



AN INFLUENCES OF KOREAN MEDIA AND CULTURE IN INDIA

By

SHARMILA. B

412421631044

OF

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BONAFIDE CERTIFICATE

This is to certify that immersion project report titled “**AN INFLUENCE OF KOREAN MEDIA AND CULTURE IN INDIA**” is the bonafide work of **SHARMILA.B** who carried out the work under my supervision. Certified that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

MR.R.UDHAYASANKAR

Signature of the guide

DR.C.R.SENTHILNATHAN

Signature of the HOD



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DECLARATION

I, **SHARMILA B**, hereby declare that the immersion project report, entitled "**AN INFLUENCE OF KOREAN MEDIA AND CULTURE IN INDIA**" Submitted to the Anna University, Chennai in partial fulfillment of the requirement for the award of the degree of **MASTER OF BUSINESS ADMINISTRATION** is record of original and independent research work done by me during February 2022 under the supervision of **MR R UDHAYASANKAR**, Department of Management studies, and it has not formed basis or other similar title to any candidate of any university.

Place: Chennai

SHARMILA .B

Date:

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ABSTRACT

Korean pop, sometimes known as K-pop, is a phrase that has been in use since the early twenty-first century and refers to South Korean pop music. The internet's availability and accessibility has given the sector a greater audience and fan base. In India, K-pop is building a name for itself and increasing popularity. The popularity of K-pop in India is growing significantly, as seen by smaller band concerts and different K-pop competitions held around the nation. The increasing popularity of K-pop as a result of well-researched techniques must be addressed and investigated. Korean pop, sometimes known as K-pop, is a term for South Korean pop music that has been in use since the early twenty-first century. The internet's accessibility and availability has increased the sector's viewership and fan base. In India, K-pop is gaining popularity and making a name for itself. K-popularity pop's in India is expanding rapidly, as seen by smaller band performances and other K-pop tournaments hosted around the country. It is necessary to confront and investigate the rising popularity of K-pop as a consequence of well-researched tactics.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION OF THE STUDY

Korean media (South Korean) such as K-movies, K-dramas, and K-pop music has worldwide fandom from all over the world. In India, Korean media has taken Indian fandom like a storm, not only by Korean media but also Korean celebrities and their preferences and culture have created a huge impact on Indian people. Indian attitude has slowly changed towards Korean preference and culture. Korean preference and style have become the nation's fashion statement from kids to youths. The number of people who started to dress like their favorite celebrities has increased. Especially young people in India are so into Korean lifestyle and food. Korean pop has a worldwide popular genre in music.

Raise in K-pop music's fandom is anonymous. There are famous such as BTS, Seventeen, Blackpink, and Red velvet. BTS which is known as Bangtan sonyeandan (literally meaning in English bulletproof boys scouts), K-pop boy group with seven-member. The fan base for BTS is like a sea as huge, not only in India from all over the world and from all age groups. They have become a global phenomenon. Seventeen is considered the biggest South Korean boy band in K-pop. The group is known for many single and has a huge separate fanbase. Blackpink is a diverse-four-member girl group, called a legendary girl group. They have a unique style and tactic to cover fans, this girl group always stands out from others. Red velvet is a three-girl brand known for its catchy songs and sophisticated vibe.

Global love for Korean drama and K-movies is another aspect of Korean media. There are worldwide famous k-dramas such as Its Okay To Not To Be Okay (2020), Squid Game (2021), Goblin: The Lonely And Great God (2016), Descendants Of Sun (2016), Heirs (2013), Our Beloved Summer (2021), Mr. queen (2020), Boys Over Flower (2009), Hell Bound(2021) and Crash Landing On You(2021). Youngsters were found attracted to k-drama. Those have become their part of life. Watching k-dramas would be a favorite to many youngsters. K-movie Entaintment has been giving fine movies to the world such as Train To Busan (2016), Parasite(2019), I Saw The Devil (2010), Along With The Gods: The Two Worlds (2017), Call(2020), Alive(2020), The Handmaiden (2016), Forgotten (2017), A Taxi Driver(2017), My Sassy Girl(2007), The Outlaws (2017) and Miracle In Cell No 7(2013).

