

THE IMPACT AND INFLUENCE OF HALLYU WAVE ON YOUTH



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THE IMPACT AND INFLUENCE OF HALLYU WAVE ON YOUTH

Thesis submitted to St. Teresa's College (Autonomous), Ernakulam in *fulfillment of the requirements for the award of the degree of Master of Arts in Sociology*

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STEFY FRANCIS

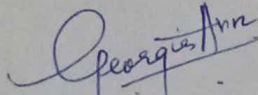
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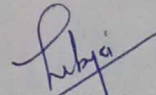
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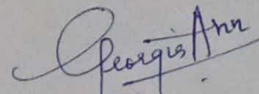
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
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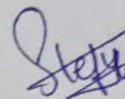
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List of Figures

Figure no.	Title of the figure	Page no
4.1	Age of the respondents	20
4.2	Gender of the respondents	22
4.3	Religion of the respondents	23
4.4	Educational qualification of the respondents	24
4.5	Family type of the respondents	26
4.6	Monthly income of the respondents	27
4.7	Respondents heard about hallyu wave	28
4.8	Respondents Awareness about	29
4.9	Number of respondents who are watching hallyu wave	30
4.10	Duration of watching	32
4.11	Respondents Favourite Korean shows	33
4.18	Respondents who tried Korean beauty products	46
4. 20	Respondents who tried Korean food atleast once	48
4. 30	Respondents who like to learn Korean language	66
4. 31	Respondents idea about koreans	68

List of tables

Table no	Title of the table	Page no
4.1	Age of the respondents	20
4.2	Gender of the respondents	21
4.3	Religion of the respondents	22
4.4	Educational qualification of the respondents	23
4.5	Family type of the respondents	25
4.6	Monthly income of the respondents	27
4.8	Respondents awareness about hallyu wave	29
4..9	Duration of watching these shows	31
4.11	Respondents who belong to K-pop group	34
4..14	Respondents who wish to attend the K pop concert	41
4.16	Money spent for Korean merchandise	44
4.18	Respondents who try Korean beauty products	46
4.21	Respondents who likes Korean food	49
4. 23	Type of food liked by respondents	51

contents

Chapter 1	Introduction	1-13
Chapter - 2	Review of literature	14- 16
Chapter -3	Methodology	17- 19
Chapter - 4	Analysis and Interpretation	20- 70
Chapter – 5	Findings and conclusion	71 - 73

INTRODUCTION

Chapter-1

Introduction

Nowadays, media has become an essential part of our daily needs. Media is playing a pivotal role in creating and shaping of public opinion and making of society. Sociology of media are generally concerned with mass media and new media. Media can be defined as communication systems by which centralized providers use industrialized technologies to reach wide and geographically scattered audiences exchanging content broadly classified as information and entertainment, leisure. In the late nineteenth century, medias reached mass population through newspapers, magazines and the film industry. It expanded to include radio from 1920s and television broadcasting from 1950s.

“Berger and Chaffee defines media as a field that seeks to understand the production, processing and effects of symbols and signal systems by developing testable theories, containing lawful generalizations, that explain phenomena associated with production, processing and effects. In 21st century society medias are prevalent and integral part of our contemporary life. It is a powerful tool for social change.

The influence of social media rises every day. Over the last two decades, social media has developed into a major source of information for an immense percentage of the world’s population that influences their opinions, choices and beliefs , attitudes on every topic imaginable. “mass communication is a network that connects many receivers to one source while recognizing how the ongoing digitization and convergence of media can serve to conflate mass communication simply with a click or a swipe ”¹.

The sociology of entertainment is a sub- discipline of one or more sub disciplines that focuses on sociologies of art, work, leisure, and popular culture and entertainers and their entertainment had found a remarkable place. **South Korea or the**

Republic of Korea (ROK) is a country located in East Asia, on the southern half of the Korean Peninsula. It is bordered to the north by North Korea, and to the west by the Yellow Sea. South Korea is a developed country with a high-income mixed economy and is a world leader in several industries such as technology, automobiles, and electronics.

South Korea is also known for its rich cultural heritage, delicious cuisine and attracting pop culture. The Korean Peninsula is located in East Asia and it is divided into two sovereign states: North Korea (officially known as the Democratic People's Republic of Korea) and South Korea (officially known as the Republic of Korea). The Korean Peninsula is located between Japan and China and it is surrounded by sea of Japan and yellow Sea terrain which is mostly mountainous with fertile coastal plains.

The climate of the South Korea is characterized by cold, dry winters and hot humid summers. The population is approximately 80 million people. The majority of the population in both countries are ethnically Korean. Korean culture has a rich and diverse history. It has been influenced by countries like China, Japan and Mongolia. Korean cuisine is renowned for its use of spices and flavours. Main dishes are kimchi, bulgogi, and kimbap. Korean music and dance have also gained world wide popularity with K-pop and traditional Korean dance performances attracting audiences.

South Korea has a highly developed, technologically advanced economy, that focuses on the production of electronics, automobiles, and steel. North Korea has a isolated and centrally planned economy. It has limited foreign investment and trade. South Korea is a democratic republic country. North Korea is a communist state with a single-party system, led by the Workers' Party of Korea and its chairman. Both North and South Korea have a mix of religious beliefs like Buddhism, Confucianism and Shamanism. Christianity is also practiced in South Korea. The Korean lifestyle is a reflection of the unique history, culture and values of the Koreans.

Family is considered very important in Korean society and family ties are greatly valued. The concept of filial piety, where children are expected to care for their elderly parents, is widely practiced. The Korean people are known for their work ethic and strong dedication to their jobs. Long working hours and the work pressure are common in Korean society, especially in South Korea. Education has very much importance in Korean society and is seen as a means to social and economic mobility.

Parents are very much invested in their children's education, with after-school programs and private tutors are very common in South Korea. In their leisure time, Koreans enjoy activities such as dining out, shopping and traveling. Popular forms of entertainment include movies, television dramas and music performances.

Sports such as soccer, basketball, and baseball are also very popular in South Korea. In recent years, wellness has become an increasingly important aspect of the Korean lifestyle. Many people focuses on healthy eating, exercise and stress management. Traditional Korean practices such as acupuncture, herbal medicine and meditation are also widely practiced.

South Korea has become widely acknowledged due to mass media, it also serves as great tool for its publicity. Korea has a unique culture that dates backs to centuries, starting in the late 19th century. However the country has also suffered colonialism for years. Due to the war in 1950s the nation was collapsed. Korea has reached it current positions from the ashes of destruction . Korea has always allowed the import of foreign goods and products. After industrialization South Koreans were able to afford leisure and entertainment . From mid 1990s the quality of korean pop music gradually increased.

Republic of Korea (RoK) is one of the countries became a worldwide phenomenon through media and has huge fanfollowing worldwide. Republic of Korea was known for its powerful economics, ship building, technology and fast internet. "The spread of Korean popular culture overseas is referred to as the "korean wave' or "Hallyu". The term was

first coined by Chinese news media in the middle of 1998 to describe Chinese youths sudden craze for Korean cultural products. The word Hallyu means “Korean Wave” (“Hallyu” in Korean) which includes Korean Pop music (K-Pop) and Korean TV Dramas (K-Dram-as). The Korean Wave (Hallyu) refers to the global popularity of South Korea’s cultural pop culture, entertainment, music, TV dramas and movies. Hallyu is a Chinese term which means “Korean Wave”. It is a collective term that is used to refer to the remarkable growth of Korean culture and its popular culture that includes music, movies, drama to online games and Korean cuisine.

In march 2012, Barack Obama made a visit to korea and there he made a reference to the Korean Wave, which was made the country’s top priority by the government. South Korea has an aim to become the world’s leading exporter of popular culture. It is a way for Korea to develop its soft power.

Hallyu wave was first spread to China and Japan, later to Southeast Asia and several countries where it continues to have a strong influence. The term Korean wave was coined after the sharp rise in global popularity and interest in South Korean culture and pop culture. It encompasses the increase in Korean Pop (K-Pop), Korean Drama (K-Drama).

“In 2000, a 50-year ban on the exchange of popular culture between Korea and Japan was partly lifted, which improved the surge of Korean popular culture among the Japanese. South Korea’s broadcast authorities have been sending delegates to promote their TV programs and cultural content in several countries¹”.

Hallyu has been a blessing for South Korea, its businesses, culture and country image. In early 1999, Hallyu has become one of the considerable phenomena across Asia. Korean Wave has became one of the powerful topics in which almost every country takes into consideration and tries to understand its principles. Korean Wave was originated to promote the Korean interests.

¹ www.martinRoll.com>article>asia

The Koreans share their ideas and human values which make fans stay loyal and follow up the current news about the country. By following the Korean lifestyle and being knowledgeable about the culture products not only boosts the economy but also enlarge the nation's image and power.

The media has also contributed to the origin of Hallyu. During 1999 a lot of movies and TV dramas that were released. Definitely the most important factor which eventually made way for Hallyu, was the Korean Government's decision to lift the ban on foreign travel for Koreans. This made way for a number of Koreans to explore the western world, mainly the US and Europe. Many pursued their education in these countries and others started their careers in esteemed companies in the Europe and the US before returning to Korea during the late 1990s. These western educated Koreans brought with them new viewpont of doing businesses, new subtleties and interpretations to art, cinema ,music and innovative forms of expressions. This gave birth to an masive pool of fresh young and highly qualified talent waiting to explore opportunities within Korea. It is very intresting that how a geographically small country like South Korea is expanding its culture and economy globally .

The Hallyu Wave became one of the most convenient form of leisure, and instantly attracted people to its culture and lifestyle. The internet services in korea became popular in early 2010s and the Korean media consumption sky rocketed and alongside K-Pop also gained popularity. Streaming sites for video and music like YouTube, Spotify helped to boost the popularity of K-Pop and K-Drama. Both K-Pop and K-Drama have strong influence on the mind of young people.The acting was not just an entertainment but also functioning as a Cultural Bridge for understanding the Korean Culture and way of life.

The emergence of digital technologies has allowed multi-directional distribution of the cultural products and it blurred the boundaries between popular cultures. Digital technologies have also played a crucial role in the spread and growth of the korean Wave. The Internet, social media platforms, and other digital technologies has also allowed Korean content to reach a diverse audience that enabling the Hallyu Wave to reach new heights of popularity. Social media has also played an important role in the growth of the Hallyu Wave.

Fans of Korean wave use social media platforms to connect with others who share their interests, thoughts , ideas to discuss their favorite music and dramas, and to share fan art, memes, and other creative expressions. Social media allowed Korean content to become more accessible and interactive, giving fans a more personal, intimate and immersive experience. Digital technologies have played a critical role in the origin and growth of the Hallyu Wave helping to distribute Korean content, engage with fans and monetize Korean entertainment products more effectively.

Korean movies, also known as K-movies, have gained a lot of popularity in recent years especially among young people. The growth of Korean pop culture, also known as the “K-Wave,” had a huge impact on youth across the world. Korean movies often tackle social and cultural issues that are relevant to the experiences of youth, such as coming-of-age, love, and relationships, as well as issues related to mental health.

These movies depicted characters that are more stimulating , relatable and inspiring, which has a great impact on the way young people see themselves and their own lives. Korean movies had remarkable impact on young people, providing them with relatable and inspiring stories, as well as introducing them to new cultural experiences and perspectives.

In addition to their relatable themes, Korean movies are highly known for their high-quality production values and creative storytelling techniques, which have enlarged the attention of youngsters. The unique blend of drama, romance, supernatural elements and humor in these movies has also contributed to their widespread appeal.

Korean movies have also helped to introduce the rich cultural heritage of South Korea to the world, inspiring youngsters to learn more about the country’s history, traditions and aspects. The popularity of these movies has led to an increased interest in Korean language, music, fashion, and food, further cementing the impact of K-movies on youth culture. Overall, Korean movies have had a significant impact on young people, providing them with

relatable and inspiring stories, as well as introducing them to new cultural experiences and perspectives.

Korean dramas, also known as K-dramas, are a popular television shows that originated in South Korea. They have gained a massive fan following worldwide, particularly among young people. K-dramas often explore a range of themes, including romance, horror, humour, supernatural elements well as social issues such as mental health, poverty and discrimination. Korean dramas have had a huge impact on youth culture. It provide young people with relatable and engaging stories that explore a range of emotions and experiences. Their popularity has also led to a greater appreciation for Korean culture and has inspired them to know about the country and its people.

As people gain more access to information on different cultures they are no longer living in a bubble and sticking to what they know. They are exploring different aspects of different cultures (including the Korean culture) which are very diverse and unique. Many of the dramas have traditionally depicted exotic, coastal and rural areas and the theme has been the underlying values of Asian audience – family melodrama with lots of emotions and innocent love. With growing popularity across the years, the dramas today explore a wider variety of themes. Increase in the quantity and quality of movies, music and dramas has helped sustain the growth of Hallyu.

K-pop or Korean pop, is a musical genre that originated in South Korea. It is characterized by a wide variety of audio-visual elements. K-pop has gained significant popularity and recognition around the world, particularly in Asian countries, as well as in Western countries such as the United States and Europe. K-pop is known for its unique sound, which blends elements of hip-hop, R&B, electronic and traditional Korean music. It is also known for its elaborate music videos and stage performances, which include synchronized dance routines and colorful, eye-catching costumes. K-pop groups, often consisting of several members, are managed by large entertainment companies, which are responsible for training the artists in singing, dancing, and other performance skills. Many K-pop artists are also trained in acting and variety show skills, making them well-rounded entertainers. Some of the most

popular K-pop groups include BTS, BLACKPINK, EXO, Red Velvet, Twice, Stray kids, Itzy, Astro, Omega-X, GOT7, NCT, ENHYPEN, Mamamoo, ONF, H.O.T., HNB, Infinite. K-pop continues to grow in popularity and has a dedicated global fanbase, known as “K-pop stans.”

In addition to movies, Korean pop music have skyrocketed across the last 10 years. One does not need to be a K-pop fan to have heard of bands like BTS, Black Pink, PSY or Exo. These four most popular Korean music bands have cumulatively sold more than 238 million records worldwide. Their music reaches people’s heart with strong social messages on mental health, injustice, dreams and hopes, aspirations and more. One strong message from these idols and their fans are ready to support and act upon it. Their music comforts millions of their fan’s hearts.

Fans of K-Pop idols especially BTS, known as BTS ARMY, are active in charity works. This fandom culture and participatory fandom phenomenon has raised million dollars for many important issues. The cumulative effect of movies, music, dramas and games has been very positive to the Korean economy and the country’s image.

Korean beauty, or K-beauty, has become increasingly popular in the following years, and many people look to Korean celebrities and influencers for makeup inspiration. Glass Skin refers to the idea of having skin that looks smooth and radiant and vibrant like glass. To achieve this look, Korean women use a multi-step skincare routine that involves exfoliating, moisturizing, and using products with brightening ingredients. Another key aspect of Korean makeup is the emphasis on bold well-defined eyebrows that look natural. Many Korean women use a brow pencil or tinted brow gel to shape and fill in their eyebrows, giving them a more defined and polished look. Korean women are known for their creative approach to eye makeup, with many using bright colours, glitter, and bold lines. The popular “K-beauty eyeliner” involves creating a flick or wing that extends past the end of the eyebrow for a dramatic look. These are the trends that have emerged from the Korean beauty industry and are now being followed by young people around the world.

Hallyu,” has also had a big influence on fashion trends among young people, especially in terms of dressing styles. Streetwear: Streetwear is a big part of Korean fashion, with many young people preferring comfortable, casual items like oversized hoodies, sneakers, and distressed jeans. Athleisure is another popular trend in Korean fashion, with many young people opting for sporty and comfortable clothing items like tracksuits and leggings. Korean fashion is known for its use of bold and bright colors, often incorporating them into outfits in unexpected ways. This can range from brightly colored jackets and pants to statement accessories like bags and shoes. These are just a few of the many fashion trends that have emerged from the Korean Wave and are now being embraced by young people around the world. The Korean fashion industry is known for its innovative and playful approach to style, which has helped it become a major influence in the world of fashion.

Hallyu has also contributed immensely to development of Korean tourism . Hallyu paved way for the rise of tourism in South Korea. Nowadays, more people are exploring South Korea or at least they plan to visit the country. Taking inspiration from what you love and experiencing places and culture are the greatest things about travelling. The capital city Seoul is the largest city in South Korea. In Seoul, you can experience K-pop culture first hand. Busan has the largest beach in South Korea – Haeundae Beach. Busan has also festivals throughout the year. The most popular ones are Busan Sea Festival, Busan International Rock Festival, Busan International Film Festival, Busan Fireworks Festival and the One Asia Festival – K-pop music festival. Jeju Island has been the location for so many of the popular K-Dramas like Boys Over Flowers, Secret Garden and The Legend of the Blue Sea. Jeju Island is also home to the natural world heritage site, the Jeju Volcanic Island and Lava Tubes.

