

EXPLORING THE EVOLUTION OF MODERN SHANGHAI CLOTHING: A COMPREHENSIVE STUDY ON ITS SIGNIFICANT FACTORS

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Abstract:

This paper explores the evolution of modern Shanghai clothing, focusing on changes in fashion from both literary and visual perspectives. The first part examines the social and cultural factors that have influenced modern Shanghai clothing, such as urbanization, modernization, and the influence of foreign cultures. The second part analyzes how Shanghai-style literature depicts clothing and its significance in society. The third part looks at historical photographs of Shanghai clothing to understand its development and influence on fashion. The fourth part compares literature and visual records to interpret the societal significance of changes in Shanghai clothing. Finally, the fifth part explores how foreign cultures have influenced Shanghai clothing and its role in the broader context of Chinese fashion history. The methodology applied in this study is multi criteria decision making which comprehensively analyse the factors influencing the evolution of modern Shanghai clothing. It involves three main steps: indicator identification through content analysis, respondents' identification through stakeholder analysis, and indicator screening using a questionnaire survey and structured interviews. The collected data were then analysed using the Analytical Hierarchy Process (AHP) within a Multi-Criteria Decision-Making (MCDM) framework, facilitated by Super decision software. AHP was chosen for its ability to reveal relative priorities through pair comparisons, which is essential for ranking the most relevant indicators for the evolution of modern Shanghai clothing. The study's findings highlight the importance of factors such as the Media and Technology, Consumer Preferences, Social Cultural Influences, Economic Factors, and Environmental Factors in influencing the evolution of modern Shanghai clothing. The research provides valuable insights that can support the management and planning of the fashion industry in Shanghai, offering a framework for prioritizing key metrics and guiding future research to quantify limits and establish best practices for sustainable development.

Keywords: Fashion, Modern Shanghai, Clothing Evolution, Literary Records, Visual Records

Shanghai's Social and Cultural Background

In the late 19th to early 20th century, modern Shanghai, as China's most important commercial center and international metropolis, underwent rapid urbanization and modernization. During this period, Shanghai witnessed significant changes in its urban landscape, achieving breakthroughs not only in material infrastructure but also undergoing profound transformations in societal and cultural aspects.

Urbanization in modern Shanghai manifested through the expansion of the city's scale and improvements in infrastructure. By the late 19th century to the early 20th century, Shanghai gradually transformed into a modernized port city, attracting numerous merchants, foreign immigrants, and investments. The city rapidly expanded in size, with new roads, docks, and buildings being constructed, forming a modern urban landscape (Ren, X., 2008). Simultaneously, transportation greatly improved, with the introduction of railways, ships, and trams turning Shanghai into a transportation hub, connecting domestic and international trade and cultural exchanges.

Modernization in modern Shanghai was characterized by the transformation of social and cultural aspects. According to Ronald, I. (1997), with the influx of Western culture and its fusion with local traditions, Shanghai became a vibrant and innovative cultural center. New ideas, artistic styles, and fashion trends quickly spread, profoundly influencing the lifestyles and values of local residents. Concurrently, social structures in Shanghai underwent changes, with traditional social hierarchies gradually breaking down, leading to increased social mobility and a heightened focus on individual social status and economic independence (Yeh, W. H., 2007). This process of urbanization and modernization played a crucial role in driving the evolution of modern Shanghai clothing. The new urban environment and socio-cultural atmosphere gave rise to fresh fashion trends and clothing demands. As Shanghai became a fashion hub, people began to pay attention to more diverse and avant-garde clothing styles, with the function of clothing shifting from traditional symbols of social identity to a means of personal expression and fashion pursuit. The urbanization and modernization processes in modern Shanghai provided a rich soil and source for the evolution of clothing, laying the foundation for subsequent developments in fashion.

Influence and Dissemination of Foreign Cultures

As an international metropolis, modern Shanghai was influenced by various external cultures, and these influences profoundly shaped the evolution of Shanghai clothing. The influx of foreign cultures not only broadened the aesthetic perspectives of Shanghai residents but also stimulated diversity and innovation in clothing styles (Perry, E., 2018).

Firstly, Western culture was one of the most prominent external influences in modern Shanghai. With the influx of foreign traders, expatriates, and immigrants, Western social customs, artistic styles, and fashion trends gained popularity in Shanghai. Western clothing design, fabric choices, and tailoring techniques significantly impacted Shanghai's clothing industry. For example, Western style tailoring and cutting techniques were introduced into Shanghai's clothing production, resulting in more fitted and fashionable garments. Additionally, media channels such

as Western fashion magazines and fashion exhibitions accelerated the spread of Western fashion in Shanghai.

