

# *Hanfu Marketing Based on Tiktok Short Video Advertising*

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**Abstract:** Hanfu is a traditional style of clothing that originated in ancient China and was worn by the Han Chinese people. This style of clothing has a long history, dating back to the Han Dynasty and the Tang Dynasty. In recent years, there has been a revival of interest in Hanfu among young people in China and around the world. While there is limited academic research on Hanfu, several studies have been conducted examining its historical and cultural significance, as well as its contemporary revival. The limited academic research on Hanfu suggests that it holds significant cultural and historical value, and its contemporary revival reflects a growing interest in traditional Chinese culture and identity. Tiktok short video is a social platform popular with young people. However, relevant research on how to represent the current popular advertising for Hanfu marketing is relatively limited. This paper studies the combination mode of Tiktok short video ads and Hanfu marketing, and provides new suggestions for the marketing of goods integrating Chinese traditional culture on online platforms.

## **1. Introduction**

Hanfu is a traditional style of clothing that originated in ancient China and was worn by the Han Chinese people. This style of clothing has a long history, dating back to the Han Dynasty (206 BCE-220 CE) and the Tang Dynasty (618-907 CE), among others. Hanfu is characterized by its loose-fitting, flowing silhouette, and intricate designs. Different styles of Hanfu were worn by people from different social classes and for various occasions, such as formal ceremonies, everyday wear, and performances. In recent years, there has been a revival of interest in Hanfu among young people in China and around the world. Many people see it as a way to reconnect with their cultural heritage and express their identity. There are now even Hanfu-themed events and online communities dedicated to sharing information and resources about this traditional clothing style.

According to the "Zuo Zhuan", "China has the grandeur of etiquette, so it is called Xia; there is the beauty of chapter and clothing, so it is called Hua." China has been known as the "state of etiquette" since ancient times. Clothing has become a synonym for civilization, and the infiltration of Confucian culture into traditional clothing can be seen from its shape, historical development, and spiritual connotation [1-3]. Hanfu is the traditional costume of the Han nationality. The living

inheritance of Hanfu culture is of great practical significance to society. It can not only promote economic development, but also demonstrate the cultural confidence of China [4,5]. Currently, the influence of Hanfu in the international arena is limited. Helping Hanfu to go global can not only arouse the national identity of Chinese people, but also promote the communication and collision between Hanfu and other ethnic clothing cultures, and enhance the soft power of the Chinese nation [6].

TikTok has become a very popular platform for sharing and watching short videos. With over 1 billion active users worldwide, TikTok has quickly become one of the most popular social media apps in the world [7]. Its simple interface, creative features, and engaging content have made it a favorite among users of all ages. TikTok's algorithm also plays a big role in its popularity, as it is designed to show users videos that are likely to interest them, based on their past viewing behavior [8]. Advertising on TikTok can have a significant impact on the success of a brand or product. TikTok has become a popular platform for influencer marketing, with many brands partnering with popular TikTok creators to promote their products and services through sponsored posts [9]. The creative and engaging nature of TikTok allows for unique and memorable advertisements that can help increase brand awareness and drive sales [10].

It is important to note that advertising on TikTok may not be effective for all types of products or services, including Hanfu. Hanfu advertisers should consider their target audience and whether they are likely to be engaged with short-form videos before investing in TikTok advertising. Additionally, as with all forms of advertising, it is essential for Hanfu brands to create content that is both entertaining and informative, while also being transparent about any sponsored partnerships.

## **2. Difficulties in Promoting Hanfu**

Traditional Chinese clothing, also known as hanfu, has experienced a resurgence in popularity among young people in recent years. While it may have been less popular in previous generations, many young people today are embracing this style of clothing as a way to connect with their cultural heritage and express themselves in a unique way. In addition, there has been a growing interest in traditional Chinese culture and history among young people, which has helped to fuel the popularity of traditional Chinese clothing. However, the promotion of traditional Chinese clothing has faced difficulties in recent years due to various reasons. Despite its rich history and cultural significance, promoting traditional Chinese clothing has been challenging in recent years. This paper will examine some of the challenges that have hindered the promotion of traditional Chinese clothing.

