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Digital Communication Strategy for Promoting Tang Dynasty Costumes in Xi'an to Achieve the National Popularity

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ABSTRACT

The research was mixed methodology design which were comprised of quantitative and qualitative research. The population composed of 330,000 stakeholders engaged in digital marketing communication in Xi 'an. The sample total of 384 people. They are Digital marketing staffs and consumers, with stratified random sampling method. The researcher determined sample size with Krejcie and Morgan table (1970). The 11 key informants, all of whom are from Xi'an, which are the relevant stakeholders in the digital marketing communication strategy of Tang Dynasty costumes, and were obtained by purposive sampling method. The instruments used for data collection were in-dept interview form, five-point rating scale questionnaires and Focus Group Discussion form. Statistics used for data analysis included frequency, percentage, mean, Standard Deviation, Exploratory Factor Analysis (EFA), and Content Analysis was employed.

The research findings were: (1) There were five components and 56 variables for Promoting Tang Dynasty Costumes in Xi'an to Achieve the National Popularity, which consisted of Digital Marketing and Cultural Branding, Consumer-Centric Cultural Strategies, Strategic Partnerships and Audience Targeting and Cultural Authenticity, Community Engagement and Ethical Marketing, Audience Targeting and Cultural Authenticity; (2) There were 5 guidelines for promoting the popularity of Tang Dynasty dress in China.

Introduction

In the transformative wave of the digital media era, the field of communication has been at the forefront. The impact of the internet has reshaped the transmission and reception of modern information; the relationship between communicators and recipients has undergone significant changes, introducing new checks and balances. With information no longer monopolized, and the cost of information replication approaching zero, information has transformed from a scarce resource into something ubiquitous and easily accessible. The traditional communication model of information dissemination, where communicators release information and recipients passively receive it, has gradually become obsolete. Some argue that communication in the digital media era represents a new communication revolution, with the essence of digital communication being the "shift of communication right from communication power" (Li Liangrong, 2015:2). It signifies a shift in the status of communication recipients from "passive" to "active." In the process of the digitization of communication, from "centralization" to "decentralization" to "re-centralization," the monopoly of information dissemination has been broken, altering the balance of communication power and giving birth to a new communication ecosystem. The characteristic of "pre-sumer", where every individual can become an entity of communication, allows for the participation of everyone in communication.

In the feudal dynasties of ancient China, the Tang Dynasty reached the highest level in politics, economy, and culture. Its inclusive and open national policies created favorable conditions for the integration of traditional and foreign Costumes, giving rise to the unique aesthetic and artistic Tang Dynasty Costumes culture. Tang Dynasty traditional Costumes, dominated by Han culture and centered on Chinese etiquette, embodies the essence of "the land of rites" and "splendid China," carrying outstanding crafts such as dyeing, weaving, and embroidery. Tang Dynasty Costumes culture is based on traditional costumes culture and combines elements from neighboring countries and other ethnic minorities, giving it unique characteristics (Zhao Guifen, 2013:23-25).

Xi'an, as the capital of the Tang Dynasty, has a profound cultural heritage and a foundation in Tang Dynasty costume culture. Researchers who have worked and lived in Xi'an for an extended period have a deep understanding of the changes in the dissemination of Tang Dynasty costume culture. In the past, Tang Dynasty costumes were primarily confined to Xi'an's cultural industry, appearing only in theatrical performances and film productions, with little attention in real-life scenarios. However, with the rapid development of information technology and the growing trend of combining technology and art, the era dominated by text-based mainstream media has gone, replaced by audio-visual content and interactive experiences. This shift signifies that digital media has become a crucial means of information dissemination in contemporary society, profoundly influencing the expression and presentation of artistic and cultural spirits in different regions.

Researchers aim to enhance the influence and dissemination of Tang Dynasty costumes within China through the study of digital media communication strategies. This effort contributes to the promotion of traditional Chinese culture and the dissemination of Tang Dynasty culture.