Secondly, modern Shanghai was also influenced by the cultures of other Asian countries (Zhao, J., 2013). The clothing styles and traditional cultures of neighbouring East Asian countries played a crucial role in the evolution of Shanghai's clothing. Elements such as Japanese kimono, Korean traditional clothing, and traditional textile crafts from Southeast Asia permeated the fashion scene in Shanghai. This cross-cultural influence prompted Shanghai's clothing to incorporate elements from multiple regions, presenting a more diversified style.

Furthermore, the channels through which foreign cultures were disseminated also played a crucial role in the evolution of Shanghai clothing. With the development of telegraphy, newspapers, magazines, and photography, Shanghai residents had easier access to domestic and international fashion information and trends. The publication of fashion magazines and the organization of fashion exhibitions became significant platforms for leading fashion, providing Shanghai residents with opportunities to understand fashion trends and gain inspiration. Additionally, artistic activities such as movies, stage plays, and concerts served as important mediums for the dissemination of foreign cultures, showcasing clothing styles from different regions and gaining popularity among Shanghai residents.

According to Zhong, S. (2009), foreign cultures had a significant impact on the evolution of clothing in modern Shanghai. Western culture, traditional cultures from neighbouring Asian countries, and the development of media channels all contributed to the diversification and innovation of Shanghai's fashion styles. The influence and dissemination of foreign cultures injected new vitality and creativity into Shanghai's fashion industry, driving the development and evolution of Shanghai clothing.

Shanghai's Position as a Fashion Centre

In the field of clothing development, modern Shanghai became one of the most important fashion centres in China and even Asia. As an international city, Shanghai attracted numerous businessmen, foreign immigrants, and investments, laying the foundation for the prosperity of the fashion industry. Firstly, Shanghai's geographical location and commercial advantages made it an ideal place for the fashion industry. As a coastal city and international trade port, Shanghai had frequent trade exchanges with foreign countries, allowing various fashion items and information to be rapidly disseminated and exchanged. Shanghai's commercial districts concentrated numerous fashion boutiques, specialty stores, and fashion exhibition halls, serving as crucial platforms for showcasing and selling fashion brands and designs. Secondly, the social and cultural atmosphere in Shanghai provided fertile ground for the rise of a fashion centre. Modern Shanghai was dynamic and innovative, attracting many individuals with fashion awareness and creativity. Cultural events, social venues, and media channels in Shanghai provided rich resources for the promotion and publicity of fashion.

The gathering of cultural celebrities, celebrities, and social elites increased the influence and attractiveness of the fashion industry. Additionally, Shanghai attracted many fashion designers

and creative talents. Laing, E. J. (2003) mentioned that, through their design works and innovative ideas, they injected new vitality and creativity into Shanghai's fashion industry. Fashion education and training institutions in Shanghai supported the cultivation of fashion talents, producing a group of professionals with an international perspective and professional skills. Lastly, as a multicultural metropolis, Shanghai attracted fashion brands and designers from different regions and countries. International fashion brands set up shop in Shanghai, organizing fashion shows, fashion exhibitions, and business events, closely linking Shanghai with the international fashion industry. Simultaneously, local fashion brands and designers in Shanghai continued to gain prominence, driving the development of Chinese fashion and increasing its international influence.

Shanghai, with its geographical location, commercial advantages, cultural atmosphere, and talent resources, successfully established its position as a fashion centre. Modern Shanghai became a leader in the fashion industry in China and even Asia, making significant contributions to the innovation and development of fashion.

Significance of Shanghai Clothing in Literary Works

Between 1840 and 1912, Shanghai underwent numerous social, political, and cultural changes, giving rise to the distinctive style of Shanghai-style literature. In Shanghai-style literary works, the depiction of clothing is a common artistic technique that not only showcases the fashion of the time but also reflects societal transformations and individual destinies. The depictions of clothing in Shanghai-style literature present the multicultural characteristics of Shanghai society during the late 19th century to the early 20th century. As Shanghai became an international trading port, immigrants from different countries and regions flocked to the city (O'Connor, J., & Gu, X., 2012). The depictions of clothing in Shanghai-style literary works showcase the blending and collision of Chinese and Western cultures, presenting a unique fashion style. Western-style formal wear, qipao, and Western-style dresses are vividly portrayed in literary works, reflecting Shanghai's pursuit of fashion and acceptance of foreign cultures. On the other hand, the depictions of clothing in Shanghai-style literature also reflect changes in social classes and identity. The society of modern Shanghai underwent significant changes, with the gradual dissolution of traditional feudal hierarchies and increased social mobility. The depictions of clothing in Shanghai-style literary works showcase the differences in attire among individuals from different social classes, such as the luxurious clothing of wealthy families contrasting with the simple attire of ordinary citizens. This portrayal reflects social mobility and individual social status, while also highlighting the author's concern for social injustice and class differences. Additionally, the depictions of clothing in Shanghai-style literature showcase the individuality and emotional states of characters. Clothing is not merely an external decoration but also carries people's emotions, attitudes, and personality traits. The depictions of clothing in Shanghai-style literary works, through detailed descriptions, reveal the complex emotions and unique personalities of characters. The clothing choices, styles, and accessories of a character may reveal their emotional states, social roles, and psychological characteristics, enriching the character images and plot development of the works. It is an important avenue to understand the social fashion and cultural changes in Shanghai during this