### **2.1. Western Fashion Influence**

With globalization and the popularity of western fashion, many young people in China prefer to wear western-style clothing. This trend has made it difficult to promote traditional Chinese clothing among younger generations. The influence of Western clothing on Chinese fashion is a complex topic with many factors at play. One way in which Western clothing may have prevented the widespread adoption of traditional Hanfu attire in China is through the process of cultural assimilation and modernization that took place during the 20th century. During this time, many Chinese people began to view Western-style clothing as a symbol of progress and modernity, while traditional Chinese clothing like Hanfu was seen as old-fashioned and impractical. This shift in cultural attitudes was accompanied by government policies aimed at encouraging the adoption of Western dress.

Another factor that has contributed to the marginalization of Hanfu clothing in modern China is the lack of practicality of its design. Hanfu is a highly ornate and stylized form of attire that can be

difficult to wear and maintain compared to simpler, more functional Western clothing. As a result, many Chinese people today may see Hanfu as more of a costume or formal dress option rather than something to be worn on a daily basis. However, it's worth noting that interest in Hanfu has been growing in recent years, particularly among younger generations who are rediscovering the beauty and cultural significance of traditional clothing. There are now Hanfu enthusiast groups and communities both within China and around the world, who organize events and activities centered around wearing and promoting traditional Chinese attire.

## **2.2. Lack of Awareness**

Many people in China, especially in urban areas, have limited knowledge about traditional Chinese clothing. They do not understand the history or cultural significance of these garments, making it challenging to promote them. It is difficult to make a generalization about all young Chinese people and their understanding of history, including the history of traditional Chinese clothing. However, it can be said that many young Chinese people have a strong sense of pride in their cultural heritage and are interested in learning about traditional Chinese clothing.

In recent years, there has been a resurgence of interest in traditional Chinese clothing among young people in China, with many designers incorporating traditional elements into modern fashion designs. Additionally, there are many museums and cultural institutions throughout China that showcase traditional clothing and educate visitors on its historical significance. Overall, while there may certainly be variations in individual knowledge and interest, it is safe to say that many young Chinese people are familiar with at least some aspects of traditional Chinese clothing and its role in Chinese history and culture.

## **2.3. High Cost**

Traditional Chinese clothing is often more expensive than western-style clothing due to the quality of materials and the intricate designs. This high cost makes it difficult for many people to afford traditional clothing, reducing its popularity. Hanfu's cost is depending on several factors such as the quality of the fabric, design complexity, and production costs. In general, high-quality Hanfu garments that are made with premium fabrics and intricate designs tend to be more expensive than simpler designs made with lower quality materials. It should be noted that there are also many affordable options available for Hanfu, especially in recent years as interest in traditional clothing has grown among young people in China. Additionally, some Hanfu enthusiasts choose to make their own clothing using patterns and tutorials found online, which can significantly reduce the cost.

On the other hand, Western-style clothing is produced on a massive scale and incorporates a wide range of styles, materials, and price points. Generally, Western-style clothing tends to be more affordable than high-end Hanfu garments, but there are also luxury brands and designer labels that can be quite expensive. So the cost of both Hanfu and Western-style clothing can vary widely depending on several factors, and it is difficult to make a direct comparison between the two without considering specific examples and styles.

## **2.4. Limited Availability**

In some areas, traditional Chinese clothing is not readily available, making it difficult for people to access and purchase them. In some areas, hanfu may not be readily available or easy to access, which can make it difficult for people to purchase them. One reason for the limited availability of traditional Chinese clothing is that it may not be as commonly worn in everyday life as it was in the past. With the rise of Western-style clothing and modern fashion trends, many people in China now

primarily wear Western-style clothing for day-to-day activities. This has led to a decrease in demand for traditional Chinese clothing, which in turn may limit its availability in certain areas.