Research Objective

1.To explore the popularity of Tang Dynasty dress in China.

2. To study digital communication strategies to promote the popularity of Tang Dynasty dress in China.

3. To present guidelines for promoting the popularity of Tang Dynasty dress in China.

Literature Review

Digital Communication

From the disciplines involved in the research of Digital Communication at home and abroad, it presents the interpretation of advertising, marketing and marketing communication from various perspectives. Specifically, Digital Communication and its related researches have emerged in an endless stream, and good progress has been made in terms of research themes, research methods, evolution of theoretical models, and the feed-back of theoretical researches based on business practice, etc. Digital Communication research has only been carried out in nearly 20 years, from the edge of marketing research and practice. Up to now, it has become a major branch of research in the field of news communication and marketing.

Theory of Communication

The theoretical study of communication studies deals with the transmission and sharing of information and aims to understand and explain how information is transmitted through various media and channels in society. This includes the flow of information from sender to receiver, as well as the influencing factors in the process of information transmission. Different theories focus on different aspects, such as the purpose, effect, media choice, audience response, etc. With the development of society and the advancement of technology, new theories and models are constantly emerging to adapt to the changing communication environment. In general, communication theory provides a foundation for our in-depth understanding of information transmission processes and social interactions.

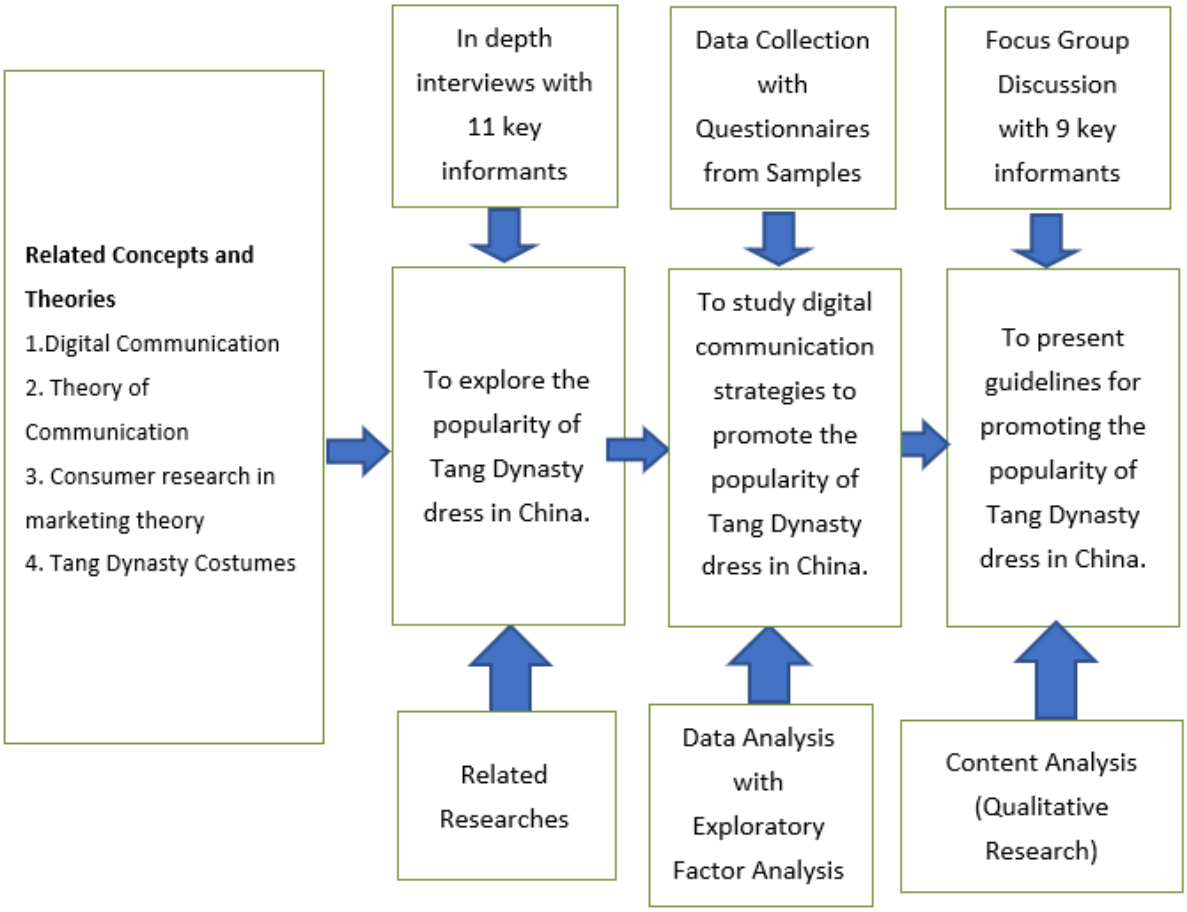
Consumer research in marketing theory

Epidemic spread is characterized by slow at first, then gradually increasing speed, reaching a peak, and finally gradually fading out. Based on the relative length of consumer acceptance cycles, three categories of fads can be distinguished: classic and fashion and sassy. classic is a fashion that has an extremely long acceptance cycle. In a sense, a classic is "anti-pop" because classic products have a stable consumer base for quite a long period of time and have a low market risk. A fad, on the other hand, is a fad that has a very short life span, and the recipient may belong to the same subculture.

Tang Dynasty Costumes