period. Through the analysis of clothing depictions in Shanghai-style literary works, we can delve into the characteristics of the era, social changes, and the fate and identity of individuals (Yuhang, Wang., Hang, Yu., 2021). These depictions not only offer rich historical and cultural materials but also provide important clues for understanding the artistic charm and value of Shanghai-style literature.

Interweaving of Shanghai-style Writers and Fashion Concepts

Shanghai-style writers not only depict societal realities but also pay close attention to fashion and its concepts in their works. This focus reflects their sensitivity to societal changes and the spirit of the times in Shanghai, a city marked by diverse cultures and rapid change from the late 19th to the early 20th century. By integrating fashion elements into their narratives, these writers demonstrate an acceptance of foreign cultures and a deep contemplation of modernization. Furthermore, they use fashion concepts to explore the diversity of individual identities and cultural pursuits in Shanghai, a city known for its diverse population and cultural influences. This exploration adds depth to their works, revealing their contemplation of modernity and consumer culture in Shanghai's urban life. Overall, the interplay between Shanghai-style writers and fashion concepts enriches Shanghai literature, offering insights into the city's historical culture and social development.

The Social Significance of Modern Shanghai Clothing

The depiction of modern Shanghai clothing in Shanghai-style literary works reflects societal phenomena such as social changes, class differences, and cultural identity. These depictions not only enrich the artistic elements of the works but also vividly illustrate the trends of the times and societal diversity (Lee, 1999). Modern Shanghai clothing in Shanghai-style literary works reflects societal changes and the process of modernization. Modern Shanghai underwent rapid development in urbanization and modernization, with clothing becoming a crucial symbol of societal changes. The depictions of clothing in Shanghai-style literary works showcase the collision of traditional culture and Western fashion, reflecting the tension and opposition between modernization and traditional culture. These depictions not only showcase individuals' pursuit of fashion but also reflect societal exploration and pursuit of modernization. Modern Shanghai clothing in Shanghai-style literary works highlights differences in social classes and identity (Wang, J., 2012). Shanghai is a city full of opportunities and challenges, with significant social mobility. The depictions of clothing in Shanghai-style literary works showcase the attire differences among individuals from different social classes, such as the contrast between the poor and the wealthy, demonstrating social class differentiation and inequality. Clothing in these works becomes a symbol of social status and identity, further emphasizing the gap in social classes and individual destinies. Ucock Hughes, M., Eckhardt, G., Kaigler-Walker, K., & Gilbert, Z. (2015) mentioned that the modern Shanghai clothing in Shanghai-style literary works also reflects the

importance of cultural identity and individual self-expression. The depictions of clothing in Shanghai-style literary works showcase the characteristics of clothing from different cultural backgrounds and identity, such as the fusion of traditional Chinese clothing and Western fashion. This reflects individuals' pursuit of cultural identity and self-expression. These depictions showcase the freedom and diversity of individuals in fashion choices and cultural identity, enriching the cultural connotations and character images of the works.

In conclusion, the depictions of modern Shanghai clothing in Shanghai-style literary works reflect societal changes, class differences, and cultural identity. These depictions not only enrich the artistic elements of the works but also vividly illustrate the trends of the times and societal diversity.

Fashion Evolution in Shanghai Through Photographic Records and Presentation

I. The Development and Influence of Modern Shanghai Photographic Art

Modern Shanghai has been pivotal in shaping Chinese photographic art, with its development influenced by technological advancements and international interactions. According to Li, C. (1996), the city's openness attracted foreign photographers, contributing to the growth of photographic art. Organizations like the Shanghai Photographic Association played a crucial role in fostering this development through exhibitions and activities. Photographs from this era captured societal changes and cultural fusion, reflecting the city's unique identity. These works not only documented Shanghai's urban landscape but also showcased the fusion of Western techniques with Chinese culture, highlighting cultural diversity. Overall, modern Shanghai photographic art holds a significant place in Chinese photography, offering insights into the city's development and multiculturalism.

