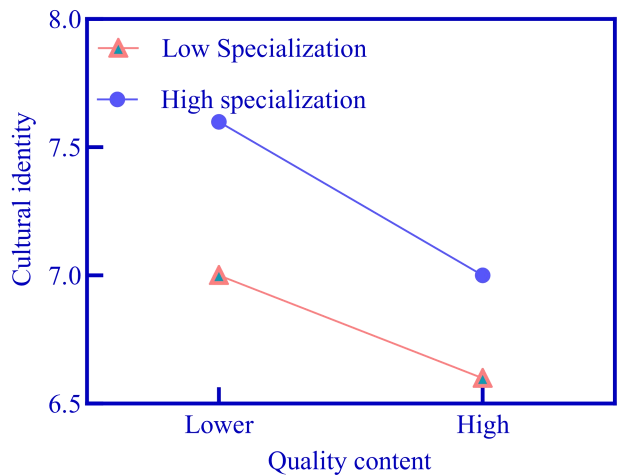


Figure 3 Moderating role of fashion participation

5. Conclusion

This paper establishes a research model with the quality of traditional Chinese dress culture communication content as the dependent variable, and the audience's clothing expertise and fashion involvement as the moderating variables. The data were obtained by observing international fashion week displays, recording audience reactions, collecting relevant data and conducting a sample survey of the world's audience, and the reliability test, correlation analysis, regression analysis and moderating effect test were carried out using SPSS23.0 and Amos23.0 software. This study verifies the influence of the quality of the communication content, the audience clothing specialization, and the degree of fashion participation on

the communication effect of the Chinese traditional clothing culture of the International Fashion Week, in the world audience.

In Korea and Japan, the utilization rate of traditional clothing is quite high. In Japan, for example, when boys are 3 years old and girls are 5 and 7 years old, children are dressed in brightly colored kimonos on every November 15. By learning the love of traditional clothing and the spirit of respecting traditional culture in these Asian countries, we should also sum up certain promotion experience. Starting from kindergarten, primary and secondary schools and even universities, the entrance ceremony, graduation ceremony, adult ceremony, etc., wear certain traditional clothes, so that children can be exposed to traditional culture and traditional clothing, in addition to encouraging those who have traditional embroidery, traditional clothing production skills to establish their own sales channels. The local government should also ask the tourism department to cooperate more with such traditional operators, so that more traditional costumes and intangible cultural heritage can be displayed in front of people, so that more people around the world can understand Chinese traditional costumes, love Chinese traditional culture, and let China's "intangible cultural heritage" go to the world.

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