Hallyu tourism had spread across the globe and attracted more and more foreign fans to visit Korea. ‘Hallyu tourism’ refers to those foreigners who visit Hallyu tourist attractions due to the influence of Korean wave. Due to the Korean Wave, Seoul has become a global icon of fashion, beauty and culture. Fashion that was closely related to Korean idols, served as a promotional image of South Korea. So much so that many Hallyu fans began visiting Korea to see their favourite pop stars. Hallyu agencies under the umbrella of South Korea’s Ministry of Culture, Sports and Tourism) mainly focused on promoting tourism based

on Korean culture and K-Drama locations such as movie sets and television sets as tourist destinations.

In addition to that, K-food and cuisine is getting essential makeovers and reaching the larger Indian market. K-cuisine is especially famous on social media in the form of food challenges such as ‘Mukbang’. During the last five years, many Korean Cuisine Restaurants have opened in the state which offers Korean delicacies. Korean convenience store foods like spicy noodles, kimchi noodles and jajangmyeon noodles etc. have become popular. Korean Mukbang videos on YouTube also popularized the Korean Foods among the viewers. Even during COVID-19 lockdown, young people are trying their hands at cooking home-made Korean dishes and even selling it online through their Instagram accounts. Popularity of Korean food has risen due to different factors. The viewership of K-pop and K-drama was increased in India as the COVID-19 pandemic forced people to spend more time at home. A growing interest in K-pop music and Korean TV shows and movies among Indian consumers has undoubtedly contributed to the growth of Korean cuisine. Korean cooking class might even be the next business trend in the state. Korean food seems to be gaining worldwide popularity as well, influenced by Korean pop and Korean drama, which are immensely popular all over the globe.

The sweet potato starch noodles, stir fried with meat and vegetables, is one of Korea’s most loved dishes and remains quite popular elsewhere too, including in India. Noodles are a key feature of Korean gastronomy. Ramyeon (Korean version of Japanese ramen) is widely regarded as instant noodles and has become a favourite snack across the world. Koreans consume the most ramen per person in the world. Kimchi (pickled cabbage) that Koreans eat every day, or tteokbokki (simmered rice cake) that is enjoyed on the streets and paired with boiled eggs and scallions. Korean cuisine has some striking similarities with Indian food. Besides rice, which remains the staple for both the countries, Koreans also love spicy food. At the same time, the major difference between the two cuisines is that both use a lot of fermented food ingredients.

Dairy products are markedly absent in traditional Korean cuisine. But in recent years, there is a rise in popularity, especially with cheese as a topping for various Korean dishes and enjoyed by the younger generation. Desserts in traditional Korean food include sikhye (a traditional sweet rice beverage, usually served as a dessert), sujeonggwa (a traditional cinnamon punch) and yakgwa (a deep-fried, wheat-based sweet made with honey, sesame oil and ginger juice). Nowadays, these desserts are becoming as important as main courses in Korea.

The Korean Wave has led people to take a greater interest in Korean society and lifestyle hence it has stimulated their curiosity to learn the Korean language. This rising popularity has also led to many people to learn the Korean language. K-pop has already broken the language barriers as well. Inspired by the sound, thousands of fans are dedicating themselves to learn the Korean language. 'Learn Korean with BTS' is an ongoing video series created by BTS. It makes easy and fun for global fans to learn Korean. The series is a way to help BTS fans across the world to enjoy BTS music on deeper level. This has led to a growing interest in the Korean language and a desire to understand it better. Overall, the popularity of the Korean Wave has certainly played a role in increasing interest in the Korean language, and there are many benefits to be gained from learning this fascinating and unique language. Learning Korean language increased Connectivity with Korean People. Being able to speak the Korean language can help to build relationships and foster greater understanding with Korean people, both in Korea and abroad as well.

People around the world are now more familiar with Korean products and services. Korean-style trends have become popular in many countries. This has also led to a growing interest in Korean culture and language, as well as a desire to experience it personally.

The Korean wave offers a unique combination of traditional and modern elements that appeals to people of all ages. Korean wave has had a major impact on global culture and has helped to bring Korean culture and values to the forefront of the international audience. Whether the impact has been positive or negative is a matter of perspective, but we can't deny that the Hallyu Wave has left a lasting impression on young people around the world. Overall, the Korean Wave has had a tremendous impact on young

people around the world, shaping their interests, tastes, fashion sense, living style and perspectives and helping to bring people from different cultures together.

Chapter 2

Review of literature

Review of literature is the essential step for the development of the research project. It enables the researcher to develop understanding the study and plan the methodology review of literature provides the basis for future investigation, justice the need for replication. The review of literature is an important step of a research work the purpose of review is to gain background knowledge of the research topic and to identity the concepts relating that to it. In this chapter an attempt has been made to present the literature review of the relevant research work done by researchers in the area of sociology of leisure, sociology of media, sociology of entertainment

According to Vincenzo Cicchelli, “The globalization of the Korean Wave is closely linked to its two-fold nature as the production of cultural contents, *stricto sensu*, and the production of culture more broadly. These two aspects operate independently of each other, at least in part: the first concerns the production of goods, while the second concerns a cultural phenomenon, the expression of the desires and practices of consumers who are scattered around the globe but linked together in participatory loops. Fans can therefore be seen as actors in the cultural process, even if they remain outside of where cultural products are manufactured. Fans take on roles as cocreators (staging flash mobs, creating covers, etc.), publicists (publicizing cultural contents), media commentators (by explaining and interpreting content with a view to creating more fans), and distributors (sharing contents)”¹. Korean entertainment industry has done a good job of making cultural content that people around the world have played a big role in sharing and promoting Korean culture online.

Yeonhee yoon and Kiwoong yang (2020). The Korean wave: From a private commodity to a public good. Seoul: Korea University Press.

This book deals with South Korean youth culture, identity dimension of the Korean wave, interest dimension of the Korean wave, power dimension of the Korean wave and rivalry with the Korean wave. This book provides insight about how Korean wave has emerges as a soft power.

1. Vincenzo Cicchelli, The Sociology of Hallyu Pop Culture,pg.18

Hyesu Park (2020). Understanding Hallyu wave: The Korean wave through literature, webtoon, and mukbang. New York: Routledge.

This book deals with Korean literature wave, Korean webtoon wave and Korean mukbang wave. It shows how Korean popular cultural products work and engage, media recipient In spite of different geographical, national, racial and cultural backgrounds. The book is written for a general audience and is suitable for anyone who is interested in learning about Korean culture and society.

Yasue Kuwahara (2014) Korean wave popular culture in global context: New York Palgrave Macmillan.

The book analyses the various factors that have contributed to the success of the Korean wave, including government policies, technological advancements and cultural hybridity. It also examines the impact of Korean wave on the global cultural landscape as well as its implications for the Korean society and Identity.

Tae-JIN Yoon and Dal Yong Jin. (2014) The Korean wave: Evolution, Fandom, and Transnationality. London: Lexington press.

The book analyses the global spread of Korean popular culture through various forms such as music, television dramas, films, and video games. Etc The author explores the reasons behind the increasing popularity of Korean popular culture, the role of fandom and the transnational nature of the phenomena. The book explores the history and development of the Korean wave and role of technology for spreading the Korean popular culture. The book deals with the emergence, evolution, and extension of hallyu studies and Korean wave fan culture in Latin America.

Valentina Marinescu (2014) The Global impact of south Korean popular culture. London: Lexington Press.

In this book Marinescu examines the reasons behind the popularity of Korean popular culture and role of the technology and the Korean government efforts to promote its culture. The book also deals with the changes Korean wave has brought in Asia, Europe, America. It critically examines students' motivation in studying Korean language and the popularity of hallyu wave in UK, Czech Republic.

Youna Kim (2021) *The soft power of the Korean wave: Parasite, BTS, and Drama*. New York: Routledge.

The book examines the rise of K dramas in Western Countries and the influence of Korean culture in the digital age. It talks about the K dramas that are streaming in Netflix. The book focuses on the BTS and K-pop Culture and their influence in western media. The book critically examines the widely acknowledged Korean film parasite. It examines the cultural and social implications of the Korean wave on the global stage including the growth of fan culture tourism, and cultural diplomacy.

Elsa C Maria Sebastin, Dr. Kavitha Gopalakrishnan, Dr. viju Kurian (2022) *Hallyu Namaste : Korean waves on the Indian shores*. Kottayam: co- text publishers.

The book *Hallyu Namaste* analyses the impact of the Korean wave on Indian society and culture and its history and development of Korean wave in india including the introduction of Korean dramas, music, and the fashion. The book examines the impact of the Korean wave on Indian media, including the growth of Korean content on Indian television and film. The book provides a comprehensive analysis of the Korean waves impact on Indian society and culture. It highlights the growing importance of Korean popular culture in shaping global entertainment and cultural exchange as well as its potential to promote cross cultural understanding and diplomatic relations between south Korea and India.

Dal Yong Jin (2016) *New Korean wave : Transnational cultural power in the age of social media*. Chicago: University of Illinois Press.

The book discusses the continuing evolution of the Korean wave and its growing impact on global media and culture and the global appeal of Korean popular culture including the popularity of Korean music, dramas, and movies in a range of countries across Asia, America and Europe. Overall the book examines the Korean wave and its continuing evolution in the age of the social media and Globalisation. It explores the media and culture and technology and highlight the ways in which Korean popular culture is shaping and being shaped by global trends and influences.

Chapter – 3

METHODOLOGY

The “Hallyu wave” also known as the Korean wave refers to the global spread and popularity of Korean popular culture, particularly in the areas of entertainment, music, film, and beauty products. The hallyu wave has been building since the 1990s when the South Korean government began promoting Korean cultural exports as part of its economic and diplomatic strategies. The term hallyu is a Korean word that means flow of Korea or wave from Korea.

General objective

The general objective of this research is to study the Impact and influence of hallyu wave on youth.

Specific Objectives

- To examine whether the respondents are attracted towards Hallyu wave.
- To understand the perception of the respondents towards Hallyu wave.
- To analyse the role of social media in spreading of hallyu wave among young people
- To examine the way young people consume and engage with Korean entertainment.
- To identify the key factors driving the growth of the hallyu wave, and what role do young people play in this.

Clarification of concepts

Hallyu wave :- The hallyu, or korean wave , is the term that is indicating the global popularity of the Korean culture, including k – pop, music and dramas. The word Korean indicates the development of recognition of south Korean culture in the world, which is called

as hallyu in Korean language.

Impact- The action of one object coming forcibly into contact with another. (In the study impact means the forcible contact of hallyu wave on the youth)

Influence-the capacity to have an effect on the character, development, or behaviour of someone or something, or the effect itself. The effect of hallyu wave on the character, lifestyle, behaviour of the youth

K- Pop:- k- pop or Korean pop music is genre of popular music that orginated in south korea. It is characterised by its use of highly choreographed dance routines , colourful fashion, and and upbeat, catchy music. K- pop has become increasingly popular around the world in recent years, especially among young people due in part to the global spread of Korean popular culture known as the hallyu wave.

Variables

Independent variables

Age

Gender

Income

Family income

Educational

qualification

Dependent variables

Impact and Influence of Hallyu wave

Universe and sample

Universe

The universe of the study consists of youth in Ernakulam city

Sample size 100 is sample size of youth between the ages of 15-35 in Ernakulam city.

Sampling method

During the process of sampling 100 respondents were selected using simple random sampling Method.

Tool of data collection

In this study questionnaire method is used as the tool of data collection. Questionnaire focused on the opinion of Students perception towards Hallyu wave.

ANALYSIS AND INTERPRETATION

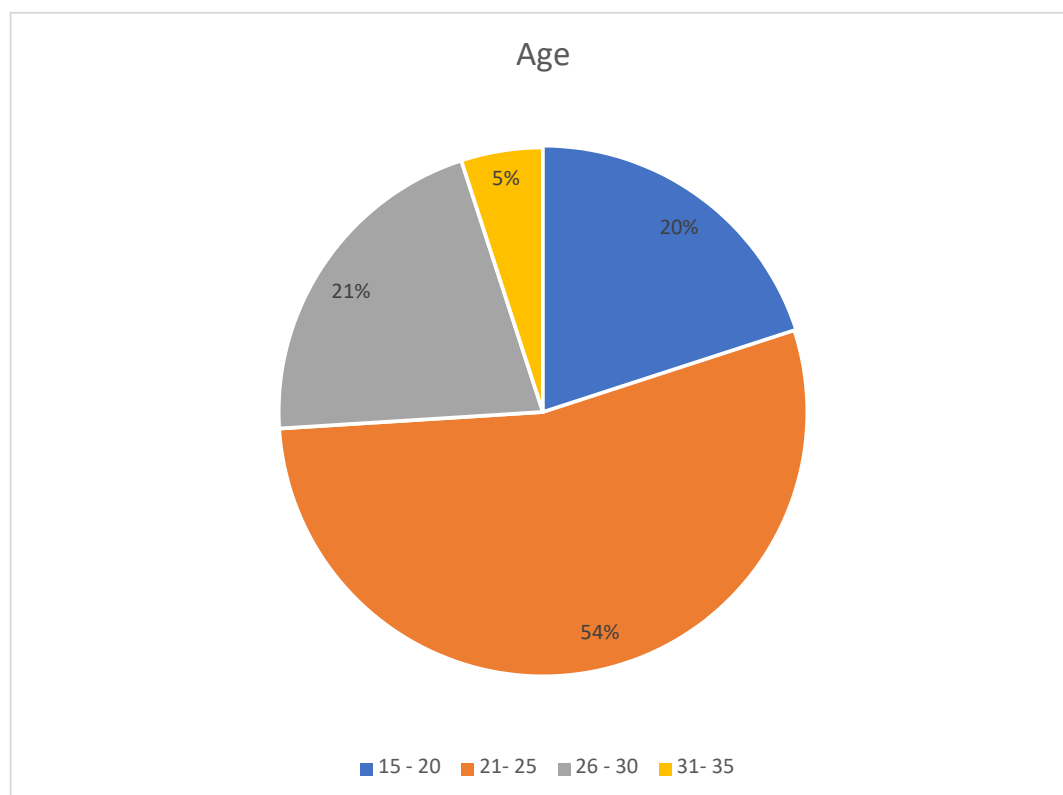
Chapter - 4

ANALYSIS AND INTERPRETATION

Table 4.1

Age of the Respondents

Age	Frequency	Percentage
15- 20	20	20.0
21- 25	54	54.0
26- 30	21	21.0
31- 35	5	5.0
Total	100	100.0

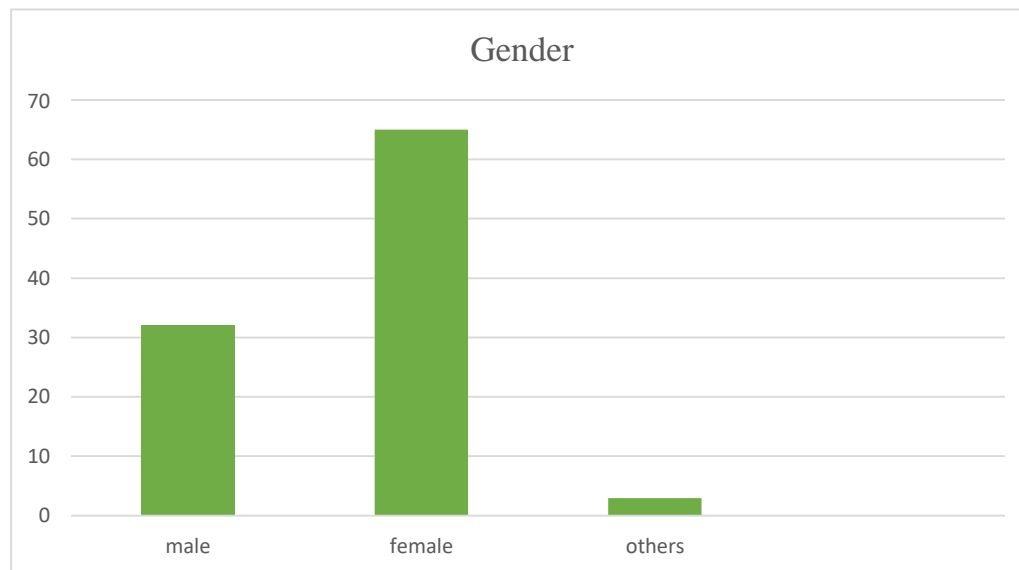


54% of the respondents are aged between 21-25 are attracted to hallyu wave. Hallyu wave has something to offer for everyone but it appears to resonate particularly strongly with the younger age group between 21 to 25 due to its visual appeal, relatability, accessibility, popularity.