II. Shanghai Fashion Images in Historical Photo Archives

Historical photo archives provide valuable visual resources for understanding the evolution of Shanghai fashion and society. These images document changes in fashion trends, cultural shifts, and urban development. They illustrate the transition from traditional Chinese clothing to Western influences and the blending of cultural elements in Shanghai's fashion. While these images offer insights into the city's fashion history, it's essential to consider their limitations, such as selection biases and representational challenges (Wu, W., 2004). Therefore, a comprehensive analysis combining various historical sources is necessary for a nuanced understanding of Shanghai's fashion evolution.

III Fashion Evolution and Aesthetic Expression in Shanghai Photographic Works

Modern Shanghai photographic works offer a window into the city's fashion evolution and aesthetic expression. They depict changes in clothing styles over time, reflecting societal shifts and cultural exchanges. These images showcase the diversity of fashion trends and the unique

aesthetic concepts of Shanghai's residents. From traditional attire to modern fashion, these works capture the city's transformation and the intertwining of fashion with societal changes. Photographers' artistic choices further enrich these images, providing a nuanced portrayal of Shanghai's fashion history and cultural identity.

Sociocultural Interpretation of Shanghai's Fashion Evolution

I. Societal Forces Behind Fashion Transformation

The evolution of Shanghai fashion goes beyond trends, reflecting broader societal and cultural changes. In modern Shanghai, this evolution is driven by various factors, including the city's economic development (Lin, J., 2018). As Shanghai grew as a commercial and industrial centre, urbanization and modernization reshaped its social and economic fabric, leading to new demands for fashionable urban attire.

External cultural influences also played a significant role, as foreign styles and concepts blended with local fashion. Western fashion trends and ideas permeated Shanghai, contributing to a diverse range of styles and perspectives. Additionally, shifts in societal values and cultural beliefs impacted fashion, with traditional customs giving way to modern ideals of individual expression and inclusivity. These changes in cultural values have influenced the evolution of fashion styles in Shanghai, reflecting a broader societal transformation.

II. Relationship Between Shanghai Fashion and Identity

In modern society, Shanghai fashion serves not only as an external adornment but also as a crucial expression of individual identity. Based on Lu, L., & Alon, I. (2004), through the selection and coordination of clothing, individuals showcase their identity, status, and sense of belonging in society, forming connections with specific social groups or cultural backgrounds.

Firstly, Shanghai fashion reflects social status and identity. In modern Shanghai society, social status is closely tied to one's clothing. The wealthy often choose luxurious attire and accessories to showcase their wealth and status, while the common populace might opt for modest, practical clothing, highlighting a simple and frugal lifestyle. Through clothing choices, individuals can convey their social standing and identity.

Secondly, Shanghai fashion is related to cultural background and social group identity. Different cultural backgrounds influence personal clothing choices and preferences. Traditional Han Chinese attire and Western fashion elements both find expression in Shanghai's fashion. Through specific clothing styles, individuals express their affiliation with a particular cultural background or social group.

Moreover, Shanghai fashion is a means for shaping personal image and expressing individuality (Victor, Nitti., 2022). Through the style, colors, and designs of clothing choices, individuals display their unique characteristics and aesthetic preferences. From followers of fashion trends to independent seekers of individuality, everyone can use clothing to shape a distinct image and express their values and attitudes.

In summary, Shanghai fashion is closely linked to personal identity. Through clothing choices, coordination, and presentation, individuals can showcase their status, cultural background, social group affiliation, and personal characteristics in society (Li, W., & J. Hua, 2009). For scholars researching the history of Shanghai society and cultural changes, a thorough exploration of the relationship between Shanghai fashion and identity can provide a better understanding of individual positioning in society and the diversity of social structures.

III. Interpretation of Shanghai Fashion Evolution through Literature and Visual Records

Modern literature and visual records are crucial resources for studying the evolution of Shanghai fashion. Through the expression of words and images, they offer profound insights into the era's background, societal changes, and individual experiences, aiding in the interpretation of Shanghai's fashion evolution (Finnane, A., 2008).

Firstly, descriptions of attire in modern literature present vivid visual images and character depictions. Novels, essays, and poems provide insights into the clothing choices, fashion trends, and aesthetic concepts of different societal groups. Descriptions of clothing in literary works not only showcase era-specific features and societal changes but also reflect individual identity and emotional experiences. Through literary works, one can feel the individuality and expression in the clothing choices of the people of modern Shanghai, gaining a deeper understanding of the connection between clothing and individual lives.

Secondly, visual records offer tangible visual data, showcasing the evolution of attire and fashion trends in modern Shanghai society. Photographs, illustrations, and images in fashion magazines provide valuable visual archives, documenting clothing styles and trends for different periods and societal groups. These visual records not only display specific clothing styles and combinations but also reveal the practical applications of clothing in society and the face of fashion transformation.