An OTT platform such as Netflix and amazon prime has taken Korean media into international range. People easily get access through these applications. These platforms have played a vital role in Korean influences all over the world. Korean influences reflect in people's lifestyles and daily routines. Indians started using Korean beauty products, food, clothing, music, and so on.

The Korean wave has had a huge impact on product awareness and cultural contacts across nations. Korean products and culture have become well-known throughout Southeast Asia, particularly Indonesia, as a result of this influence. Despite the fact that the cultures of the two nations are very different, Korean culture and products have easily permeated Indonesian society. Indonesian youths, in particular, are more interested in Korean cultural items, including includes Korean technology, food, traditional culture, and the nation.

The rise of the Korean wave has sparked a new trend of east culture in personal life. This occurrence occurred in Indonesia as well. As a consequence of the effect of hallyu through drama and song, the majority of Indonesians, particularly women, have begun to love Korean artists and singers. In the beginnings, Hallyu in Indonesia was mostly focused on TV dramas, with pop music and movies filling in the gaps. There hasn't been much of a presence yet. However, Korean pop music (K-Pop) has become increasingly popular over the years.

The Korean wave pushed ahead to different areas of Asia, including Southeast and Central Asia, and therefore this wave achieved an active penetration stage." From 2000 to 2002, this phenomena suddenly rose and dramatically penetrated in adjacent Asian nations. The influence of korean culture in the world has had an extraordinary effect on Asian society, ending Hollywood's dominance in the media market and causing a cultural tsunami among them, which they have dubbed the Korean cultural tsunami. This trend affects all types of audiences without exception.

Because people's perceptions of Korean wave items are positively related to their propensity to buy Korean products. In addition to culture awareness, the more positively people see the Korean wave, the more likely they are to learn and know about Korean culture. On the other side, there is no substantial link between persons who have a positive view of the Korean wave

and a shift in attitude. Furthermore, there is no link between persons with a positive attitude toward acculturation and attitude change.

The goal of this study is to look at the impact of the Korean wave on the acceptance and perception of Korean products, culture, and the Korean wave inseparable. The dependent variable, especially general attitude and India people's conduct toward Korean, is identified using four independent variables: product and culture awareness, perception of class, and amount of strength attitude toward acculturation.

1.2 THEORITICAL BACKGROUND

1.2.1 The boom in popularity of Korean languages

In India, the King Sejong Institute began in January 2013, with 50 students in New Delhi. The number of candidates increased significantly over time, and the centre now administers admission exams and has expanded to Patna and Imphal. Because of the epidemic, courses were moved online, and the Korean Cultural Centre India began offering free online classes, 600 places were immediately filled when registrations opened. People hurried to get seats as though they were purchasing cheap K-pop concert tickets.

Korean became the fifth most popular language on Duolingo in 2021, and the fastest growing among Indians aged 17 to 25. The King Sejong Institute contributed to the continued growth of Korean language interest. The number of K-pop-related podcasts on Spotify has increased to . Netflix, MX Player, ZEE5, and PlayFlix began dubbing Korean content into popular Indian languages. Due to their warm, wholesome experience, K-dramas attracted a larger audience. On social media platforms, user-generated reviews began to appear. South Korean vloggers have also gained popularity in the country. The demand for Korean fashion resulted in the dumping of East Asian recycled clothing. Fashion trends from Seoul were incorporated by local designers, stylists, and artists. In urban areas, cafes and restaurants with a Korean theme have opened. fast food chains have also made their way into the market.

The conducted survey indicates that there is an influence among Indian in term of food, clothing & language. The answeres were majority of the people which is 58.4% agreed that there is an influence of Korean culture, 11.2% answers states that there is no Korean influence in term of food , clothingor fashion &language and lastly 30.3% of respondent were say may be for the question. The clear and strong answer is there is an influence of Korean influence among Indian. Bellow pie chart tells clearly about it.

Simultaneously, private platforms providing online lessons grew in popularity. My Instagram advertising are for a variety of services that claim to be able to teach Korean. The physical impediment to learning the language is no longer present. Korean is the fastest-growing foreign

language in India, according to a popular language-learning programme called DuoLingo, which surveyed over 1,000 Indians. The increased interest in the language isn't surprising, given the rise in popularity of Korean dramas and K-pop music in the nation, especially after the Covid-19 outbreak.