Figure 4.2

Gender of the respondents

Gender	frequency	Percentage
Male	32	32.0
Female	65	65.0
Others	3	3.0
Total	100	100.0



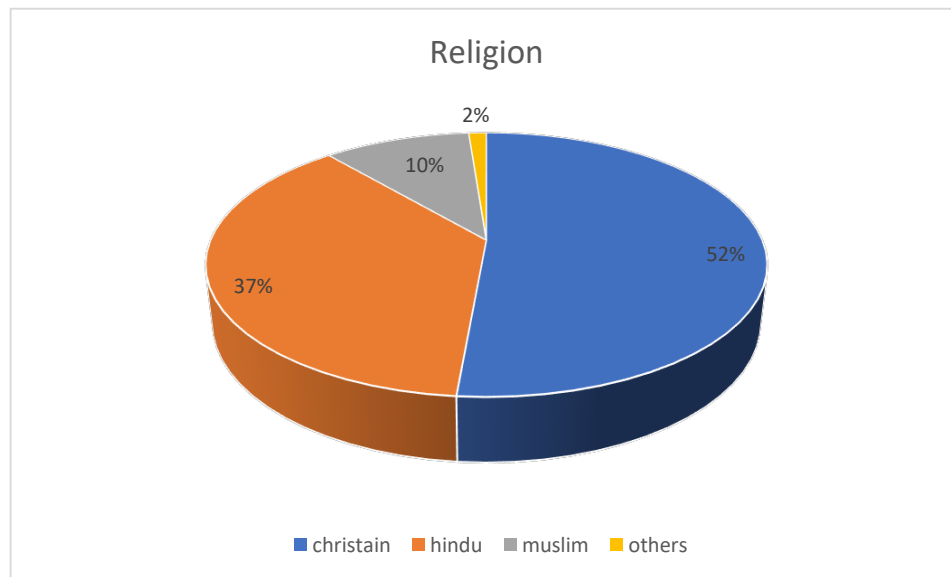
From 100 Respondents majority of them 65% are female. The 32% of them were males and others belong to 3%.

Figure 4.3

Religion of the respondents

Religion	frequency	Percentage
Christian	52	52.0
Hindu	37	37.0
Muslim	10	10.0
Others	2	2.0

Total	100	100.0
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The diagram shows that 52% of the respondents are Christains.

37% of the respondents are Hindus. 10% of the respondents are Muslims

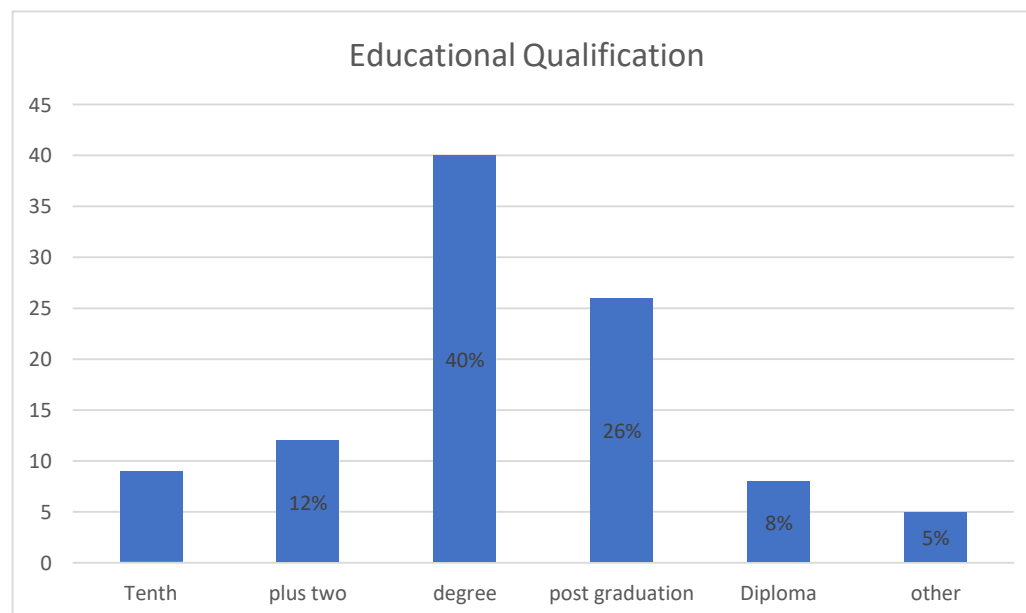
And 2% of them belongs to other categories.

Figure 4.4

Educational qualification

Education	frequency	Percentage
Tenth	9	9.0

Plus two	12	12.0
Degree	40	40.0
Post Graduation	26	26.0
Diploma	8	8.0
Other	5	5.0
Total	100	100.0



40% of the respondents are graduates and 26% of them are post graduates.

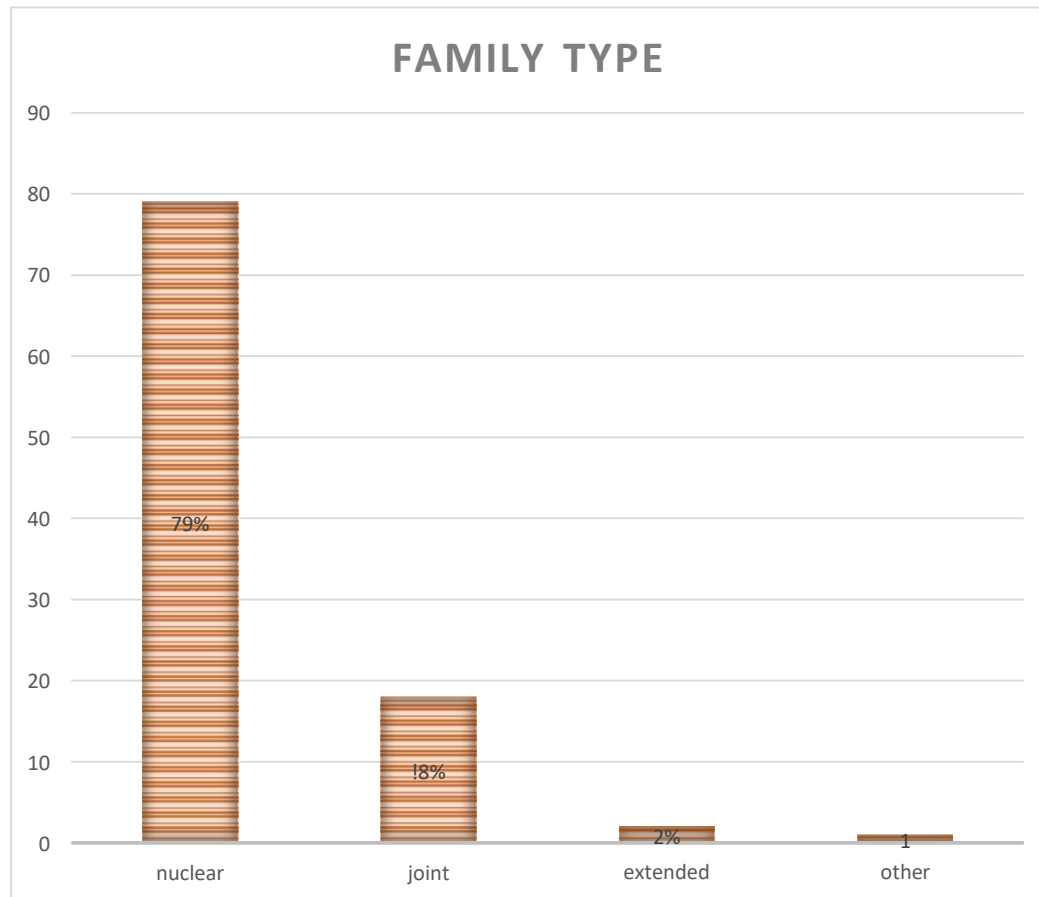
The number of graduates are high compared to post graduates.

12% of the respondents are doing plus two. 8 %of the respondents are doing Diploma .

Figure 4.5

Family Type of the respondents

Family type	frequency	Percentage
Nuclear	79	79.0
Joint	18	18.0
Extended	2	2.0
Other	1	1.0
Total	100	100.0



The graph shows that majority of the respondents are from nuclear family .

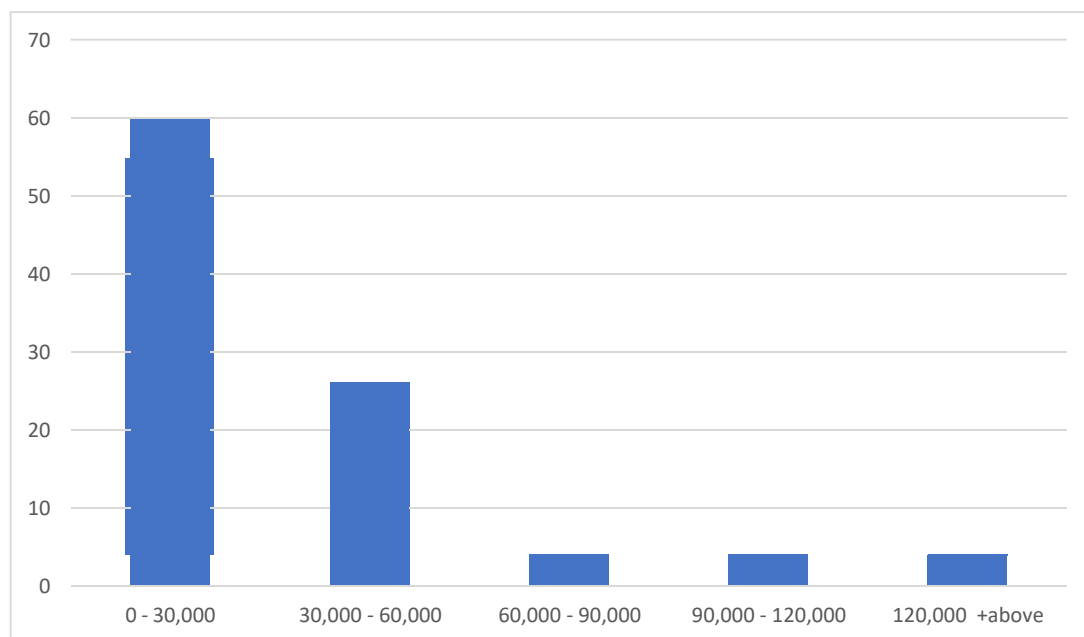
18% of them are from joint family and 2% of them are from extended family

and 1% of them are from other family type.

Figure 4.6

Monthly Income of the respondents

Family income	Frequency	Percentage
0 -30,000	60	60.0
30,000 - 60,000	26	26.0
60,000 – 90,000	4	4.0
90,000 – 120,000	4	4.0
120,000 - +above	4	4.0
Total	100	100.0

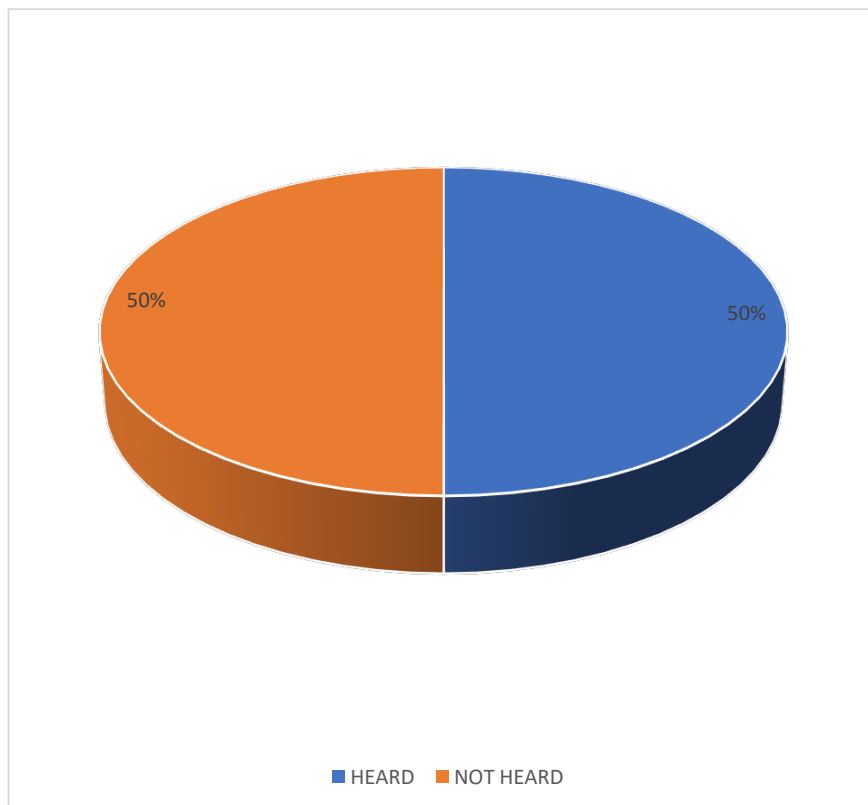


The respondents around 60% are from middle class family. 26% of them are from 30,000 – 60,000 and 4% of them are 60,000 – 90,000.

Figure 4. 7

Respondents heard about hallyu wave.

	Frequency	Percentage
Heard	50	50.0
Not heard	50	50.0
Total	100	100.0

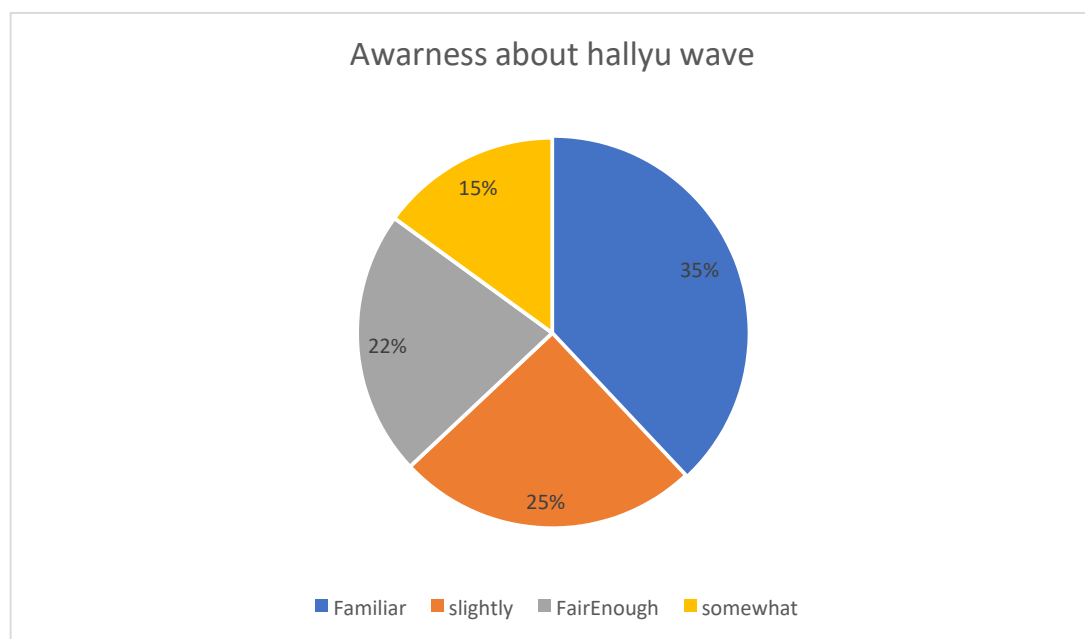


From the above diagram shows that 50% of the respondents have heard about the hallyuwave at same time 50% Of the respondents have not heard about hallyu wave.

Figure 4.8

Respondents awareness about hallyu wave

Awariness	Frequency	Percentage
Familiar	38	38.0
Slightly	25	25.0
Fairenough	22	22.0
Somewhat	15	15.0
Total	100	100.0



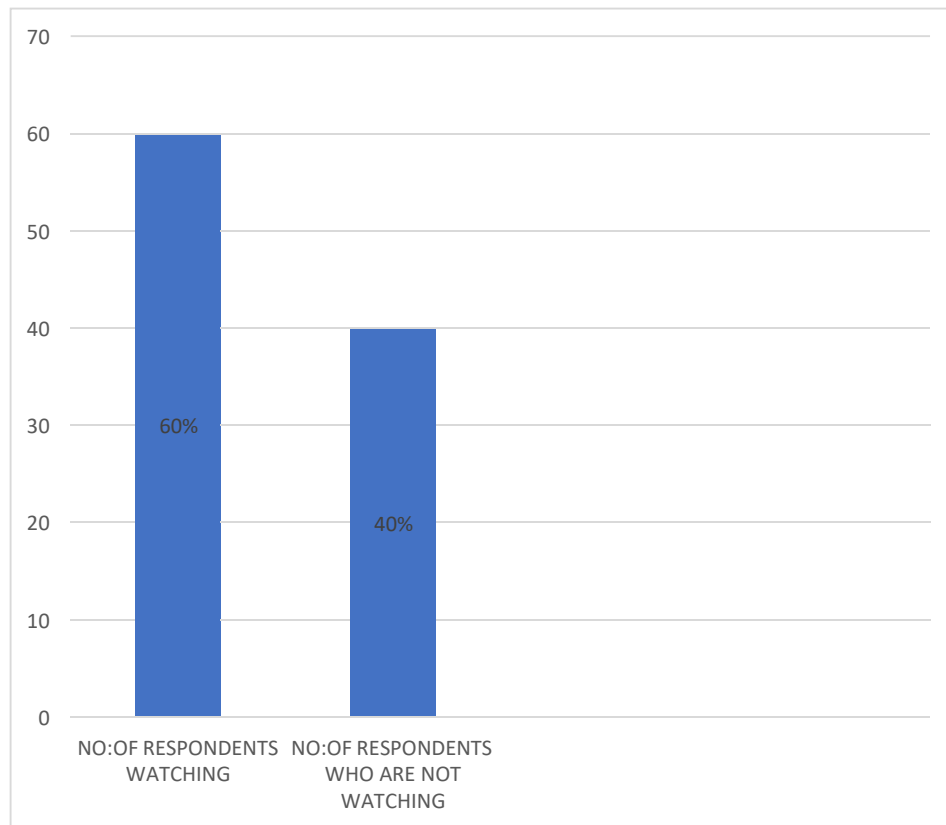
The above diagram shows the respondents awareness about hallyu wave.