Research Methodology

In the context of investigating the evolution of modern Shanghai clothing to provide new insights into socio-cultural and fashion changes in modern Shanghai society, the Analytic Hierarchy Process (AHP) can be used as a decision-making tool to prioritize and evaluate various factors that contribute to this evolution. Figure 1 shows how AHP had be applied in this study.

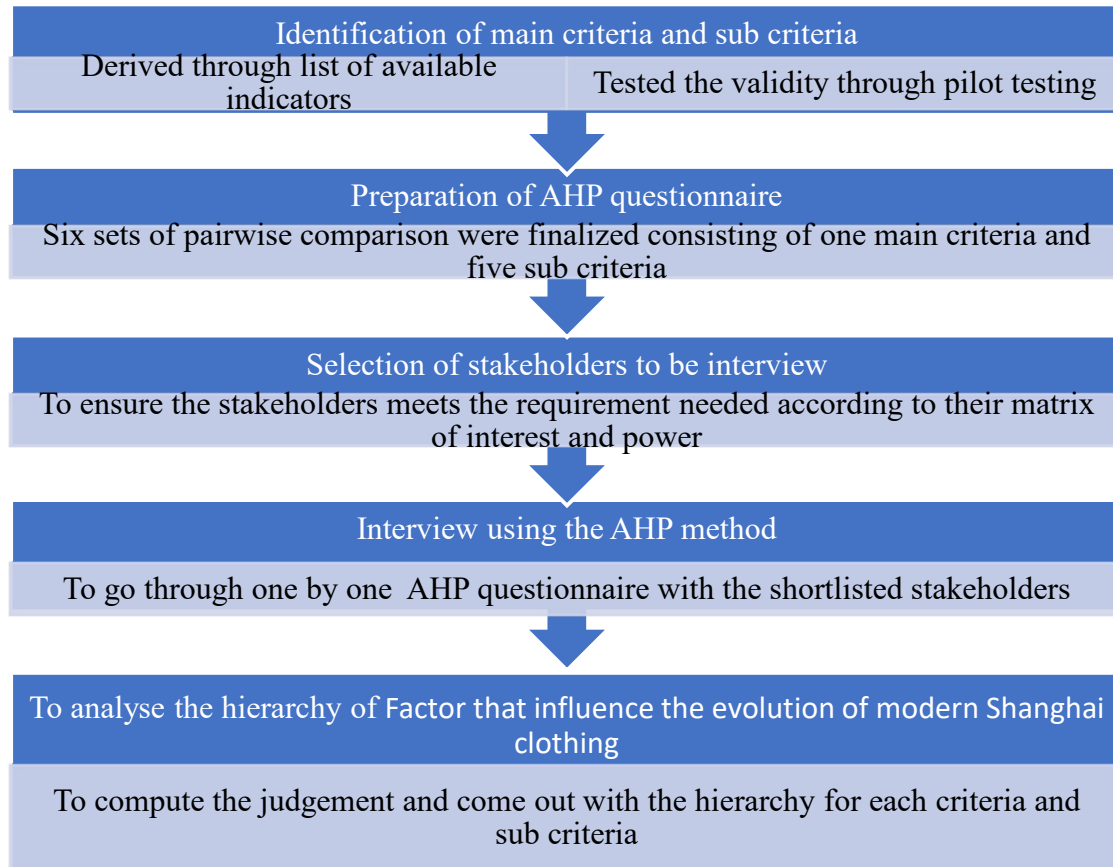


Figure 1 Flowchart of the research methodology

The data is collected through a questionnaire survey and analysed with Superdecisions software using the AHP technique. Primary data for this study were the stakeholder interviews. They are the ones who involved directly and indirectly in the evolution of modern Shanghai clothing. Before proceeding with interviews, identification of the respondents is to be done first. Then, interviews were conducted to seek their preference on the factor that influence the evolution of modern Shanghai clothing.

Hierarchical Structure: The decision problem can be structured hierarchically, with the main objective of understanding the evolution of modern Shanghai clothing at the top. Below this, criteria can be identified that contribute to this evolution, such as historical influences, socio cultural shifts, economic factors, and technological advancements. Each criterion can then be further broken down into sub-criteria or factors that influence it.

Pairwise Comparisons: Decision-makers can then compare each pair of criteria or sub-criteria in the hierarchy with respect to their importance in influencing the evolution of modern Shanghai clothing. For example, they can compare the importance of historical influences versus economic factors, or the influence of cultural shifts versus technological advancements. These pairwise

comparisons are typically done using a numerical scale to quantify the relative importance of each factor.

Deriving Priority Weights: The pairwise comparison judgments are used to derive priority weights for each criterion and sub-criterion in the hierarchy. These weights represent the relative importance of each factor in contributing to the evolution of modern Shanghai clothing. Saaty's eigenvector method or other mathematical techniques can be used to calculate these weights.