A unsuccessful effort at studying it on my own and afterwards from a Korean neighbour pushed me on. As a result, I registered in the King Sejong Institute, a South Korean government-run language school in New Delhi. Despite the fact that I had been watching Korean dramas and films since 2008, it was the energising influence of K-pop that finally drove me to learn the language.

1.2.2 The popularity of K-pop among Indians

Idol groups have come to dominate the Korean music industry, yet idol life is notorious to be toxic and abusive. The Korean government has taken attempts in the last decade to remove the systemic exploitation that has long been a feature of Korean studio culture. However, when BTS was founded in the early 2010s, most studios took a very rigid and restrictive approach to idol group development.

They gradually ironed away most of Seo Taiji's original personal expression and socially aware music as part of the process - after all, it's difficult to express yourself when you're contractually forbidden to have a personal life. Even today, idols are usually only willing to talk about their problems after their studio careers have ended. It didn't, however, contain a group of adolescent guys who had just been assembled through a studio audition procedure and were being rigorously polished and prepared for their first performance.

Top 10 Most Popular K-Pop Boy Groups

1. BTS
2. EXO
3. Wanna One
4. NCT
5. Got7

6. SEVENTEEN
7. Monsta X
8. Stray Kids
9. WINNER
10. ASTRO

Top 8 Most Popular K-Pop Girl Groups

1. BLACKPINK
2. Twice
3. Red Velvet
4. Everglow
5. Mamamoo
6. EXID
7. Oh!GG
8. Itzy

1.2.3 BTS phenomenon contribution to the popularity of K-Pop in India

"The most recent and most powerful (cause of the K-pop boom) is because of BTS's emergence, which then opens doors to the rest of K-pop," . Jin, Suga, J-Hope, RM, Jimin, V, and Jungkook make up the seven-member group, which is a global K-pop powerhouse to the point where their name is essentially synonymous with the genre. Their music frequently incorporates hip-hop, R&B, and electronic productions. Every member of the band has their own aesthetic, and their music videos tell vivid, compelling stories. The pop group has graced the cover of Rolling Stone India in 2017 and 2020, and has even made it to regional news channels.

Group members:

- The leader and lead rapper: RM
- The dancer/rapper: J-Hope
- The vocalist/dancer: Jimin
- The mentor vocalist: Jin

- The prodigy: Jungkook
- The rapper: Suga
- The vocalist/dancer: V

BTS passionate followers, both old and new, proudly identify as ARMY, which stands for Adorable Representative MC for Youth. The BTS ARMY, like any other K-pop fandom, has a symbiotic relationship with the artists they love. The organisations provide emotional support to the fans, which strengthens the bond between them. "They carry themselves in such a way that they do everything for the fans." They are surrounded by so much happiness that it almost feels as if they wanted you to tell them you need them. That kind of affirmation was also something I want. During the lockdown, Kumar says that finding comfort in BTS' music and even their unique personalities felt like a two-way street.

BTS's foreign fanbase was also working hard to ensure that the band had an opportunity to succeed. Fans deliberately inundated North American shops like Walmart, Target, and Amazon with appeals to stock BTS's new albums throughout 2017, and the albums quickly rose up the sales charts as a result. By the time BTS made their American Music Awards debut in 2017, the ARMY had grown so large that the audience was treated to a time-honored K-pop spectacle: an auditorium booming with fan chants.

Few other elements have contributed as much to the mainstreaming of K-pop as the international BTS fandom. BTS and its members reign supreme on Tumblr, the internet's unofficial home for fanbase communities, evoking One Direction's heyday's massive reach.

1.2.3.1 NOTABLE ACHIVEMENTS BY BTS:

- BTS Ranks No. 4 On IFPI's 2021 Global Digital Single Chart.
- First Act to Rank No. 1 On IFPI's Global Artist Chart for Two Consecutive years.
- First Foreign Artist To Earn RIAJ Diamond Certification For Streaming.
- "Butter" Becomes the First Song To Top Billboard's Hot Trending Songs Chart For Tenth Week.
- BTS Receives TikTok Gold Creator Award.
- BTS's "Permission To Dance On Stage - Seoul: Live Viewing" Sets Global Live Event Cinema Record .