The respondents around 35% of them were familiar. 25% of them

slightly know and 22% of them fair enough. 15% of them somewhat aware about hallyu wave. Youth awareness about hallyu wave is quite high as k-pop and Korean dramas have gained a massive following worldwide in recent years.

Figure 4.8

No; of respondents who are watching Korean drama, k-movies, k- anime

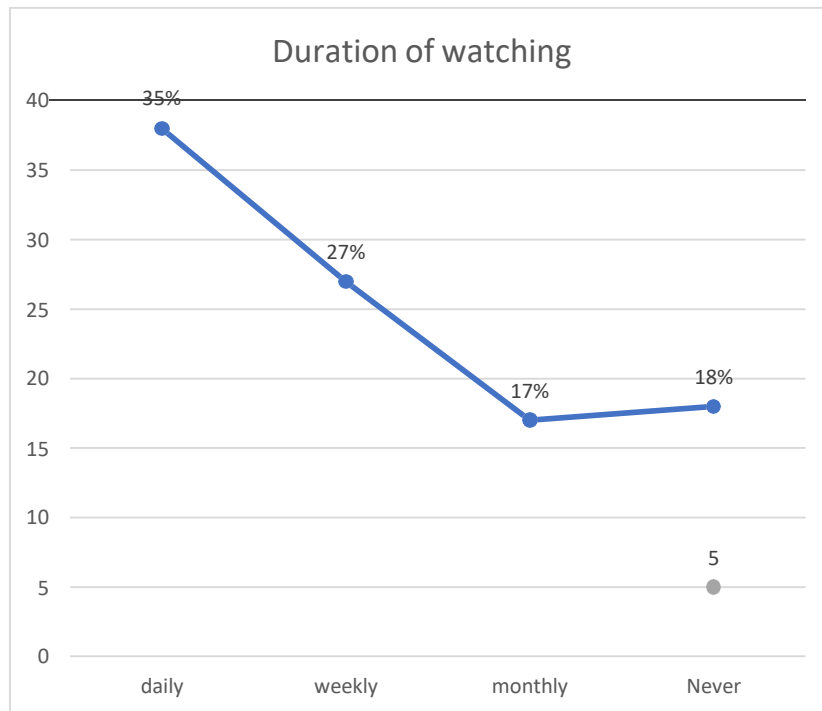


The bar diagram shows that 60% respondents who are watching Korean drama, Korean movies , k-anime. 40% Of them were not watching. One of the main reasons why Korean movie and k-anime are popular among youth is their unique storytelling and presentation style.

Figure 4.9

Duration of watching

Duration	Frequency	Percentage
Daily	38	38.0
Weekly	27	27.0
Monthly	17	17.0
Never	18	18.0
Total	100	100.0

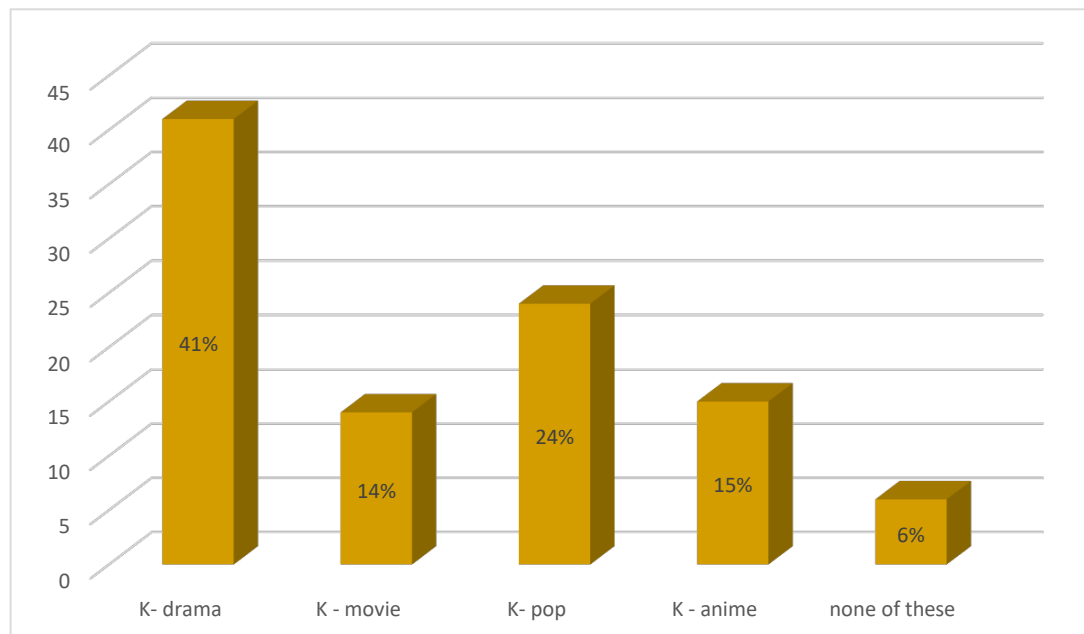


38% of the respondents are watching daily these Korean drama, k-pop, k-movies and 27% of them watching weekly .17% of them watching monthly.18% of them were not watching. Watching k-dramas and k-movies provides a form of escapism for young people to take a break from the stresses of everyday life and involve themselves in a different world.

Figure 4.10

Respondents Favourite Korean shows

	Frequency	Percentage
K- drama	41	41.0
K- movie	14	14.0
K- pop	24	24.0
K-anime	15	15.0
None of these	6	6.0
Total	100	100



The diagram shows that majority of respondents like k- drama and k pop.

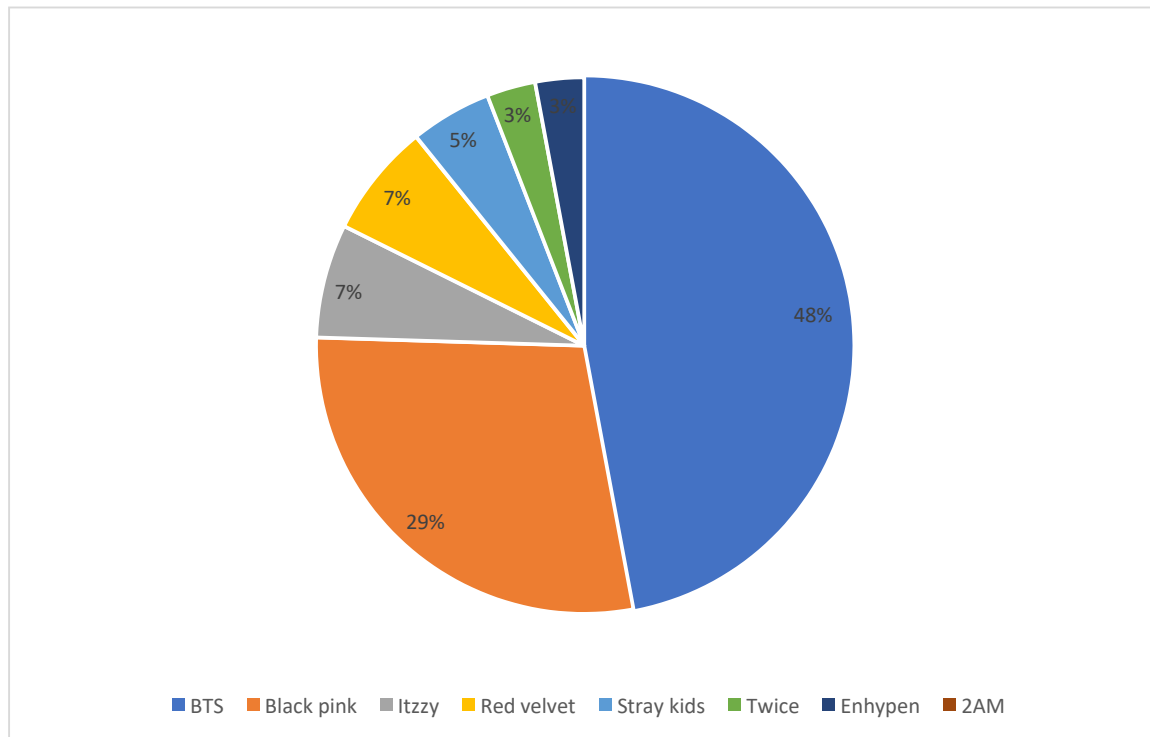
15% Of them like k- anime. K-dramas and k-pop are more accessible than anime and movies, which can be more difficult to find and watch online. Overall young people are watching

Korean dramas and k-pop more than anime and movies because it can easily relate to emotional connections.

Figure 4.11

The respondents who belong to the K – pop group

Group	Frequency	Percentage
BTS	48	48.0
Black pink	29	29.0
Itzy	7	7.0
Red velvet	7	7.0
Stray kids	5	5.0
Twice	3	3.0
Enhypen	3	3.0
2 AM	3	3.0
Total	100	100.0



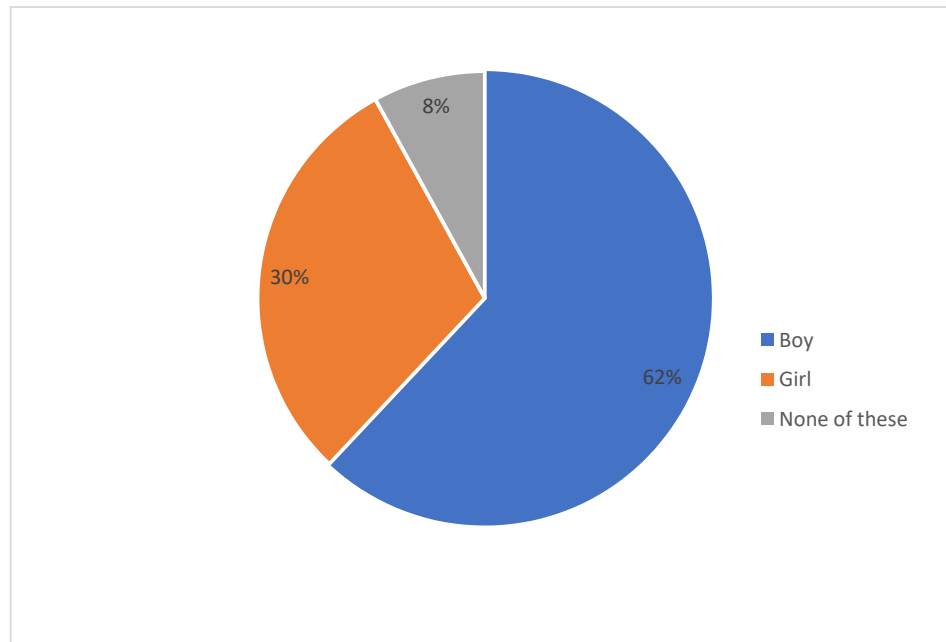
48% of the respondents like Bts and 29% of the respondents like 29%.

7% of the respondents like itzzy and 7% Of the respondents like redvelvet.

Bts and blackpink have more youth fans because they produce catchy music, create emotional connections, have a strong fan culture have a unique style and visuals. BTS and BLACK PINK are both active on social media, which allows them to interact with their fans and create a sense of community.

Figure 4.11

Type of group which respondents cheer for

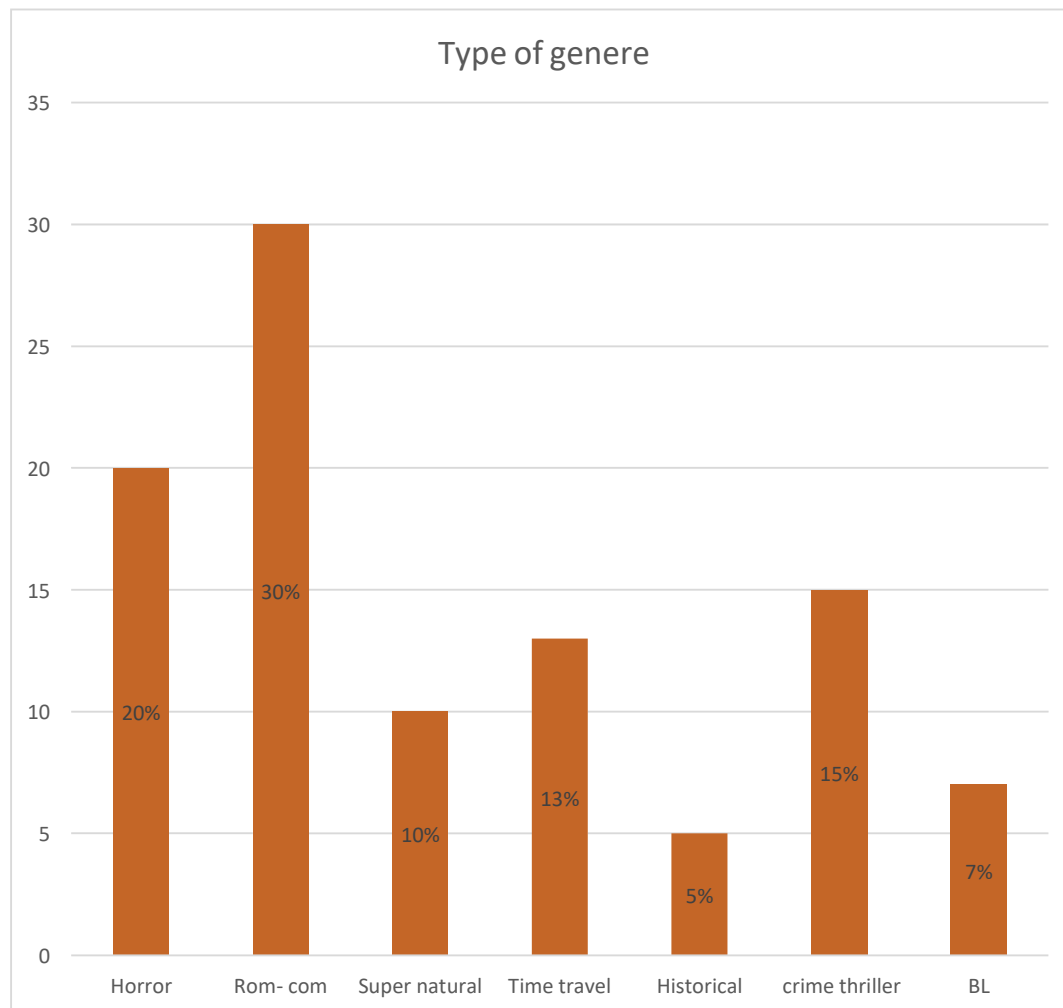


From the above pie diagram we can understand that majority of them like boy group due to their style and influence among youth. From 100 respondents [62 %] of them belongs to boy group and [30%] of them supported girl group.

Figure 4. 12

Type of Genre

Genere	Frequency	Percentage
Horror	20	20.0
Rom-com	30	30.0
Super natural	10	10.0
Timetravel	13	13.0
Historical	5	5.0
Crime thriller	15	15.0
BL [transgender drama]	7	7.0
Total	100	100.0

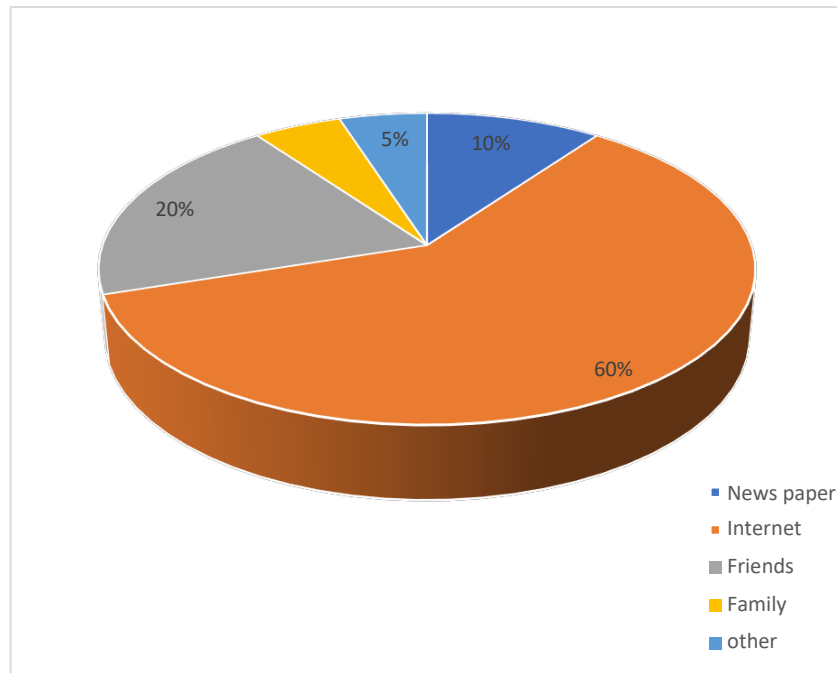


From 100 respondents 30% of them like Rom-com type of genre and 20% Of them likes horror type series. 15% of them likes crime thriller type. 13% of them likes time travel and 7% of them likes BL dramas.