Consistency Checking: AHP includes a consistency check to ensure that the pairwise comparison judgments are logical and coherent. If inconsistencies are found, adjustments can be made to the judgments to improve consistency.

AHP is a method to derive ratio scales from paired comparisons. By applying AHP in this manner, researchers can systematically evaluate the various factors contributing to the evolution of modern Shanghai clothing and gain new insights into the socio-cultural and fashion changes in modern Shanghai society. Perfect consistency indicates a consistency ratio (CR) value of zero. However, perfect consistency cannot be expected because humans are frequently biased and inconsistent in their subjective judgment due to the evolvement of new experiences, the season, or the time of the day. AHP allows some small inconsistencies in judgment. Therefore, it is considered acceptable for some inconsistency to occur to a certain degree. In this case, as long as the CR-value is less than 0.1, the pairwise comparison can be accepted as consistent.

After identifying the relevant indicators or criteria involved in the decision-making process, AHP is conducted in four steps (Flitter. H et al., 2013). Firstly, it is to perform pairwise comparisons among the criteria and sub-criteria. In each question, the respondents were asked to compare each objective with other objectives concerning the goal. This process also applies to the sub-objectives.

Sampling Procedure

The sample size for AHP studies is usually small since AHP needs experts in the field to be the respondents (Qureshi M.E. and Harrison S.R, 2003), and there are few experts available.

Identifying the right stakeholders is crucial in evaluating the factor that influence the evolution of modern Shanghai clothing. for this study, a minimum of 2 respondents' stakeholders were required as representative from each specific group.

- **Fashion Designers and Brands:** Fashion designers and brands operating in Shanghai can offer insights into current trends, consumer preferences, and the factors driving changes in clothing styles. They can provide valuable perspectives on the creative and commercial aspects of the fashion industry.
- **Retailers and Merchants:** Retailers and merchants selling clothing in Shanghai can provide insights into consumer behavior, purchasing patterns, and the market

demand for different types of clothing. They can offer perspectives on the business side of the fashion industry.

- **Consumers:** Consumers of clothing in Shanghai represent a diverse group with varying preferences and cultural backgrounds. Their opinions and choices can provide valuable insights into the factors influencing the adoption of different clothing styles and trends.
- **Fashion Educators and Researchers:** Professionals involved in fashion education and research in Shanghai can offer academic perspectives on the evolution of clothing styles, cultural influences, and the broader socio-cultural context of fashion in the city.
- **Cultural and Historical Experts:** Experts in Chinese culture and history, especially as it relates to fashion and clothing traditions, can provide insights into the historical and cultural factors influencing the evolution of modern Shanghai clothing.
- **Government and Policy Makers:** Government officials and policymakers involved in cultural and economic development in Shanghai can offer insights into the regulatory environment, policies affecting the fashion industry, and initiatives aimed at promoting cultural heritage and creativity.
- **Industry Associations and Organizations:** Professional associations and industry organizations related to fashion and textiles in Shanghai can provide insights into industry trends, challenges, and opportunities, as well as the collective perspectives of industry stakeholders.

By involving a diverse range of stakeholders in the research process, a more comprehensive understanding of the factors influencing the evolution of modern Shanghai clothing can be achieved, leading to more informed and nuanced insights.

Data Analysis and Result

Pilot study

The pilot study was run to evaluate the design and method proposed for the analysis. It also may alert the researcher to issues that may adversely affect the study. Most importantly, it determines the feasibility of the study, so there will be no resources and time wasted at the end of the day. (Van Teijlingen, E. R., & Hundley, V., 2001).

The set of questionnaires was prepared through content analysis and distributed to 21 respondents. It consists of two parts. Part A focuses on the respondent's demographics, while Part B looks for the factor that influence the evolution of modern Shanghai clothing. The questionnaire consists of six constructs; Media and Technology, Consumer Preferences, Social Cultural Influences, Economic Factors, Environmental Factors and Historical Periods. All items were measured using a five-point Likert scale anchored at 1 (very least important) and 5 (very important).

The collected data underwent analysis using Cronbach's alpha to assess reliability, with an accepted value exceeding 0.70. In this study, the overall Cronbach's alpha was found to be 0.943, indicating that most items were deemed suitable for retention, as their removal would lead to a decrease in alpha. Each key factor exhibited excellent reliability, with alpha coefficients exceeding 0.7, except for tourist perception (Table 1), where the resulting values ranged from 0.676 to 0.855.

The analysis shows that the sub-factors for the Historical Periods aspect need to be examined further if they are retained in the list. While the other sub-factors display reliability and have internal consistency.