- "N.O" Official MV Surpasses 100M Views On YouTube .
- "My Universe" Receives Gold BRIT Certification.

1.3 OBJECTIVES OF THE STUDY

1.3.1 Primary Objective

- To examine the consequences behind Korean influence in india.

1.3.2 Secondary Objectives

- To examine sudden Korean wave in India.
- To analysis the Korean wave and media influence in India.
- To examine the consequences behind the impact of Korean wave among people of India.

1.4 NEED FOR THE STUDY

- The spread of the Korean wave can be seen in a variety of ways, including pop culture, Korean products, food, and Korea as a nation to the rest of the world.
- To analysis situation occurs in Indonesia as well, and it has a significant impact on the people. People from different countries, on the other hand, have different value orientations, which leads to differences in product and brand preferences.
- The study research will look into the possibility of the Korean wave having an impact on Korean culture and products, as well as the indirect effect of changing their attitudes and behaviors.

1.5 SCOPE OF THE STUDY

- This research will assist future generations about Korean media and culture influence among Indians.
- It will provide information on Korean influence and wave has sparked a new trend of India culture in personal life
- The reason for the influence of Korean culture in the world has had an extraordinary effect on Asian society.

1.6 REVIEW OF LITERATURE:

Garima ganghariya & Ruhal Kanozia (2021)

Korea's example is exceptional in that it has been able to export a diverse variety of products, including dramas, pop music, movies, games, cartoons, and webtoons, and therefore has established a global presence. The export of Korean dramas, which met with exceptional success in neighbouring Asian nations, began the diffusion of Korean popular culture in the late 1990s. After that, Korean films and pop music began to be exported. These Korean media goods earned international notoriety as a result of technology advancements and the introduction of social media. Hallyu's entrance in India was not as well received as it was in East Asia and Southeast Asia, which continue to be the primary sources of Hallyu study.

Ann Mary George (2021)

The chance that Korean entertainment has such a devoted fan base throughout the world. The South Korean government has been actively promoting Korean cultural items through cultural diplomacy, which basically means using culture to create a national brand image and, as a result, benefiting national interests. The Korean Cultural Centre (KCC) was founded in New Delhi in 2012 to improve India-Korea diplomatic relations. In 48 CE, a Korean king married an Indian princess called Suriratna, also known as Heo Hwangok from Ayodhya, according to the ancient Korean literature Samguk Yusa (Dhawan). In November 2018, South Korea's First Lady, Kim Jung-sook, paid a visit to Ayodhya to pay respects to the memorial built by King Rama.

Reimeingam Marchang (2021)

Regardless of their socioeconomic status, Manipur's young are adopting the so-called Korean culture, which is a blend of Western and Korean traditions. It is influenced by Korean media, particularly films and dramas. Peer groups, on the other hand, build the network for adoption; nonetheless, they are not particularly influential. The people of Manipur are enthralled by Korean culture, which has a unique perspective. Regardless of their physical characteristics, they adopt some of its components that suit and intrigue them. Despite the physical disparities between Koreans as represented in the media and people from Manipur, the current generation is adopting Korean style, even though it sometimes seems manufactured and is not the authentic Korean culture.

Garima Ganghariya & Rubal Kanozia (2021)

The exponential rise in popularity of Korean pop culture items known as the Hallyu wave has piqued the interest of people all over the world. South Korean popular culture is expanding at an unprecedented rate around the globe at a time when geographic barriers are blurring due to virtual connectedness and advancements in internet technology. Its popularity has grown to the point that it now competes with Hollywood films, dramas, and music. Despite the fact that the study of Hallyu has attracted a large number of academics, because it is still a relatively young research area, few systematic attempts to examine the literature have been done

CHAPTER – II

METHODOLOGY

2.1 Methodology of the study:

Primary data

A Google Forms questionnaire was used to perform this cross-sectional web-based investigation. A social demographic questionnaire and psychological scores were incorporated in the Google Form to assess the psychological and behavioural effects of the COVID-19 pandemic. As a result, the study will include both descriptive and analytical assessments.