Additionally, the production of high-quality traditional Chinese clothing requires specialized skills and craftsmanship, which can be a limiting factor in terms of both supply and cost. Many traditional clothing items are handmade, which can be time-consuming and labor-intensive, driving up the cost and limiting the availability. However, there are still many ways for people to access and purchase traditional Chinese clothing, even if it is not readily available in their local area. Some options include online shopping, visiting cultural museums and exhibitions, attending traditional festivals and events, or seeking out specialty stores that focus on traditional clothing.

### **3. Advantages of Tiktok Short Video Advertising**

TikTok is a popular social media app that allows users to create and share short videos. These videos can range from 15 seconds to one minute in length and can feature a wide variety of content, including lip-syncing, dance challenges, comedy sketches, and more. There are several advantages that exist in Tiktok short video. One of the unique features of TikTok is the app's algorithm, which uses machine learning to recommend videos to users based on their interests and viewing history. This has led to a diverse range of content on the app, with creators from around the world using the platform to showcase their talents and connect with audiences. To create a TikTok video, users can film themselves using the app's built-in camera and add music, special effects, and filters to enhance their content. They can also use hashtags to categorize their videos and make them more discoverable to other users. Overall, TikTok offers a fun and creative way for people to express themselves and connect with others through short-form video content. Based on the above advantages of Tiktok short video, it can become a platform for Hanfu marketing. The advantages of Hanfu marketing based on Tiktok short video are as follows.

#### **3.1. High Engagement**

TikTok's algorithm promotes content that is engaging and relevant to users, resulting in high engagement rates, which can help your brand reach a wider audience. The algorithm then recommends content to users based on their browsing history, as well as the similar viewing habits of other users. This means that content creators who produce high-quality, unique, and engaging content have the potential to be discovered and promoted to a wider audience, even if they don't have a large following yet.

TikTok's focus on promoting engaging and relevant content has helped it become one of the fastest-growing social media platforms in recent years, with a highly engaged user base that spends an average of 52 minutes per day on the app. For advertisers, this presents an opportunity to reach a large and highly engaged audience through their ad campaigns, and potentially go viral if their content resonates with TikTok users.

#### **3.2. Wide Reach**

With over 1 billion active users, TikTok has a massive audience that spans across different demographics and geographies, providing brands with an opportunity to reach a diverse set of potential customers. TikTok's popularity extends beyond its home market of China, with a strong presence in countries such as the United States, India, and Brazil. The app has been downloaded over 200 million times in India alone, making it one of the fastest-growing social media platforms in the country.

TikTok's broad appeal can be attributed to several factors, including the app's focus on short-

form video content, its engaging and interactive features, and its algorithm that promotes content that resonates with users. This has created an environment where users can discover and engage with a wide range of content, from music and dance videos to comedy sketches and educational content.

For advertisers, TikTok's diverse audience presents an opportunity to reach new and engaged audiences across different demographics and geographies. Advertisers can target their campaigns based on factors such as location, age, gender, interests, and behavior to ensure they reach their intended audience and achieve their advertising goals.

### **3.3. User-generated Content**

TikTok encourages user-generated content, which means that brands can leverage the creativity of their target audience to create authentic content, making it easier to build trust and loyalty among their followers.

### **3.4. Cost-effective**

Compared to other social media platforms, TikTok advertising costs are relatively low, making it an affordable option for small and medium-sized businesses. The actual cost of advertising on TikTok can vary widely depending on factors such as the competition for ad space, the audience targeting options selected, the ad format used, and the campaign objectives. Generally speaking, in-feed ads on TikTok can be less expensive than Instagram or Snapchat ads, while branded hashtag challenges and influencer marketing campaigns can be more costly due to the creative and production requirements involved.