The costume culture of Tang Dynasty is extensive and profound, which is influenced by multiple factors such as social economy, politics and culture, and its characteristics are more complicated. In the research, mainly around the Tang Dynasty classics, traditional culture research and Tang Dynasty arts and crafts research to carry out three dimensions of literature sorting. First, sort out the classics of the Tang Dynasty. Through exploring the current social environment and women's lifestyle, according to the traditional dress system concept, so as to explore the relationship between the Tang Dynasty society and clothing.

Research Framework



Research Methodology

Step (1) To explore the popularity of Tang Dynasty dress in China.

Research Design

Qualitative research: The researcher studied the concepts, principles, theories and other related literature of Digital Communication, as well as the related research on Digital Communication Strategy of Tang Dynasty Costumes, and conducted in-depth interview with key informants.

Key informants

Documentary study and the key informants are made up of 11 key informants, all of whom are from Xi'an, which are the relevant stakeholders in the Digital Communication strategy of Tang Dynasty costumes. Among them, there are 1 historian, 1 fashion historian, 1 contemporary artist, 1 cultural scientist, 1 fashion designer, 1 content creator (12 years of work experience), 1 social media specialist (10 years of work experience), 1 consumer (5 years of Tang costume purchasing experience), 2 advertising people (10 years of work experience). 1 blogger (6 years of experience in purchasing Tang clothing). Key informants were selected by purposive sampling technique.

Instruments

The instrument for collecting data consists of two parts.

First of all, the literature search is carried out in Chinese CNKI, PROQUEST database and Google Academic resource database, the main research content and framework are

determined, the data record table is used for classification and recording, and the database and book resources used to sort out and content analysis.

Second, in the interview stage, the researchers adopted the in-dept interview method.

1) On the basis of theory, researchers set the possible problem of research by analysing relevant academic literature, relevant Digital Communication strategy of Tang Dynasty costumes content analysis.

2) Prepare in-depth interview form, mainly through some variables found in the first step, including Digital Communication Strategy for Promoting Tang Dynasty Costumes in Xi'an to Achieve the National Popularity, the documentary completed in-depth interview form after forming the final content to experts.

Data collection

Data was collected from 7 key informants from selected documents (textbooks, articles, and researchers) and expert interviews.

1) Comprehensively search relevant literature of Digital Communication strategy of Tang Dynasty costumes.

2) Get in touch with key sources and identify yourself and your intentions.

Step (2) To study digital communication strategies to promote the popularity of Tang Dynasty dress in China.