Romantic and comedy type illustrates the romantic relationships that can be appealing to young people. The light hearted and humorous tone of many romantic comedies can provide a way to escape from their stresses and everyday life. Horror type of genre offers a exciting mode to young people who are interested in watching the unknown and the mysterious. Here it is important to note that Individuals taste and preferences can vary greatly.

Figure 4.13

Source of information



The diagram shows that 60% of the respondents get knowledge about hallyu wave from internet. With the advent of social media platforms like Instagram, twitter Facebook people gained more information about Korean culture and their way of life etc. 20% Of them got idea from their friends. 10% of them got idea from newspapers . newspaper also played a role in spreading in Korean wave by news coverage related to hallyu such as new Korean dramas, k - pop etc. this can help to create awareness among readers.

Figure 4.1

Respondents who use social media platforms for watching Korean series

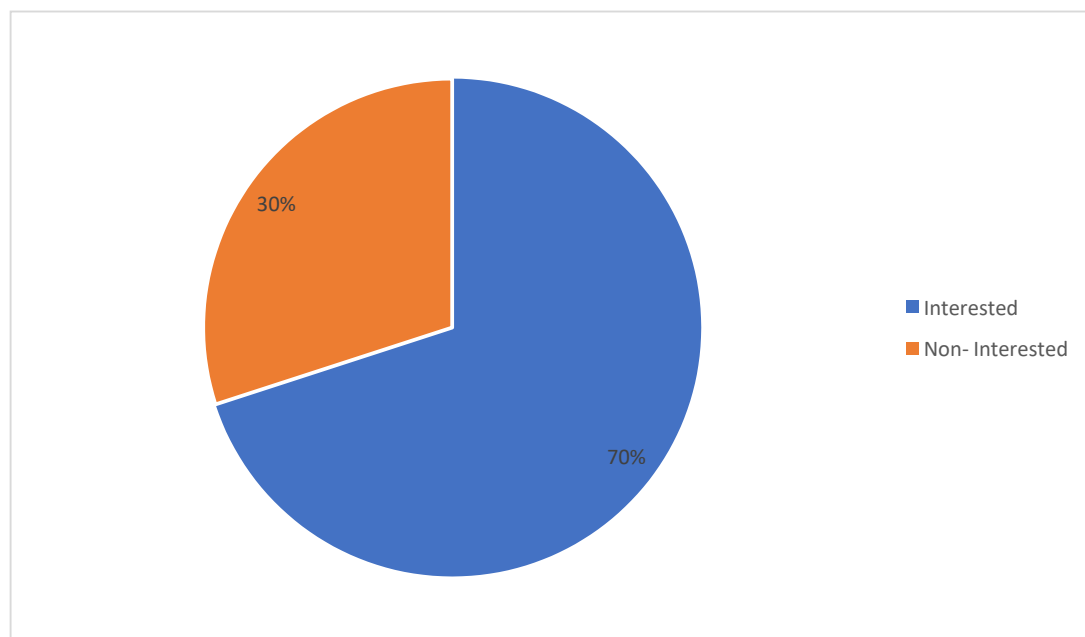
Social media	Frequency	percentage
Youtube	25	25.0
Twitter	15	15
Instagram	10	10.0
Netflix	35	35.0
Telegram	5	5.0
None of these	10	10.0

From this table we can understand that majority them were using social media platforms for watching Korean series 35% of them were using Netflix. Netflix is a popular streaming platforms that offers a wide range of Korean dramas, movies etc. 25% of them using youtube for watching Korean series and 5% of them using telegram.

Figure 4.14

Respondents who wish to attend the K- pop concert

	Frequency	Percentage
Interested	70	70.0
Non - Intersted	30	30.0
Total	100	100.0

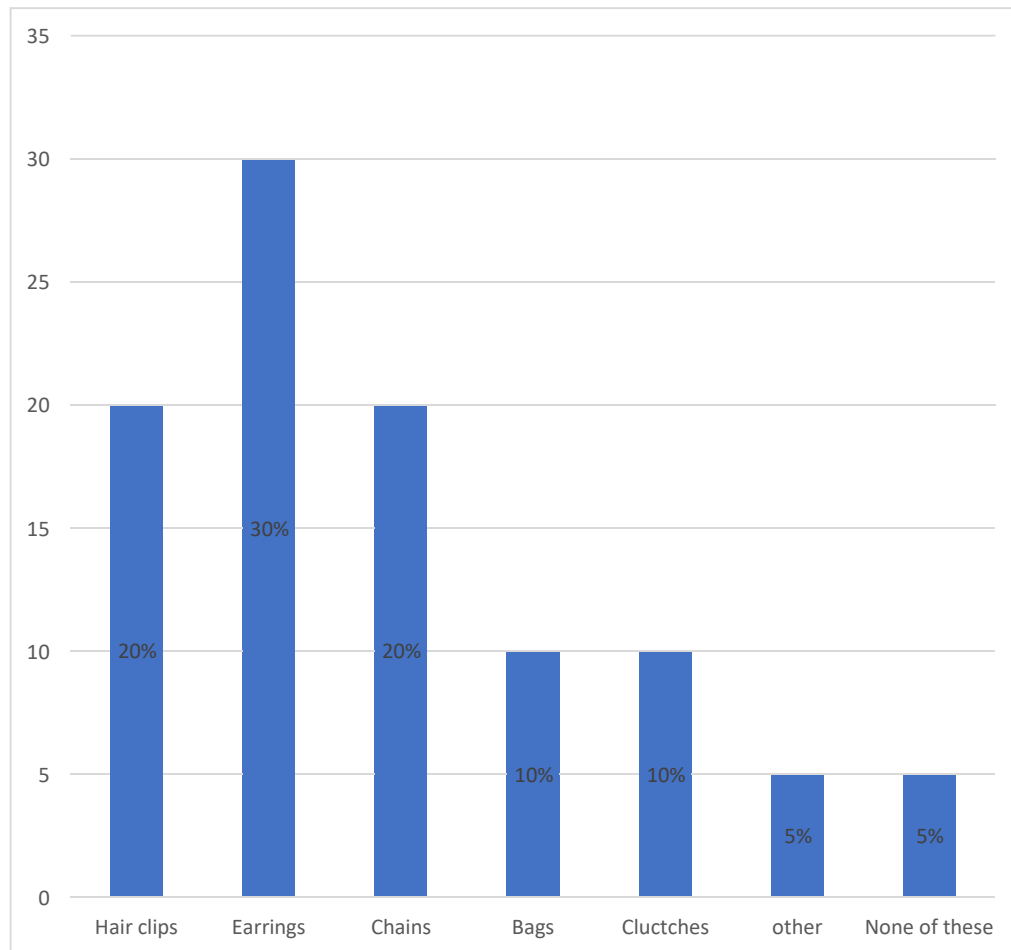


The diagram shows that 70% of the respondents wish to attend the k- pop concert and 30% of them not wish to attend to k pop concert.

Figure 4.15

Types of Korean accessories that respondents use

	Frequency	percentage
Hair clips	20	20.0
Earrings	30	30.0
Chains	20	20.0
Bags	10	10.0
Clutches	10	10.0
Other	5	5.0
None of these	5	5.0

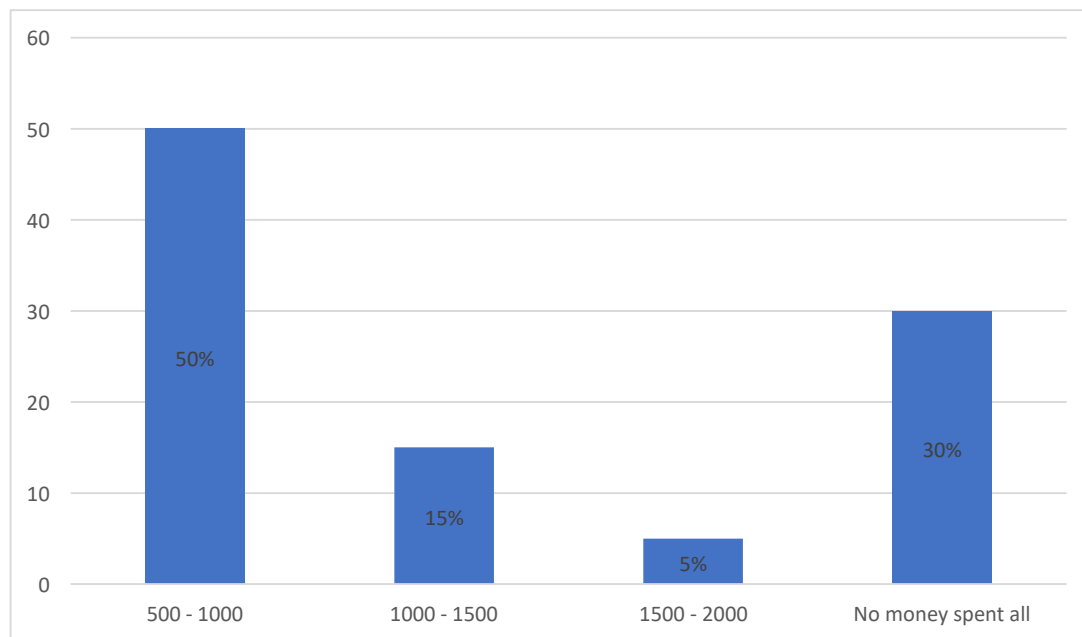


From this diagram we can understand that many of them are using Korean accessories. From 100 respondents 30% of them are using Korean type earrings and 20% of the respondents are using hair clips and chains. 5% of them were not using anything.

Figure 4.16

Money spent for Korean merchandise

	Frequency	Percentage
500-1000	50	50.0
1000 – 1500	15	15.0
1500 – 2000	5	5.0
No money spent at all	50	30.0
Total	100	100.0

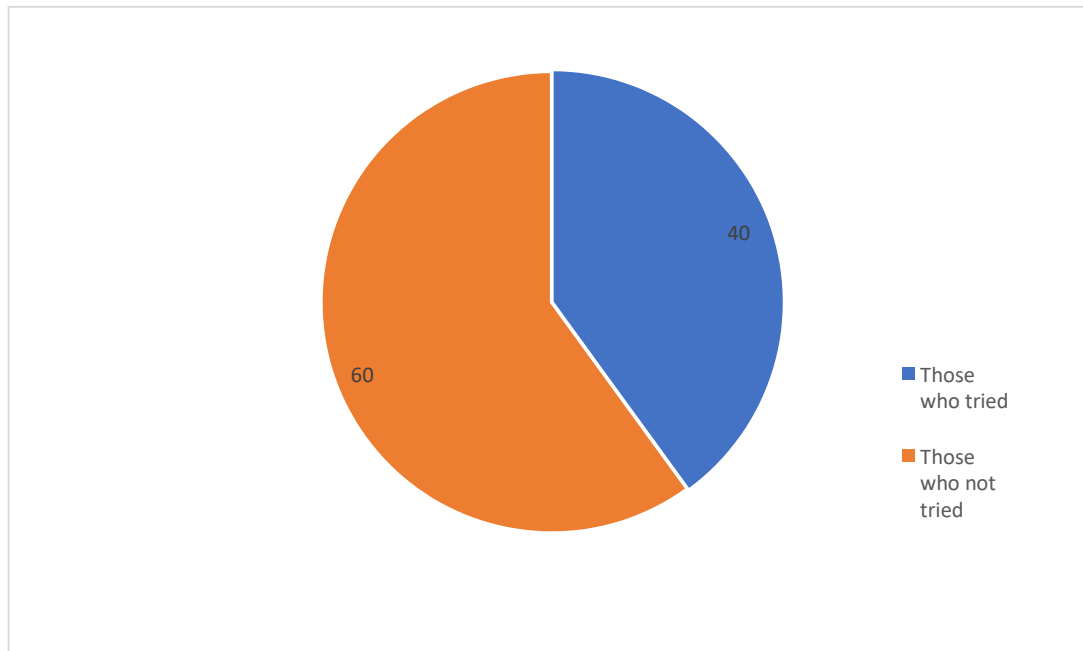


The diagram shows that 50% Of them were spending 500- 1000rs for buying Korean products and at the same 30% were not spending their money for buying Korean products.

Figure 4.17

Respondents who tried Korean skin care

Skin care	Frequency	Percentage
Those who tried Korean skin care	40	40.0
Those who not tried Korean skin care	60	60.0
Total	100	100.0

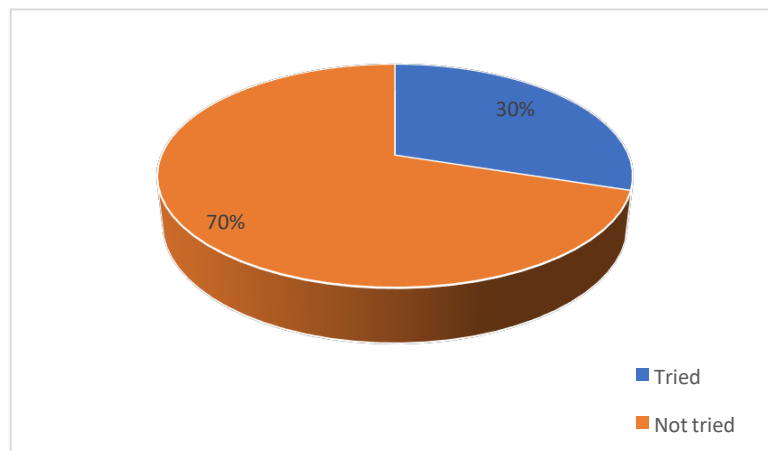


60% of the respondents were not tried Korean skincare. 40% of them tried Korean skin care. There are few steps in Korean skincare routine some of them are double cleansing, exfoliating, toning etc. Interest in skin care among youngsters are growing.

Figure 4.18

Respondents who tried Korean beauty products

	Frequency	Percentage
Tried	30	30.0
Not tried	70	70.0
Total	100	100.0

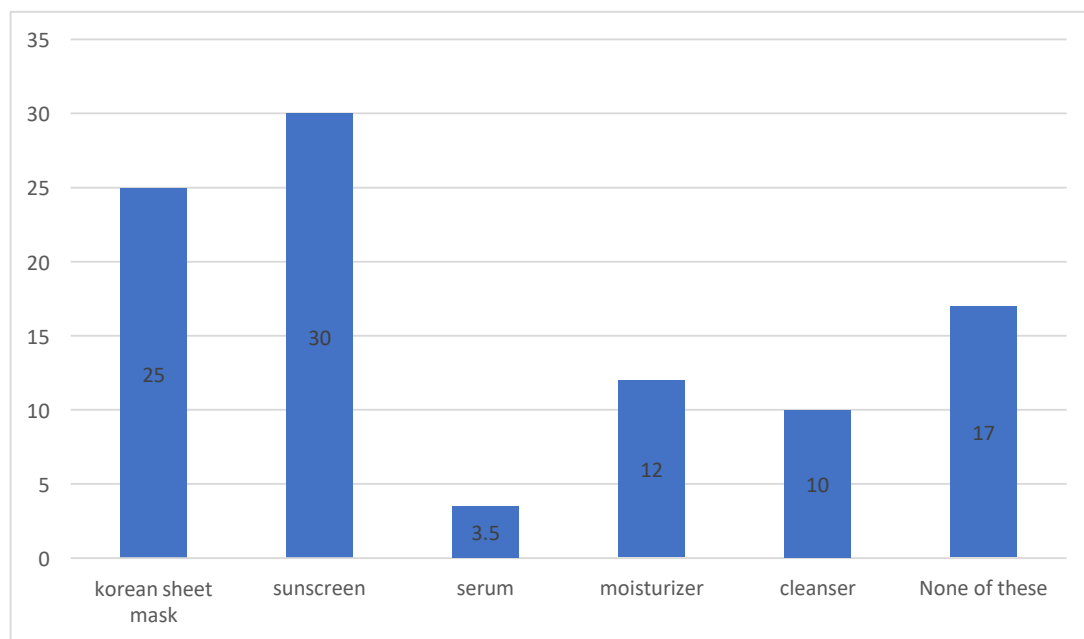


From this diagram we can understand 30% of them were tried Korean beauty products . 70% of them were not tried beauty products

Figure 4. 19

Type of Korean products used by respondents

	Frequency	Percentage
Korean sheet mask	25	25.0
Sunscreen	30	30.0
Serum	6	6.0
Moisturizer	12	12.0
Cleanser	10	10.0
None of these	17	17.0
Total	100	100.0



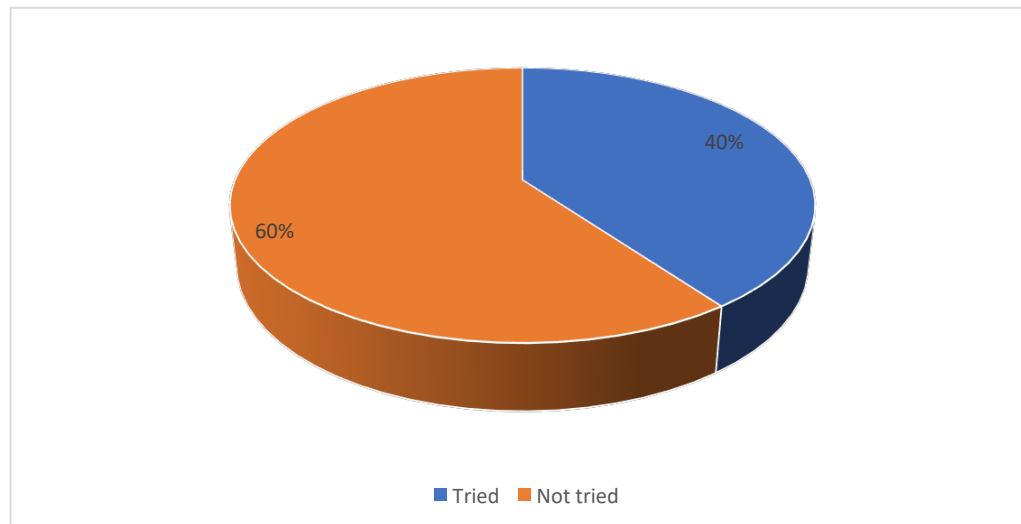
From 100 respondents 30% of them were using sunscreen and 25% of them were using korean sheet mask.12% were using moisturizer and cleanser. Using Korean beauty products like

sunscreen and moisturizer have become popular in recent years particularly among younger generation who are interested in Korean skin care.