2.2 Type of study:

i. Sample Size:

The number of respondents from which data collected for this project was 60.

ii. Sample technique:

Convenient sampling technique was used in this study to collect data from the respondents.

iii. Sample area:

The sample was collected from 60 respondents from both male and female students.

iv. Analytical tool:

The chart was used as a tool in this research.

v. Statistical tool:

Percentage analysis was the statistical tool applied in this study.

2.3 LIMITATIONS OF THE STUDY:

The limitations of this study are;

- The study population pool was significantly saturated, with only 60 people who participate.
- Respondents' responses are influenced by their own ideas and perspectives.
- The research will be limited to college students in the educational years 2019-2020 and 2020-2021.

CHAPTER – III

ANALYSIS

3.1 ANALYSIS & INTERPRETATION

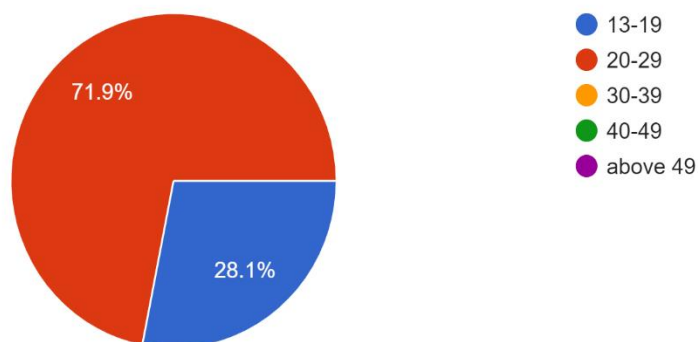
AGE WISE CLASSIFICATION

TABLE 3.1.1 shows age of the respondents

S.NO	Age	No of respondents	%
1	13-19	25	28.1
2	20-29	64	71.9
3	30-39	-	-
4	40-49	-	-
5	Above 49	-	-
Total		89	100

FIGURE 3.1.1 shows age of the respondents

Age of the respondent
89 responses



Interpretation:

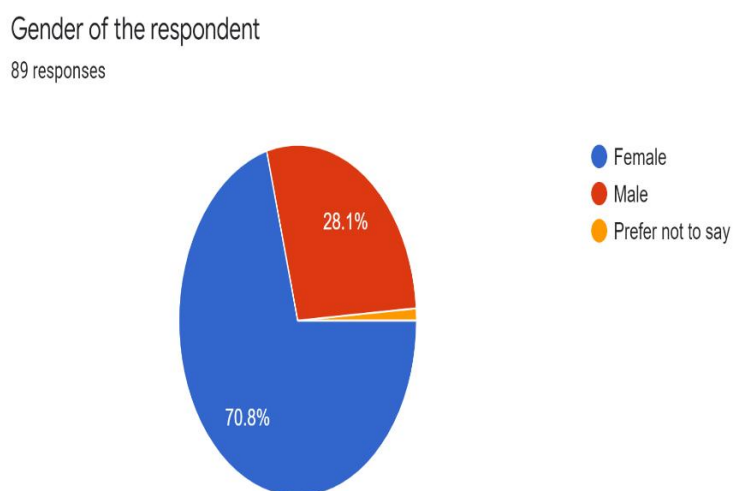
The above table and chart represent that age wise classification of the respondents. It found that 28.1% of the respondents belong to 13-19 age and 71.9% of the respondents belong to 20-29.

GENDER WISE CLASSIFICATION

TABLE-3.1.3 shows gender of the respondents

S.NO	GENDER	No of respondent	%
1	Female	63	70.8
2	Male	25	28.1
3	Prefer not to say	1	1.1
	TOTAL	89	100

FIGURE -3.1.2 shows gender of the respondents



INTREPRETATION:

The above table and chart show that gender of the respondents. It found that 70.8% of the respondents are female, 28.1% of the respondents are male and 1.1 % of the respondents said prefer not to say .