Table 1 Cronbach's Alpha Value for Each Item

Item	No of Item	Cronbach's Alpha Value	Mean	Std Deviation
Media and Technology	4	0.837	31.36	3.672
Consumer Preferences	4	0.796	21.73	2.798
Social Cultural Influences	4	0.814	17.09	2.448
Economic Factors	4	0.855	31.64	3.526
Environmental Factors	3	0.772	10.59	2.823
Historical Periods	3	0.676	23.91	3.100

The developed instrument was validated using simple statistics and internal consistency reliability. The result indicates a high correlation between the items in the questionnaire except for Historical Periods factor. The remaining five key elements identified are the most relevant factor that influence the evolution of modern Shanghai clothing. Therefore, dropping out of the factor will give a higher overall Cronbach Alpha value. Then, these developed instruments should be further applied for data collection in the case study area.

The Historical Periods factor showed a low Cronbach alpha value due to respondents may have varied interpretations or understandings of different historical periods, leading to inconsistent responses across the items related to Historical Periods. The characteristics of the sample population, such as their knowledge of history or cultural background, could influence their responses to items related to Historical Periods too. If the sample is diverse in terms of historical knowledge or experiences, it may affect the internal consistency of the factor. These 5 factors that remain will then be fitted into the next level, the multicriteria decision-making method.

Pairwise comparison

Pairwise comparison is executed to achieve a hierarchical structure of the factor influencing the evolution of modern Shanghai clothing. A normalized score for each criterion is achieved based on the comparison matrix and table 2 shows the comparison matrix for the factor influencing the evolution of modern Shanghai clothing.

The Superdecisions software has been used to estimate the weights of the importance of the five primary objectives: Media and Technology, Consumer Preferences, Social Cultural

Influences, Economic Factors and Environmental Factors and their sub-objectives. It is also used to test for inconsistency between preferences within individual respondents' groups. Ultimately, the software helps to ranks the factor influencing the evolution of modern Shanghai clothing.

Table 2 Weightage for Pulau Perhentian Main Criteria

Factor	Normalized Score BE	Normalized Score SC	Normalized Score ED	Normalized Score TM	Normalized Score PC	Normalized Principal Eigen	
						Priority Vector	%
Media and Technology	0.300	0.266	0.258	0.316	0.315	0.291	29.11%
Consumer Preferences	0.083	0.074	0.125	0.051	0.069	0.081	8.05%
Social Cultural Influences	0.178	0.090	0.153	0.201	0.125	0.149	14.95%
Economic Factors	0.206	0.312	0.165	0.217	0.246	0.229	22.93%
Environmental Factors	0.232	0.258	0.299	0.215	0.244	0.250	24.96%
COL. TOTAL	1.000	1.000	1.000	1.000	1.000	1.000	100.0%

Based on the table above, for the main criteria, the most important criterion for factor influencing the evolution of modern Shanghai clothing is the Media and Technology, with the highest percentage of 29.11%. The least important is Consumer Preferences, with only 8.05%.

Local weight is the sum of all sub-criteria that is equivalent to 1. The ranking of each sub-criterion is noticeable when receiving the weights. Data synthesis for the AHP method is a multiplication of each ranking according to the priority of its criterion and sub-criterion and the sum of weights for each alternative to achieve the final priority. The mean value for each criterion is computed into super decisions.

To achieve a consistent judgment, a consistency index is calculated for each comparison matrix where the inconsistency value must be less than 10% or 0.10. The smaller the variance to the CI value, 0.1, the more consistent the judgment is. The CI for each matrix is shown below.

Table 3 Calculation for consistency ratio for the factor criteria.

	Criterion
Consistency Index (CI)	0.0302
$CI = (\lambda_{max} - n) / (n - 1)$	

Consistency Ratio CR= CI/RI	0.0269 3%
Results	Accepted

The CR are only used to check if the experts are consistent in their priority settings for pairwise comparison matrices. It shows a 3% consistency ratio value, meaning it is a consistent judgment. The priorities vector derived from the comparison matrix is translated into a diagrammatic form to show the degree of the relative importance that one criterion has over another. The factors are arranged from highest to lowest (left to right). See figure 2 for the ranking summary.