Figure 4.20

Respondents who tried Korean food atleast once

	Frequency	Percentage
Those who tried	40	40.0
Not Tried	60	60.0
Total	100	100.0



From this diagram we can understand that 60% of them tried Korean food products. 40% of them were not tried Korean food items.

Figure 4.21

Respondents who liked Korean food

Korean food	Frequency	Percentage
Those who likes	50	50.0
Those who Dislikes	50	50.0
Total	50	50.0

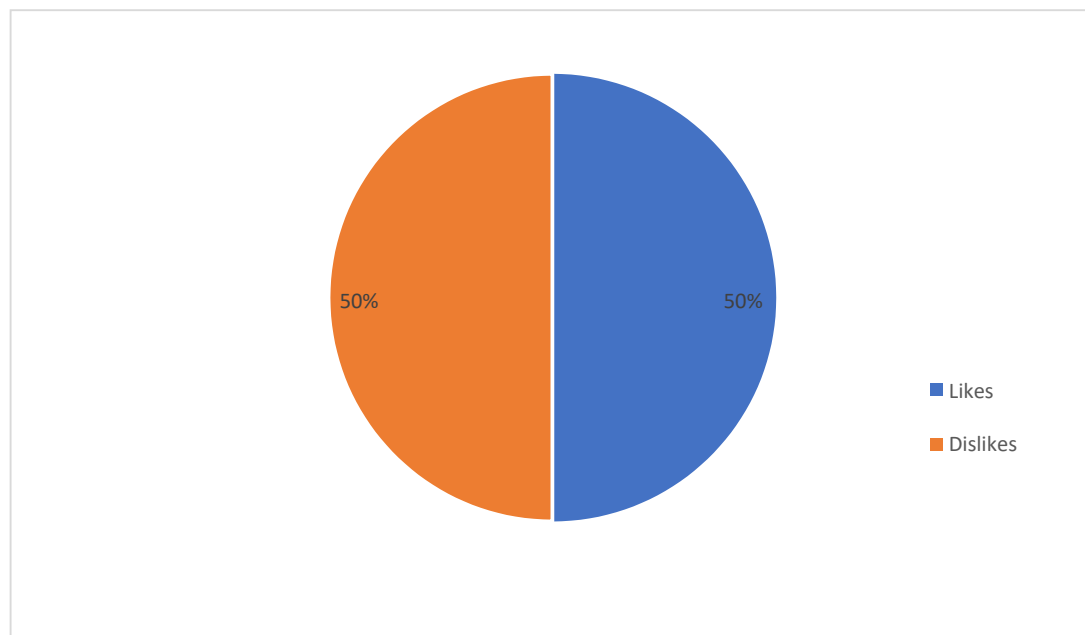
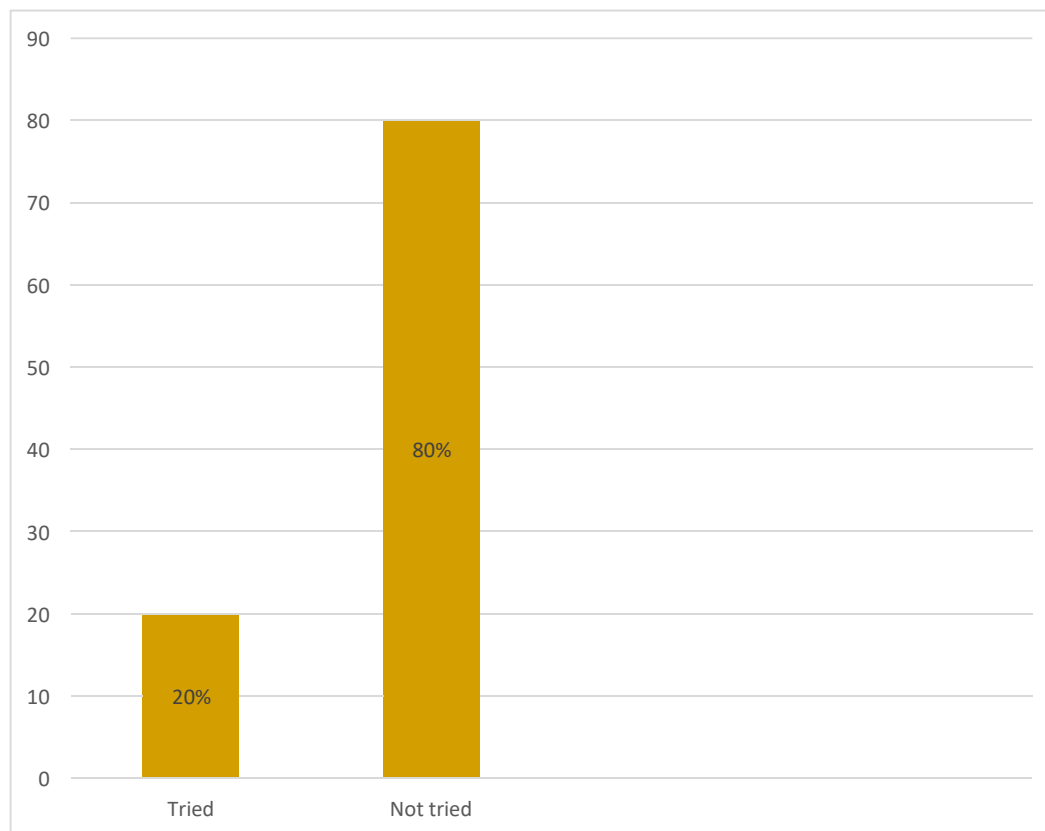


Figure 4.22

Respondents who tried Korean chopstick

	Frequency	Percentage
Tried	20	20.0
Not tried	80	80.0



The diagram shows that only 20% of them were tried chopstick. Korean chopstick also known as sujeo. 80% of them were not tried chopstick.

Figure 4.23

Type of Korean Food liked by respondents

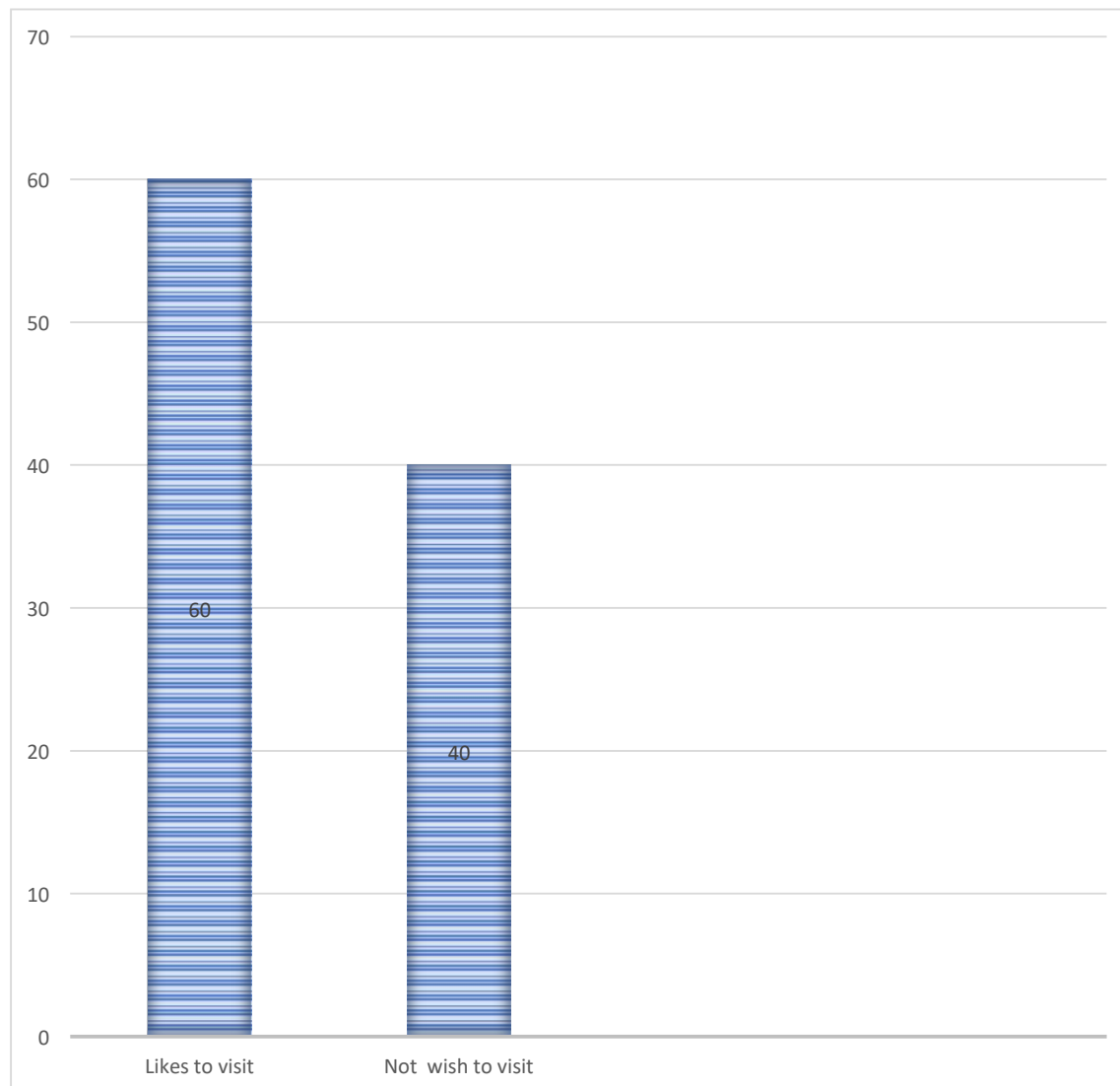
	Frequency	Percentage
Korean chicken	40	40.0
Ramyeon	30	30.0
Kimichi	15	15.0
Tteokbokki	5	5.0
Janjangmyeon	5	5.0
Other	5	5.0
Total	100	100.0

From this diagram we can understand that Korean chicken has become one of the most loved dishes among youth. It shows that 40% of the respondents like Korean chicken. Ramyeon another popular dish among Koreans gains popularity among youth it shows that 30% of the respondents like ramyeon. 15% of them like Tteokbokki and 5% of them like Jajangmyeon and other items. So we can understand from this many youngsters like Korean dishes.

Figure 4.24

Respondents who wish to visit Korean restaurant

	Frequency	Percentage
Likes to visit	60	60.0
Not likes to visit	40	40.0
Total	100	100.0

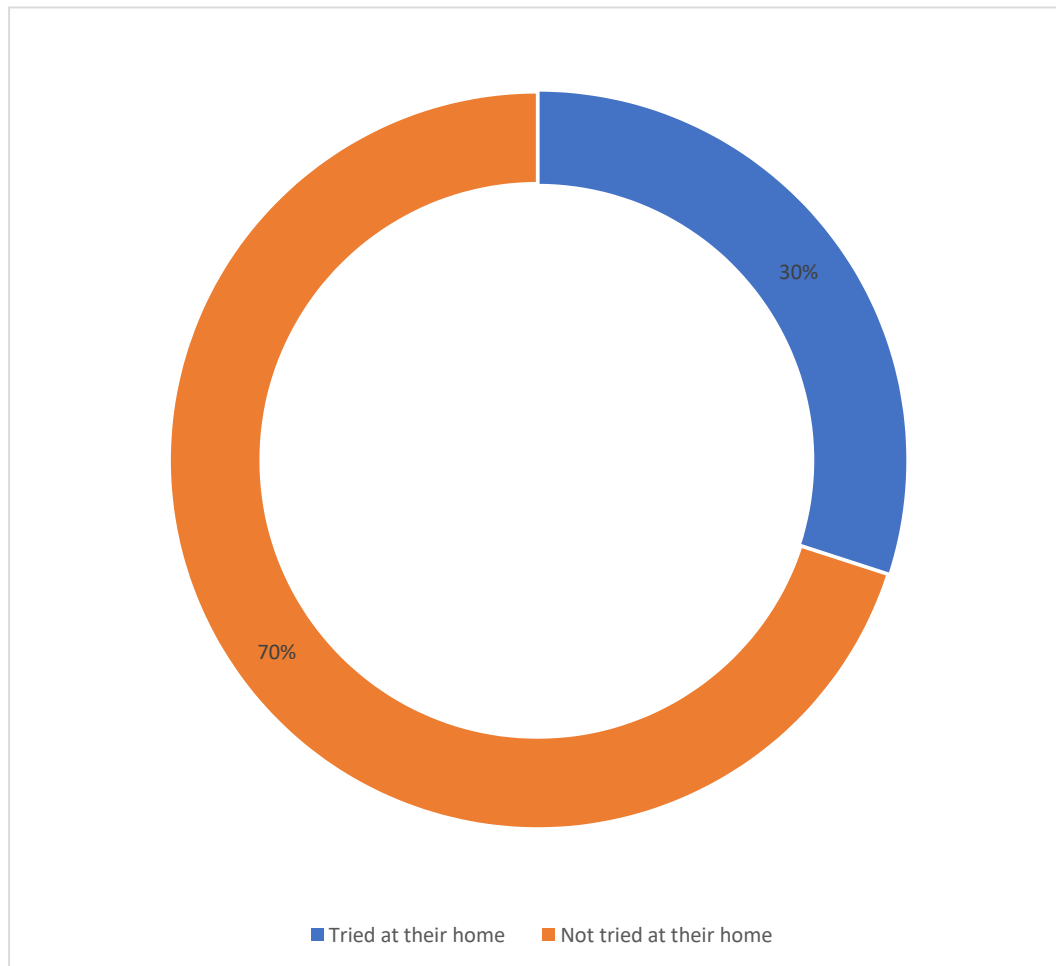


60% of the them likes to visit to Korean restaurant. It shows that youngsters are like to visit there because Korean cuisine offers a unique Flavours of food that can be different from other cuisines. Another reason that attracted youngsters are those who are health conscious they can also try Korean foods because Korean food offers healthy features of food items. 40% of them not likes to visit Korean restaurant.

Figure 4.25

Respondents who try Korean recipies at their home.