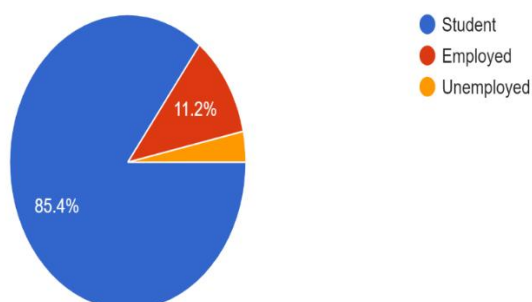
EMPLOYEMENT WISE CLASSIFICATION

TABLE 3.1.3 shows occupation of the respondents

S.NO	Qualification	No of respondent	%
1	Student	76	85.4
2	Employed	16	11.2
3	Unemployed	3	3.4
	TOTAL	89	100

FIGURE -3.1.3 shows occupation of the respondents

Employment status
89 responses



INTREPRETATION:

The above table and chart show that employment wise classification of the respondents . it found that 85.4% of the respondents are students, 11.2% of the respondents are employed and 3.4% of the respondents ere unemployed.

AWARENESS OF KOREAN MEDIA

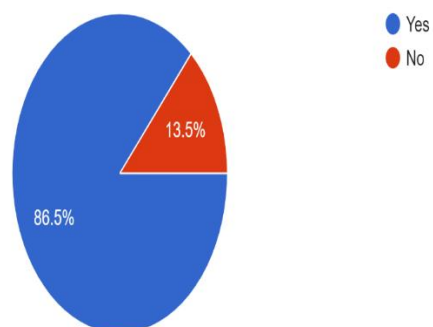
TABLE 3.1.4 shows awareness of Korean

S.NO	Views	No of respondents	%
1	Yes	77	86.5
2	No	12	13.5
	TOTAL	89	100

FIGURE-3.1.4 shows awareness of Korean

Are you aware of Korean Media? (K-pop, K-drama & K-movies)

89 responses



INTREPRETATION:

The above table show that aware of koren media of the respondents. It found that 86.5% of the respondents were aware of korean media and 13.5% of the respondents are said no.

INFLUENCE OF KOREAN MEDIA

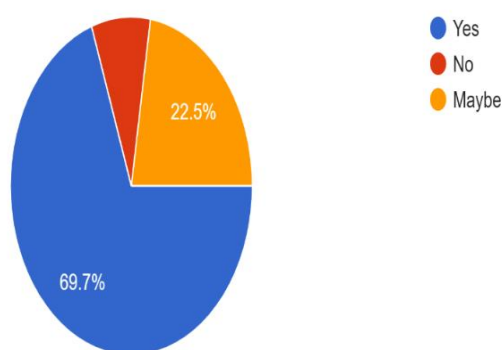
TABLE - 3.1.5 shows Influence of Korean media among Indians

S.no	Views	No of respondents	%
1	Yes	62	69.7
2	No	20	22.5
3	May be	7	7.9
	TOTAL	89	100

FIGURE 3.1.5 shows influence of korean media among india

Do you think, there is an influence of Korean media among Indians?

89 responses



INTREPRETATION:

The above table and chart 3.1.5 show that influence of korean media among india . it found that 69.7% of the respondents choosen yes, 22.5% of the respondents are 22.5% of the respondents choosen no and 7.9 % of the respondents choosen may be.

PERFERENCE OF PEOPLE

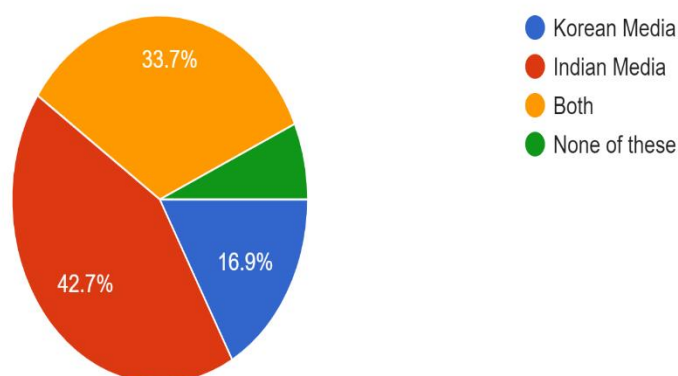
TABLE 3.1.6 shows Preference of people

S.NO	Views	No. of respondents	%
1	Indian media	38	42.7
2	Korean media	30	33.7
3	Both	15	16.9
4	All these none	6	6.7
	TOTAL	89	100

FIGURE 3.1.6 shows Preference of people

Which one do you prefer?