Research Design

Quantitative research: The researcher applied the Digital Communication strategy of Tang Dynasty costumes variables derived from step (1) to prepare questionnaires as a instrument to collected data from samples, and test the composition of Digital Communication Strategy for Promoting Tang Dynasty Costumes in Xi'an to Achieve the National Popularity

Population and Sample

The population consists of 330,000 stakeholders engaged in Digital Communication in Xi 'an. The sample total of 384 people. They are Digital marketing staffs and consumers. Researchers use Krejci and Morgan table (1970) to determine the sample size.

Instruments

The researchers used a three-part questionnaire; Part 1: Demographic variables, general information. Part 2: Variables on Digital Communication Strategy for Promoting Tang Dynasty Costumes in Xi'an to Achieve the National Popularity. (five-point rating scale).

At the same time, the researcher asked respondents to fill in the degree of agreement for each topic to improve the efficiency and quality of Digital Communication Strategy for Promoting Tang Dynasty Costumes in Xi'an to Achieve the National Popularity. Each component is measured on a 5-point Likert's scale. 5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, and 1 = Strongly Disagree, as shown in the table 5-1.

Table 5-1 Measurement scale of Digital Communication strategy of Tang Dynasty costumes

Perception level	Perception level
5	Strongly Agree
4	Agree
3	Neutral
2	Disagree
1	Strongly Disagree

Higher score on the scale indicates that the variable has a positive level on the efficiency and quality of Digital Communication Strategy for Promoting Tang Dynasty Costumes in Xi'an to Achieve the National Popularity. In terms of measuring items, the effectiveness of the efficiency and quality of Digital Communication Strategy for Promoting Tang Dynasty Costumes in Xi'an to Achieve the National Popularity is divided into five perceived levels. The average score was calculated using the Best (John W. Best, 1997:190) evaluation criteria and divided into 5 levels.Width of class interval =highest score-lowest sore /number of levels=5-1/5= 0.80

Therefore, the measurement score range of Digital Communication strategy of Tang Dynasty costumes scale and the validity mean of the efficiency and quality of Digital Communication strategy of Tang Dynasty costumes were divided into 6 survey parts , as shown in Table 5-2. For the explanatory criteria for classifying the mean scores, the researchers used a measure based on the concept of Best (John W. Best, 1997:190). Details are as follows.

Table 5-2 Model measure

The average score	**Level**
1.00 — 1.80	Lowest
1.81 — 2.60	Low
2.61 — 3.40	Moderate
3.41 — 4.20	High
4.21 — 5.00	Highest

The instrument starts from step (1) as a questionnaire. Content validity and reliability were used to evaluate the quality of the questionnaire. For content validity, it was checked by 5 experts and analyzed using index item objective congruence (IOC).

Questionnaire validity: The content validity of this research questionnaire was relatively tested by 5 experts to test the correctness and suitability of language, content coverage and content relevance in each dimension of this research. Instrument projects are passively checked, validated, and finally analyzed using index item objective congruence (IOC). The values of IOC are between 0.60-1.00.

Content validity of the questionnaire, the researcher have sent the questionnaire to five research experts for verification. Item Objective Congruence (IOC) was used to evaluate items in the questionnaire based on a score ranging from

-1 、0、 +1. Items with scores below 0.5 were revised. On the other hand, the scores 0.60 - 1.00 points were reserved.

Questionnaire reliability: 30 relevant stakeholders in the Digital Communication strategy of Tang Dynasty costumes were surveyed and interviewed. These questionnaires include studies of population, and by Cronbach's Alpha Coefficient for reliability. The acceptable reliability value for this study was upper than 0.8, and an overall reliability check was performed on the questionnaires used in this project before distribution was initiated at the study site.

Data collection

(1) The researcher has applied to the Faculty of Communication Arts for permission to continue research and to conduct research in accordance with the directed procedures and research plan.