	Frequency	Percentage
Tried at home	30	30.0
Not tried at their home	70	70.0
Total	100	100.0

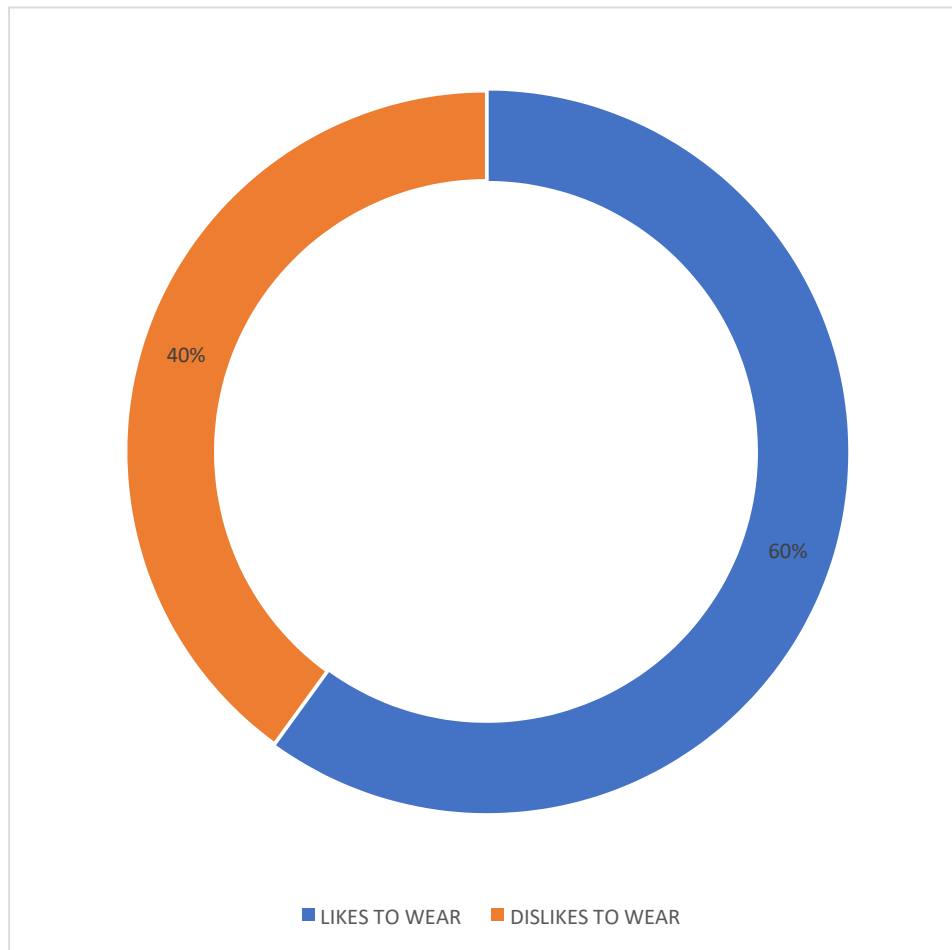


Only 30% of them have tried Korean recipes at their home. 70% of them were not tried recipes at home. They would like to try new dishes but not make them at home.

Figure 4.26

Respondents who like to wear Korean dresses

	Frequency	Percentage
Likes to wear	60	60.0
Dislikes to wear	40	40.0
Total	100	100.0

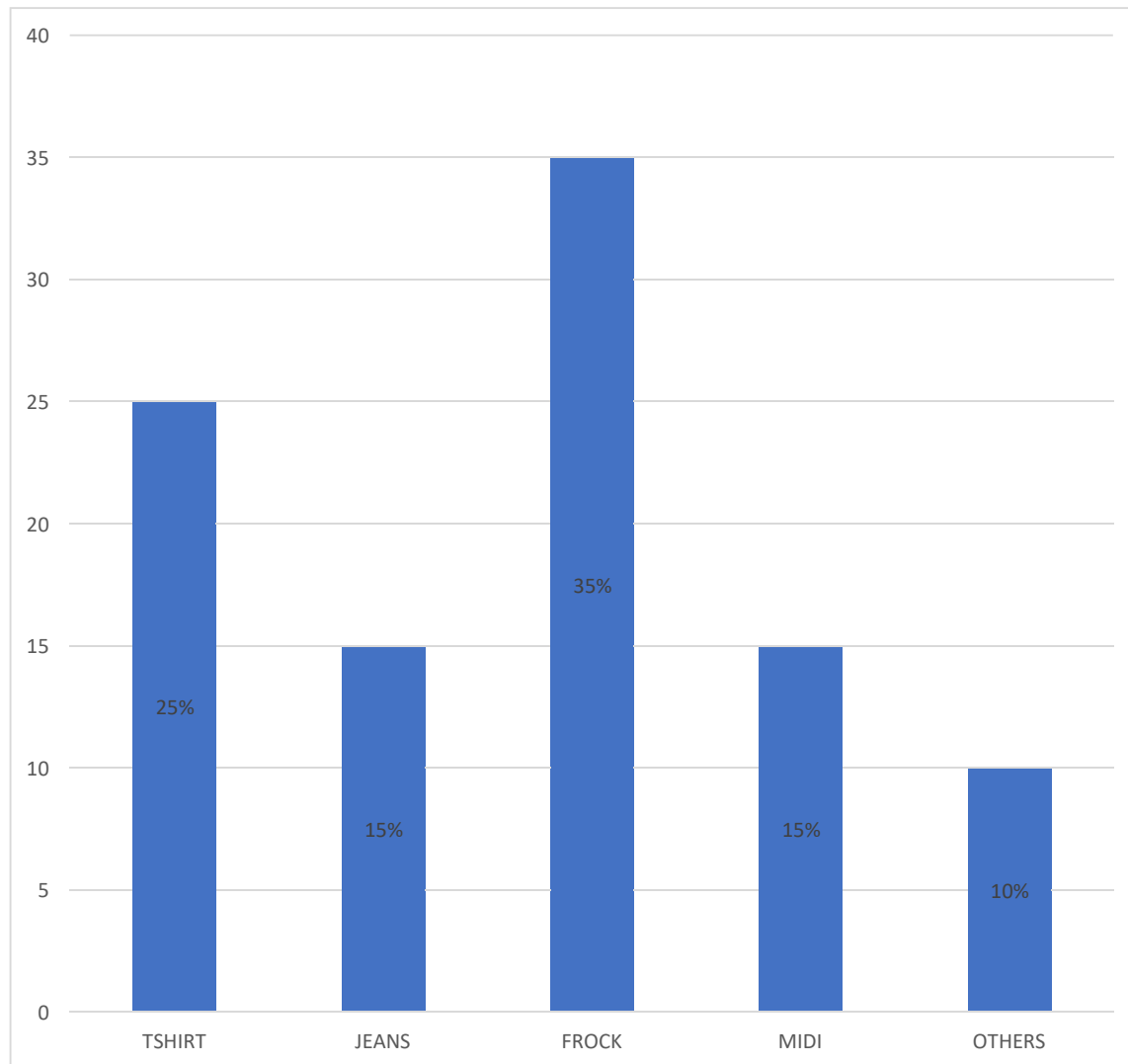


It shows that 60% of them likes to wear Korean dresses. 40% of them were dislikes to wear. Popularity of Korean dresses among youngsters is likely due to many factors such as unique dresses, comfort, affordability and social media influence. Korean dresses often have unique and unconventional which can be very attractive to youngsters who are looking for something different and stylish.

Figure 4.26

Most likes dresses to wear

	Frequency	Percentage
T shirt	25	25.0
Jeans	15	15.0
Frock	35	35.0
Midi	15	15.0
Others	10	10.0
Total	100	100.0

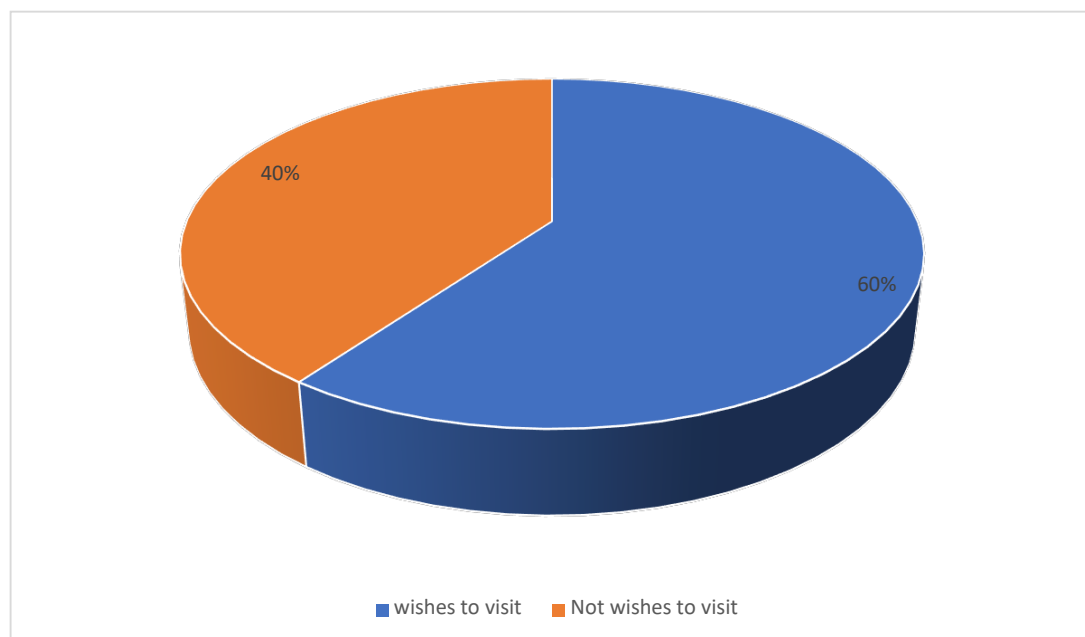


From this diagram we can understand that 35% of them likes frock .25% of them likes T-shirt. 15% of them likes jeans and 15% of them likes midi and 10% of them likes other types of dresses. Overall the unique design, comfort, and fashionable appeal of hanboks make them a popular choice among young people who are interested in Korean culture and fashion.

Figure 4.27

Respondents who wish to visit korea once in lifetime

	Frequency	Percentage
Wishes to visit	60	60.0
Not wishes to visit	40	40.0
Total	100	100.0

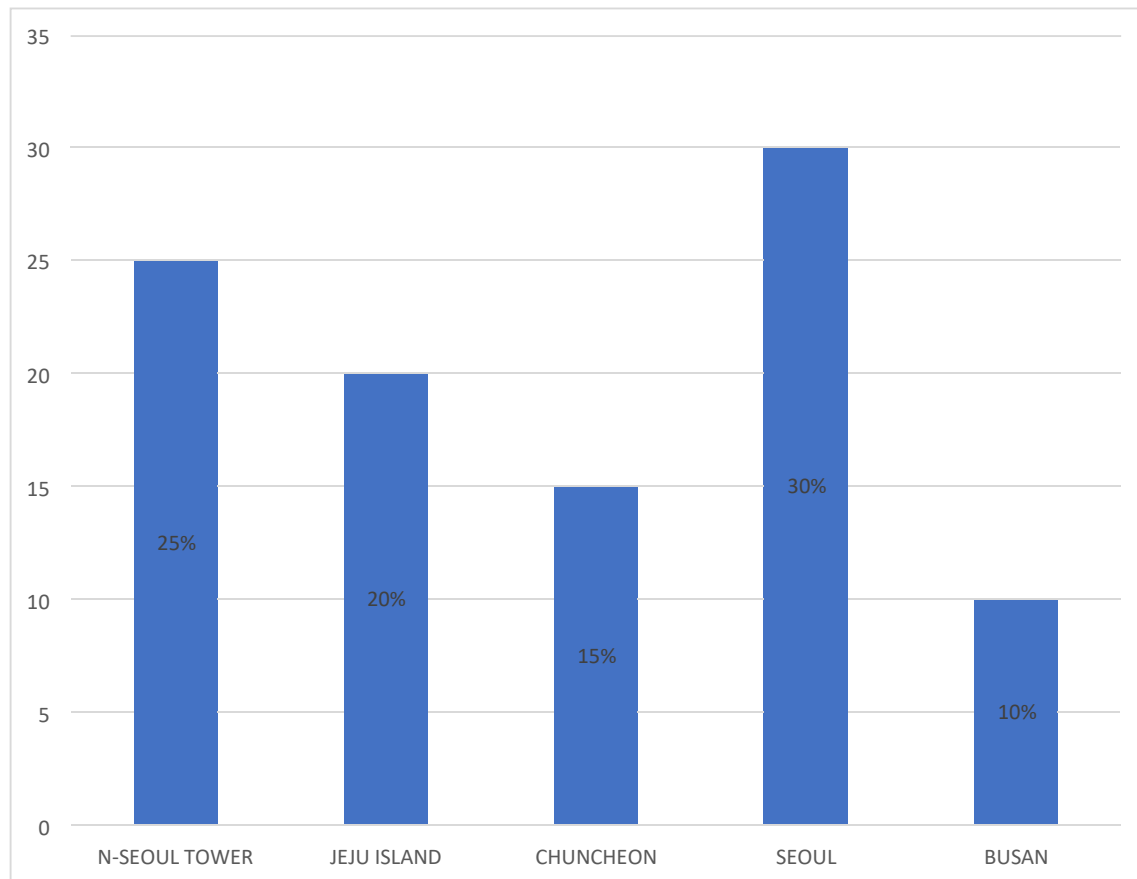


60% of them likes to visit Korea. It shows that youngsters are like to visit there due to combination of factors such as entertainment, food, fashion, technology, and culture. Korea has a rich cultural heritage with many historical landmarks and cultural experiences to explore.

Figure 4.28

Most likes Places to visit in Korean

	Frequency	Percentage
N-soeul tower	25	25.0
Jeju island	20	20.0
Chuncheon	15	15.0
Seoul	30	30.0
Busan	10	10.0
Total	100	100.0

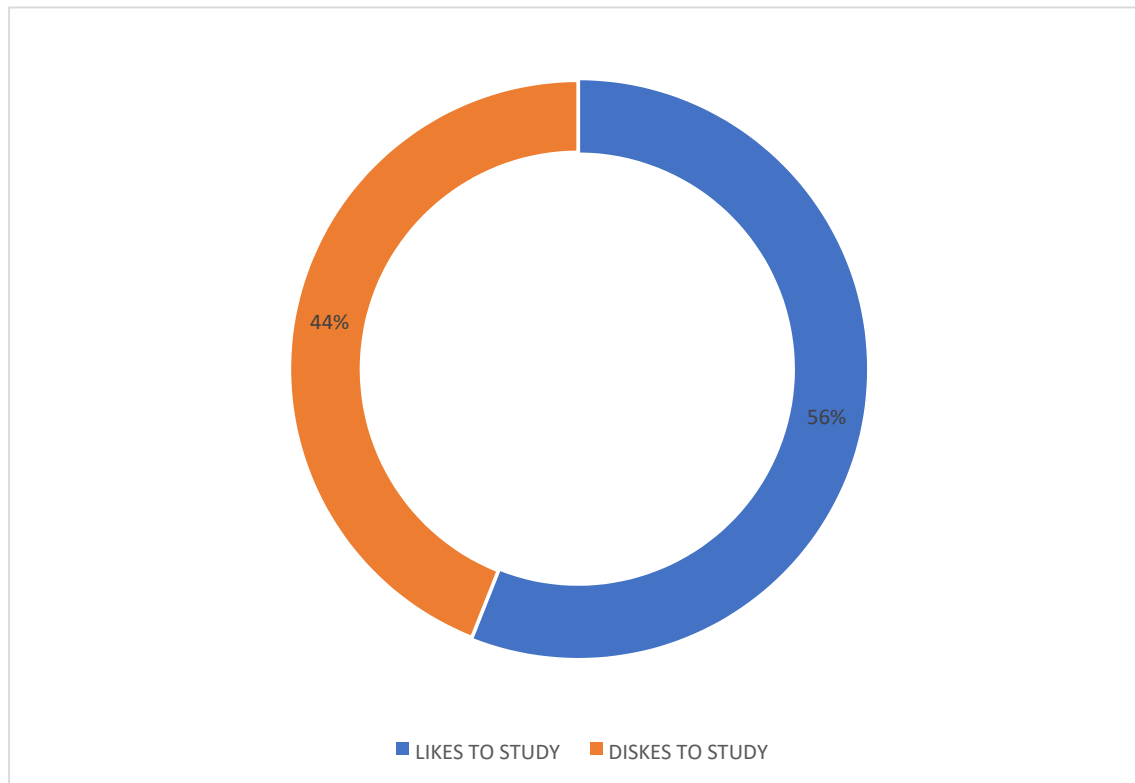


The diagram shows that 30% of them likes Seoul. Because seoul is the capital and the young people around the world are attracted by Korean pop music , fashion, trends, visiting seoul gives them a chance to experience it firsthand. 25 % of them likes N-Seoul because NSeoul Tower a popular tourist attraction in seoul and the is also provides a romantic atmosphere. 20% of them likes JeJu island and 10% of them likes Busan.