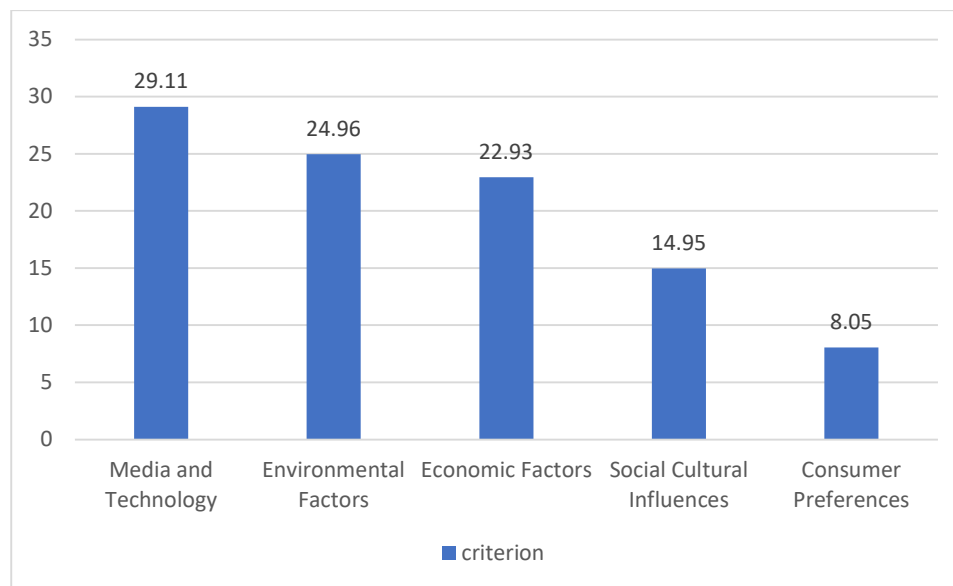


Figure 2 Ranking for factor influencing the evolution of modern Shanghai clothing.

Interpretation and Reporting of Findings

Most of the respondents for this survey have a minimum experience of 5 years up to 20 years. Measuring their involvement is essential to ensure they can comprehend the survey format. The measurement set for this study is ordinal as the aim is to achieve significant factors ranking.

The identification of Media and Technology as the most important criterion influencing the evolution of modern Shanghai clothing reflects the profound impact of digitalization and media proliferation on the fashion industry. In the context of Shanghai's dynamic urban environment, media platforms and technological advancements play a pivotal role in shaping fashion trends, consumer behavior, and industry dynamics. Digital media channels, including social media, fashion websites, and online retail platforms, have become powerful vehicles for disseminating fashion information, influencing consumer preferences, and shaping brand image. Moreover, technological innovations in clothing production, such as 3D printing and smart textiles, are

revolutionizing design possibilities and product offerings. This convergence of media and technology not only accelerates the pace of fashion trends but also transforms the way fashion is created, marketed, and consumed in modern Shanghai, making it a critical factor in understanding the evolution of the city's clothing culture. The environmental factor as the second most important criterion influencing the evolution of modern Shanghai clothing reflects the increasing significance of sustainability and environmental considerations in the fashion industry. As global awareness of environmental issues grows, there is a greater emphasis on sustainable practices and ethical production methods in the fashion supply chain. In modern Shanghai, where urbanization and industrialization have led to environmental challenges, there is a heightened awareness of the need for eco-friendly fashion choices. Factors such as the use of sustainable materials, environmentally conscious production processes, and the reduction of carbon footprint are becoming increasingly important in shaping consumer perceptions and industry practices. The influence of environmental factors on the evolution of modern Shanghai clothing underscores the growing importance of sustainability in shaping fashion trends and industry practices in response to broader environmental concerns.

The result of this study is highly reliable since it is being validated through a scientific theory where the consistency ratio (CR) falls in the right value range as suggested by Saaty (1980) and geometric consistency index (GCI) as suggested by Aguarón, J., & Moreno-Jiménez, J. M. (2003).

Conclusion

In conclusion, the evolution of modern Shanghai clothing is influenced by a list of factors that encompass both tangible and intangible aspects. The decision-making process involved in understanding this evolution can benefit from methodologies like the Analytic Hierarchy Process (AHP), which allows for the systematic evaluation and prioritization of these factors. AHP's ability to numerically represent judgments and its analytical approach can aid in rationalizing complex decisions.

There were a close interaction and innovation between modern Shanghai and international fashion. The influence of international fashion injects new vitality into Shanghai's fashion industry through the introduction of fashion elements and the dissemination of trends. Meanwhile, Shanghai, through local innovation and integration with international fashion, forms a unique fashion style. This interaction and innovation not only propel the development of modern Shanghai fashion but also promote the diversification and innovation of international fashion. Shanghai fashion plays a significant role in modern Chinese fashion history, representing the modernization and internationalization of Chinese society, driving the development of the Chinese fashion industry. Simultaneously, modern Shanghai fashion has far-reaching effects on people's lifestyles and cultural perspectives. Its status is not only evident in the local market but has also exerted a widespread influence nationally and internationally, adding a unique brilliance to the history of modern Chinese fashion.

A comprehensive understanding of these factors, coupled with a structured decision-making approach like AHP, can provide valuable insights and considerations for stakeholders seeking to navigate the complexities of the fashion industry in modern Shanghai society.

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