(2) The sample has been directly informed of its content scope and research objectives, and has received a formal permission letter from the university to the administrators, allowing them to conduct and collect data from faculty in accordance with a letter of approval issued by the relevant authority.

(3) To distribute questionnaires online and on-site at the same time. The questionnaire was accompanied by research guidelines, criteria, participation information sheets, and research summaries for each response section.

Step (3) To present guidelines for promoting the popularity of Tang Dynasty dress in China.

Research Design

Qualitative research: Using the various components of Digital Communication strategy of Tang Dynasty costumes in step (2) the researchers propose the guidelines for developing the Digital Communication Strategy for Promoting Tang Dynasty Costumes in Xi'an to Achieve the National Popularity.

Key Informants

9 key informants include digital marketing manager, social media specialist (2), consumer (1), advertiser (2), blogger (3) and influencer marketing expert (1). They are stakeholders engaged in Digital Communication in Xi 'an. They have more than 15 years of Digital Communication working experience or 10 years of Tang Dynasty Costumes purchase experience. They have reasonable experience or some achievement and wide recognition in Digital Communication strategy of Tang Dynasty costumes. The key informants were selected by purposive sampling method.

Instruments

Note taking on the Group Discussion form “Digital Communication Strategy for Promoting Tang Dynasty Costumes in Xi'an to Achieve the National Popularity”.

Data collection

Through focus group discussions, the researcher acts as a facilitator.

Discussion

There was total 5 guidelines:

Component of Digital Marketing and Cultural Branding for Promoting Tang Dynasty Costumes in Xi'an to Achieve the National Popularity: To effectively promote Tang Dynasty costumes and achieve national popularity, strategies should emphasize storytelling, immersive technologies, interactive content, influencer collaboration, premium positioning, international outreach, and dynamic pricing models.

Component of Consumer-Centric Cultural Strategies for Promoting Tang Dynasty Costumes in Xi'an to Achieve the National Popularity: To achieve national popularity, marketing efforts should focus on gender-specific strategies, enhancing cultural awareness, offering customization options, and rebranding to engage younger audiences.

Component of Strategic Partnerships and Advocacy for Promoting Tang Dynasty Costumes in Xi'an to Achieve the National Popularity: To achieve national popularity, efforts should focus on brand ambassador engagement, institutional collaboration, local partnerships, media strategies, and leveraging government support alongside IP development.

Component of Community Engagement Marketing for Promoting Tang Dynasty Costumes in Xi'an to Achieve the National Popularity: To achieve national popularity,

strategies should emphasize differentiation, cultural event participation, sustainability, live streaming promotions, and the use of exclusive offers and gift cards to engage communities effectively.

Component of Audience Targeting and Cultural Authenticity for Promoting Tang Dynasty Costumes in Xi'an to Achieve the National Popularity: To achieve national popularity, strategies should focus on audience segmentation, leveraging user-generated content, and emphasizing authenticity and cultural symbolism in all promotional efforts.

The results of this study are based on the components identified for achieving national recognition of Tang Dynasty costumes through Digital Communication strategies. This research provides a comprehensive framework to guide the development and implementation of effective strategies aimed at enhancing the visibility, cultural resonance, and market appeal of Tang Dynasty costumes. By integrating traditional cultural elements with innovative digital marketing techniques, the study highlights the importance of using digital platforms to tell compelling stories, foster community engagement, and build meaningful connections with consumers.

The key components of this framework include Digital Marketing and Cultural Branding, Consumer-Centric Cultural Strategies, Strategic Partnerships and Advocacy, Community Engagement Marketing, and Audience Targeting with Cultural Authenticity. These elements work collectively to ensure that Tang Dynasty costumes are not only preserved as cultural artifacts but also positioned as fashionable, desirable products for modern consumers. The findings align with the research of Zhang Chong (2016), who emphasized that cultural branding plays a crucial role in enhancing the perceived value and market positioning of traditional cultural products.