Figure 4.29

Respondents who wishes to pursue their studies in Korean universties

	FREQUENCY	PERCENTAGE
LIKES TO STUDY	56	56.0
DISLIKES TO STUDY	44	44.0
TOTAL	100	100.0

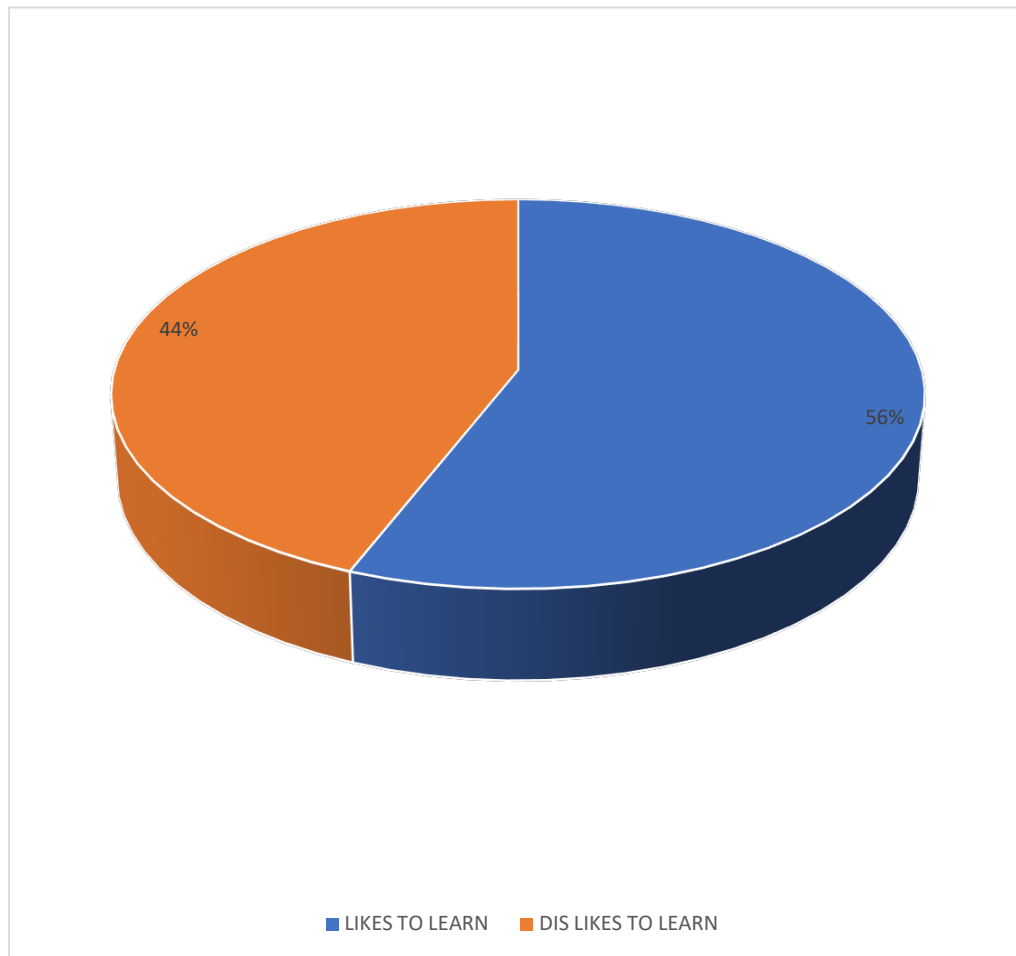


Due to the technological advancements in Korean universities and colleges many of younsters likes to pursue education from Korea. Korea also offers a high quality of education with many instituions ranked among the top universities in Asia. Young people who are interested in pursuing a career in a particular field may be drawn to Korean Instituions for their academic reputation. It also offers affordable tuition compared to other universities.

Figure 4.30

Respondents who like to learn Korean languages

	FREQUENCY	PERCENTAGE
LIKES TO LEARN	66	66.6
DISLIKES TO LEARN	34	34.0
TOTAL	100	100.0

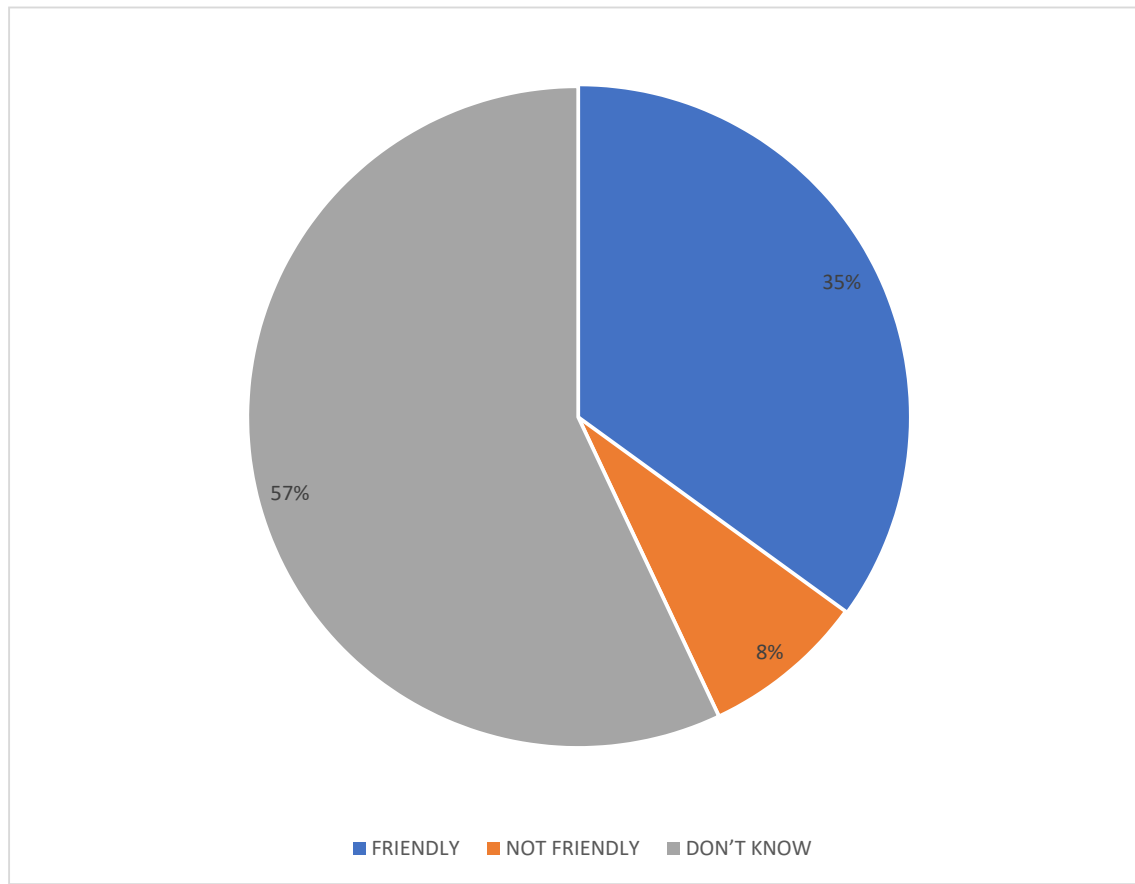


From 100 respondents 56% of them likes to learn Korean language. K-pop , k-dramas Korean fashion has gained a lot of popularity in recent years especially among young people. This has sparked an interest in Korean language and culture. Learning Korean languages also provide career opportunities in various fields such as business, international relations and tourism. 44% of them not wishes to study Korean languages.

Figure 4.31

Respondents idea about Koreans

	FREQUENCY	PERCENTAGE
FRIENDLY	35	35.0
NOT FRIENDLY	8	8.0
DON'T KNOW	57	57.0
TOTAL	100	100.0

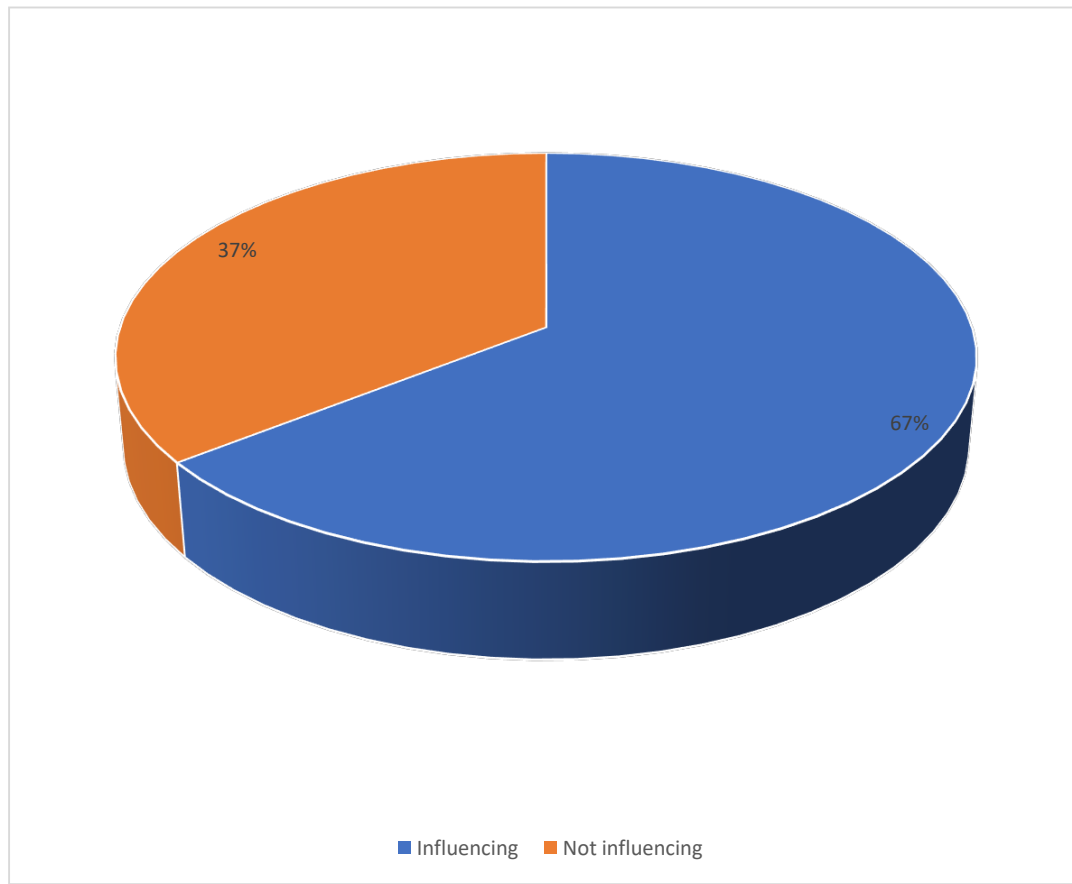


The diagram shows that 57% of them did not know about whether they are friendly or Not . 8% of them says that koreans are friendly.

Figure 4.31

Respondents view about whether Korean culture is influencing or not

	FREQUENCY	PERCENTAGE
INFLUENCING	67	67.0
NOT INFLUENCING	37	37.0
TOTAL	100	100.0



The diagram shows that majority of them says that Korean wave is influencing. 37% of them says that Korean wave is not influencing.

Conclusion

The study was about impact and influence of hallyu wave on youth. This study was undertaken with the objectives of finding out whether the respondents are attracted towards hallyu wave and to understand the perception of the respondents towards hallyu wave. 100 youths were taken for this study. In this study youth belonging to various age were taken. They belong to different religion, educational status, and economic levels.

The total 100 respondents were between the age of 15 –30 . It shows majority of youth between 21 to 25 are attracted to hallyu wave. With regard to education of the respondents the study claims youngsters having degree qualifications are attracted to hallyu wave. This study shows that most of the youngsters were attracted to korean wave are Christians. With regard to the socio economic background of youngsters majority (60%) were having a family income of 30,000.[70%] of youth are coming from nuclear family . [18%] of the respondents coming from the joint family.

The study also shows that females are attracted to korean wave. Because K dramas are characterized by youthfulness. More over k dramas are girl centric. Every girl watching k drama can connect with the lead female role. K dramas are not much prolonged; they are simple, sweet and short. IN every k drama, every female lead is given so much of importance and she follows her instinct.

Majority [50%] of the respondents have heard about the hallyu wave. [29%] of the youngster's are familiar with hallyu wave. [15 %] of them were know fair enough and [25%] of them are slightly know about Hallyu wave. Majority of the youngster's are watching K drama, k- movies, and k- drama. [38%] of the respondents are watching daily these . [27%] of them were watching weekly and [18 %] of them watching monthly. From this study we can identify that majority of the youngster's are watching Korean dramas, k pop on daily basis. Due to the factors such as plot line, good casting, visuals effects, limited number of episodes available in platforms such as Netflix, telegram, Disney hotstar, iqyi, rauton weeki contribute to huge fan following of korean dramas.

This study shows bts [48%] has the most fan following among youth . (29 %) of them support black pink . Which is a girls k pop group. Most of them like boy group and boy group is supportted by teen girls. Most of us are more like rom – com genere for watching. Besides

there are other types of genre like horror, super natural, time travel, historical, crime thriller, BL transgender dramas etc.

Most of the respondents get an idea about hallyu wave from internet and also from their friends. The study shows that the information from newspaper is less about hallyu wave. Because due to the advent of media and internet people are more get involved in using social media and also it lead to the development of korean wave among youth. Respondents also started using korean accessories like hairclips, earrings, chains, bags, clutches etc. Youths began to spend money for buying these korean merchandise . Korean dressing styles also adopted by youngsters. They are interested to wear Korean dresses like T-shirt, jeans, frock, gown, midi and top and love to try Korean beauty products and skin care.

Nowadays korean foods items trend is increasing among youth because they want to try that food that they have seen in korean dramas, korean films etc. So youth have an important role in promoting the korean food items . In this study we can find that majority of the [45%] youngsters like korean fried chicken and [20%] of them like ramyeon, kimichi, Tteokbokki, jajangmeyon etc. Respondents like to visit Korea and explore new places that they have seen only in dramas and films like jeju island,, N seoul tower, Chuncheon, seoul, busan etc . They like to participate in k pop concert and would like to see their ideals once. Some wish to settle in South Korea. Many of them attracted the Korean culture and would like to settle there itself. Some of them like to pursue their higher studies in Korean universities and colleges. Korean universities offers variety of courses and better placements to their students.

The study also shows that there is a trend in learning Korean languages the main idea behind them that They naturally want to learn the original language of the show so they can avoid subtitles for watching the Korean dramas and movies. Teens are using many koreans words in their day to day life like sarngghyaeo, annaheseyoo, aniyoo etc. Overall we can see that Korean wave (hallyu wave) has a huge impact and influence on youth. Now Korean culture is influencing the lifestyle of youth.

The idea of K-dramas/movies and K-pop were related to the Korean culture's moral values, which made the Korean Wave more reachable and acceptable. The another attraction of Korean Wave was the differentiation; was appreciated its quality while accepting it novel and new. Respondents felt that both a sense of homogeneity and of approachable towards the Korean Wave compared to their own culture.

The Korean wave offers a unique combination of traditional and modern elements that appeals to people of all ages. Korean wave has had a major impact on global culture and has helped to bring Korean culture and values to the forefront of the international audience. Whether the impact has been positive or negative is a matter of perspective, but we can't deny that the Hallyu Wave has left a lasting impression on young people around the world. Overall, the Korean Wave has had a tremendous impact on young people around the world, shaping their interests, tastes, fashion sense, living style and perspectives and helping to bring people from different cultures together.

The impact of the hallyu wave on youth can be seen in growing interest in Korean language and culture among young people, as well as the rise of k-pop fandoms and online communities dedicated to Korean popular culture. The media through its various channels has played a vital role in promoting and disseminating the hallyu wave, making it a global cultural phenomenon that continues to captivate young people around the world.

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APPENDIX

The Impact and Influence of hallyu wave on youth

Name:

Age:

Gender: Male: female :others

Family Income:

1. Have you ever heard about hallyu Wave?

Yes or no

2. How well do you know about Hallyu wave? Familiar

- Slightly
- Fair enough
- Some what
-

3. Do you watch k – drama, k- movies, k- anime

Yes, or no

4. How often do you watch these?

- Daily
- Weekly
- Monthly

5 . Which one is your favorite?

- K – drama
- K – movie
- K – pop
- K – anime

6 . Which k pop group do you stan?

- BTs
- Black pink
- ITZY
- Red velvet
- Stray kids
- Twice
- ENHYPEN
- 2AM

7. Which one is your favorite group ?
Boy or girl

8. Which type genre do you like?

- a. Horror
- b. Rom- com
- c. Super natural
- d. Time travell
- e. Historical
- f. Crime thriller
- g. BL (transgender drama)

9. From where do you get information about Korean wave from the following sources?

- a. Newspaper
- b. Internet
- c. Friends
- d. Family
- e. Television

10. Do you wish to attend concert of your favorite k – pop band?

Yes or no

11. Do you use Korean accessories?

- a. Hair clips
- b. Earning
- c. Chains
- d. Bag
- e. Clutches

12. How much money do you spend on buying Korean merchandise?

13. Have you tried Korean skin care routine?

Yes or no

14. Do you ever have tried korean beauty products?

Yes or no

15. Which one do you use?

- Korean sheet mask Sunscreen
- Sunscreen
- Serum
- Moisturizer
- Cleanser

16. Have you ever tried korean food? Do you like it?Yes or

no

17 . Which type of food do you like?

- Ramyeon
- Kimchi
- Tteokbokki
- Jajangmyeon

18. Have you ever visted any Korean restaurants?Yes or no

19 . Whether do you tried korean recepies at your home?

Yes or no

20. Do you like to wear Korean dresses?

Yes or no

21.Which one do you like most ?

- T-shirt
- Jeans
- Frock

21.

22. Do you wish to visit korea once in a life time?

Yes or no

23.Which places do you like to visit in Korea?

- a. N Seoul Tower,
- b. Jeju Island.
- c. Chuncheon
- d. Seoul
- e. Busan

24.Do you wish to pursue you studies in Korean universities and colleges?

Yes or no

25. Do you wish to learn Korean languages ?

Yes or no

26. What do you think about Koreans ?

- Friendly
- Not friendly
- Don't know

27. Do you feel that Korean culture is influencing our lifestyle?

Yes or no