89 responses



INTREPRETATION:

The above table and chart 3.1.6 show preference of people among people . it found that 42.7% of the respondents said Indian media, 16.9% of the respondents said Korean media , 16.9% of the respondents said Indian and Korean media and 6.7% of the respondents said all these above.

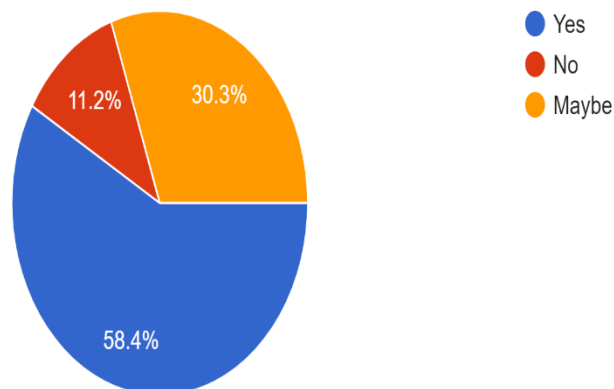
INFLUENCE OF KOREAN CULTURE

TABLE 3.1.7 shows Influence of Korean Culture among Indians (Food, Clothing & Language)

S.NO	Views	No of respondents	%
1	Yes	32	58.4
2	No	27	30.3
3	May be	10	11.2
	TOTAL	89	100

FIGURE 3.1.7 shows Influence of Korean Culture among Indians (Food, Clothing & Language)

Do you think, there is an influence of Korean Culture among Indians?(Food, Clothing & Language)
89 responses



INTREPRETATION:

The above table and chart 3.1.7 show influence of Korean culture among India(food, clothing and language). it found that 58.4% of the respondents said yes. 30.3% of the respondents said 30.3 and 11.2% of the respondents said may be.

PREFERENCE OF KOREAN MEDIA

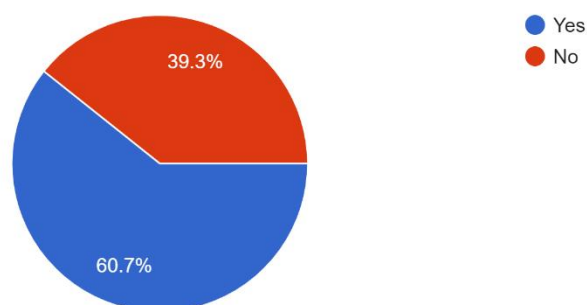
TABLE 3.1.8 shows Preference of Korean media

s.no	Views	No.of respondents	%
1	Yes	54	60.7
2	No	34	39.3
3	May be	-	-
	TOTAL	89	100

FIGURE 3.1.8 shows Preference of Korean media

Do you like Korean media?

89 responses



INTREPEDATION:

The above table and chart 3.1.8 show preference of Korean media of the respondents. It found that 60.7% of the respondents said yes, 39.3% of the respondents said No.

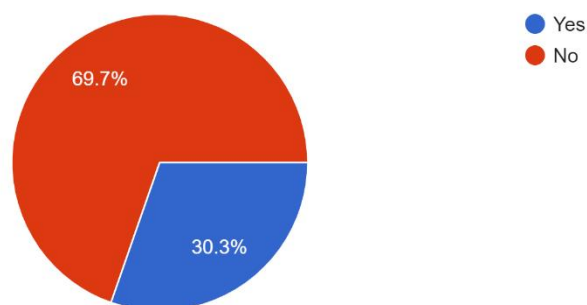
PREFERENCE OF KOREAN CULTURE

TABLE 3.1.9 shows Preference of Korean Culture

s.no	Views	No of respondents	%
1	Yes	62	60.7
2	No	27	30.3
	Total	87	100

FIGURE 3.1.9 shows Preference of Korean Culture

Do you follow any kind of Korean culture?
89 responses



INTREPRETATION:

The above table and chart show preference of Korean culture of the respondents. It found that 60.7% of the respondents said yes and 30.3% of the respondents said No.

