<https://www.hindustantimes.com/lifestyle/art-culture/korean-wave-made-in-korea-gorged-and-loved-in-india-101630670553337.html>

*“ It was the pandemic induced lockdown that led to establishing* ***new Hallyu (Korean wave)*** *converts in* ***large numbers*** *as people binge watched on K-dramas, fuelled by their impressive presence on OTT platforms.”*

*“Online store that* ***sells Korean products*** *in India, witnessed a phenomenal* ***spike*** *in sales during the pandemic. ”*

<https://www.firstpost.com/entertainment/explained-rise-of-korean-content-in-india-from-shows-like-squid-game-to-k-pop-10034321.html>

*“With entertainment comes the culture, lifestyle, and fashion influence, which hallyu fans now want to adopt in their lives”*

<https://timesofindia.indiatimes.com/readersblog/cascadeblog/the-rising-popularity-of-k-fashion-in-india-50990/>

*“The rise of K-pop and K-drama has had a significant influence on Indian fashion, with many young consumers seeking to emulate their favorite Korean celebrities’ styles****. Korean fashion*** *brands have capitalized on this trend by* ***offering unique and trendy designs*** *that cater to a younger demographic.”*

*“The impact of K-fashion on India can be significant, as it offers unique and trendy styles that may not be commonly found in Indian fashion. Indians who are exposed to K-fashion can be introduced to* ***new styles****,* ***silhouettes****, and* ***colors*** *that they may not have previously considered, broadening their fashion horizons and inspiring them to experiment with their own style. This is particularly relevant to* ***the youth*** *who are* ***always on the lookout for new and trendy fashion styles.****”*

<https://wifd.in/rise_of_k_fashion_in_india>

*“Korean fashion is known for its emphasis on experimentation, creativity and attention to detail. It often combines elements of minimalism, streetwear and high-end fashion, resulting in a wide range of styles that appeal to different tastes****. K-fashion is also characterized by its focus on youthful and trendy designs****, as well as the use of bold colors, innovative fabrics and avant-garde silhouettes.”*

*“The rise of Korean fashion in India can be attributed to several factors, reflecting changing consumer preferences, globalization and the influence of popular culture. Here are some reasons for the growing popularity of Korean fashion in India.*

* *Pop Culture & K-Pop Influence*
* ***Affordability & Variety***
* *Innovative Designs & Quality*
* *Social Media & Internet Connectivity*
* *Globalization & Cultural Exchange*
* *Influence on Bollywood & Indian Celebrities*
* *Perception of Korean Fashion”*

<https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4365651>

*“Through simple regression of purchasing decision on Korean wave, it was concluded that the Korean wave has a significant impact on the purchasing decisions of people. The coefficient of determination was moderate i.e.* ***factors*** *other than Korean wave such as the* ***prices****,* ***promotions*** *and* ***quality*** *also play an equivalent role in determining purchase decisions.”*

*“Indian consumers are sensitive to the price of Korean food products due to available alternatives.”*