### **3.5. Brand Awareness**

With TikTok's vast reach and highly engaging content, brands can easily increase their visibility and build brand awareness among their target audience. Brands can use TikTok's different ad formats such as in-feed ads, brand takeovers, branded hashtag challenges, and influencer marketing campaigns to create engaging and authentic content that resonates with their target audience. With the platform's advanced targeting options, brands can also ensure that their ads are reaching the right people at the right time. Additionally, TikTok's algorithm is designed to promote content that is engaging and relevant to users, which means that brands have the potential to go viral if their content resonates with TikTok users. This can result in increased visibility and brand awareness for the advertiser.

### **3.6. Advertising Formats**

TikTok offers a variety of ad formats, including in-feed ads, branded hashtag challenges, and sponsored lenses, allowing brands to choose the format that best suits their campaign goals. The advantage of TikTok offering a variety of ad formats is that advertisers have the flexibility to choose the format that best suits their advertising goals and creative vision. Each ad format has its own unique strengths and advantages, allowing brands to tailor their message to specific audience segments and achieve a range of marketing objectives. For example, in-feed ads are a great option for advertisers who want to seamlessly integrate their message into the user's feed and create highly engaging content that resonates with the platform's young and highly engaged audience. On the other hand, branded hashtag challenges offer an opportunity for brands to generate user-generated content and increase brand engagement and awareness. By offering a range of ad formats, TikTok

allows advertisers to be creative and innovative in their advertising strategies and reach their target audience in new and exciting ways.

### **3.7. Data and Analytics**

TikTok provides detailed analytics and insights into campaign performance, enabling brands to measure their ROI and optimize campaigns for better results. Advertisers can monitor their campaign performance in real-time and track key metrics such as impressions, clicks, video views, engagement rate, and more. Additionally, TikTok offers audience insights such as age, gender, location, device used, and interests to help advertisers better understand and target their intended audience. TikTok's analytics and insights can help advertisers optimize their campaigns and make data-driven decisions to improve their overall performance.

## **4. Hanfu Marketing Based on Tiktok Short Video Advertising**

How to use Tiktok short video to carry out hanfu? In view of the advantages of Tiktok short video ads summarized above, Hanfu advertisers can carry out marketing from the following aspects.

### **4.1. Create Engaging Videos**

Use TikTok's features such as filters, effects, and music to create visually appealing videos showcasing your hanfu products. You could showcase different styles, colors, or patterns of your clothes, or even show how they are made.

### **4.2. Collaborate with Influencers**

Partnering with popular TikTok influencers is an effective way to reach a wider audience. Find influencers who align with your brand values and have a following that matches your target audience.

### **4.3. Use Hashtags**

Hashtags are an important tool on TikTok. Use popular hashtags related to fashion, Chinese culture, or your brand name to increase the visibility of your videos.

### **4.4. Run Contests**

Encourage user-generated content by running contests on TikTok. Ask users to create videos showcasing your hanfu and tag your hanfu brand and use a specific hashtag. Offer rewards to winners to incentivize participation.

### **4.5. Promote on Other Social Media Platforms**

Cross-promote your TikTok videos on other social media channels like Instagram, Facebook, and Twitter to reach a wider audience and drive traffic to your website.

## **5. Conclusions**

TikTok short video advertising can provide brands with a unique opportunity to reach a highly engaged audience, increase brand awareness, and generate leads and sales at a lower cost compared



to other digital marketing channels. As one of the manifestations of Chinese traditional culture, Hanfu marketing is currently facing many difficulties. Combining Tiktok short video advertising is a good channel to promote Hanfu marketing. This paper studies the combination mode of Tiktok short video ads and Hanfu marketing, and provides new suggestions for the marketing of goods integrating Chinese traditional culture on online platforms. Future research will combine the consumer fission of the Tiktok short video community to provide more valuable practical solutions for the Han suit marketing.

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