CORRELATION ANALYSIS

TABLE 3.1.10 Shows an influence of Korean media among Indian correlation analysing data.

	Age	Gender	Employ	Awareness	Influence	Preference	K-culture	K-media
Age	1							
Gender	0.40	1						
Employment	0.24	0.60	1					
Awareness	0.24	0.61	0.91	1				
Influence	0.38	0.90	0.76	0.75	1			
Preference	0.59	0.79	0.72	0.70	0.85	1		
K-culture	0.85	0.46	0.28	0.28	0.44	0.69	1	
K-media	0.50	0.79	0.48	0.49	0.75	0.77	0.58	1

INTREPERTATION:

The above table shows that the comparison the age towards Korean culture

$r = 0.85$ and awareness of Korean media $r = 0.24$.

The above table shows that the comparison the gender towards influence of Korean media

$r = 0.90$ and awareness of Korean media $r = 0.61$.

The above table shows that the comparison employment status towards awareness of korean media $r = 0.91$ and preference of korean culture $r = 0.28$.

3.2 FINDING

1. From table and chart 3.1.1, it is found that 71.9 % of the respondents belong to 20-29 age group.
2. From table and chart 3.1.2, it is found that 70.9% of the respondents are female.
3. From table and chart 3.1.3, it is found that 85.4% of the respondents are students.
4. From table and chart 3.1.4, it is found that 85.4% of the respondents were aware of Korean media.
5. From table and chart 3.1.5, it is found that 86.5% of the respondents agree that there is an influence of Korean media among Indian .
6. From table and chart 3.1.6, it is found that, 42.7% of the respondents were preferred to Indian media.
7. From table and chart 3.1.7, it is found that 58.4% of the respondents agree that there is an influences of Korean culture among Indian(food, clothing & language).
8. From table and chart 3.1.8, it is found that 60,7 % of the respondents gives preference to Korean media such as k-pop, k-music and k-drama and movie.
9. From table and chart 3.1.9, it is found that 60.7% of the respondents gives preference to culture such as language, food and clothing.

3.3 CONCLUSION:

To summarise the findings of this study, Korean product and culture awareness are the factors that influence Indonesians' willingness to change their attitudes and behaviours. Korean wave influences people's awareness of Korean product and culture through Korean celebrities and K-pop/soundtrack. There are no positive relationships between their perception of Korean wave image and social class with changing attitude. There are no positive relationships between their perception of Korean wave image and changing attitude. The relationship between perceptions of K-pop/soundtrack and fondness for actors and actresses and general attitude revealed discrepancies. The majority of respondents were influenced by K-pop/soundtrack and Korean celebrities in viewing product and culture by the Korean wave on desire to modify their viewpoint, according to this survey. Meanwhile, there is no substantial link between Kpop/soundtrack and Korean celebrities' perceptions of their social class and the intensity of their attitude toward acculturation to the Korean wave on changing their attitudes

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QUESTIONNAIRE

1. Name of the respondent
2. Age of the respondent
 - A. 13-19
 - B. 20-29
 - C. 30-39
 - D. 40-49
 - E. ABOVE 49
3. Gender of respondent
 - A. Female
 - B. Male
 - C. Prefer not to say
4. Employment status
 - A. Student
 - B. Employee
 - C. Unemployed
5. Are you aware of Korean Media? (K-pop, K-drama & K-movies)
 - A. Yes
 - B. No
6. Do you think, there is an influence of Korean media among Indians?
 - A. Yes
 - B. No
 - C. May be
7. Which one do you prefer?
 - A. Korean media
 - B. India media
 - C. Both

D. None of these

8. Do you think, there is an influence of Korean Culture among Indians?(Food, Clothing & Language)

A. Yes

B. No

9. Do you like Korean media?

A. Yes

B. No

10. List down your favorite Korean media (K-pop, K-drama & K-movies) and Korean culture (Food, Clothing & Language)? If you have none, explain why?