This study emphasizes the importance of integrating these components into a cohesive digital communication strategy. By leveraging advanced technologies and fostering collaborative relationships, businesses can ensure the effective promotion of Tang Dynasty costumes. Establishing user-centric campaigns and maintaining cultural authenticity not only attract diverse consumer groups but also elevate the status of Tang Dynasty costumes as a symbol of China’s rich heritage. Furthermore, these strategies are adaptable to evolving market dynamics and consumer expectations. They provide a flexible framework for organizations to enhance their marketing efficiency and expand their cultural influence. By focusing on storytelling, community engagement, and strategic partnerships, businesses can ensure the long-term success of Tang Dynasty costumes in both domestic and international markets. This comprehensive approach also aligns with the findings of Zou Jing (2015), who argued that innovation in cultural product promotion is key to sustaining their relevance and market value.

Conclusion

Major findings of explore the popularity of Tang Dynasty dress in China.

Combined with literature review and in-depth interviews with 11 key informants, the researcher constructs the dimensional framework of Digital Communication for tang dynasty costumes in Xi'an. There are 54 variables found.

Major findings of study digital communication strategies to promote the popularity of Tang Dynasty dress in China.

The components and variables of Digital Communication for tang dynasty costumes in Xi'an. Based on the major findings, there are 5 components: Digital Marketing and Cultural

Branding, Consumer-Centric Cultural Strategies, Strategic Partnerships and Advocacy, Community Engagement Marketing and Audience Targeting and Cultural Authenticity.

Major findings of present guidelines for promoting the popularity of Tang Dynasty dress in China.

In Section 3, it is concluded that the proposed guidelines for implementing Digital Communication strategies to promote Tang Dynasty costumes in Xi'an to achieve national popularity have been established. A total of 5 key guidelines were discussed.

Recommendation

This study aims to explore the scope and key factors for developing a digital communication strategy to promote Tang Dynasty costumes in Xi'an, with the goal of achieving national popularity. Based on these findings, the researchers propose several strategies for the effective implementation of this digital communication strategy:

1. Digital communication and Cultural Branding: Establish a cohesive digital marketing framework that highlights the cultural significance and historical value of Tang Dynasty costumes. This involves using social media, influencer marketing, and targeted advertisements to elevate the brand image of these costumes and position them as symbols of Chinese heritage. The development of an immersive online presence, including virtual fashion shows and online exhibitions, will further enhance the global appeal.

2. Consumer-Centric Cultural Strategies: Develop strategies that focus on the interests and preferences of contemporary consumers, blending traditional cultural elements with modern fashion trends. By creating personalized experiences such as virtual try-ons, interactive online platforms, and tailoring designs to meet modern tastes, this approach will foster deeper consumer engagement and boost demand for Tang Dynasty-inspired attire.

3. Strategic Partnerships and Advocacy: Form partnerships with key cultural institutions, fashion influencers, and historical organizations to raise awareness of Tang Dynasty costumes. Advocating for the cultural heritage value of these garments through collaborations with museums, art galleries, and media outlets will increase visibility and credibility, positioning these costumes as a part of the broader Chinese cultural renaissance.

4. Community Engagement and Ethical Marketing: Engage with local communities in Xi'an and beyond through cultural events, workshops, and collaborative design projects to build a grassroots movement around Tang Dynasty fashion. Ensuring that marketing campaigns are aligned with ethical values, such as promoting sustainability and respecting cultural traditions, will create a responsible and transparent image, appealing to socially conscious consumers.

5. Audience Targeting and Cultural Authenticity: Define clear target audience segments and tailor messaging to highlight the authenticity of Tang Dynasty costumes. By using targeted content that educates the audience about the historical roots, craftsmanship, and cultural symbolism of these garments, the strategy will foster a deeper appreciation for their significance and appeal to both domestic and international audiences.

By implementing these strategies, the digital communication efforts for promoting Tang Dynasty costumes in Xi'an can be significantly strengthened, leading to increased national recognition, enhanced cultural branding, and greater consumer adoption.

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