

Project Report

On

THE INFLUENCE OF HALLYU ON YOUNGSTERS,
BEFORE AND AFTER COVID-19 WITH SPECIAL
REFERENCE TO K-DRAMAS AND ELECTRONIC
PRODUCTS AND FREQUENCY OF PURCHASES OF
KOREAN PRODUCTS

Submitted

in partial fulfilment of the requirements for the degree of
BACHELOR OF SCIENCE

in

MATHEMATICS

by

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(Register No. AB20AMAT016)

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APRIL 2023

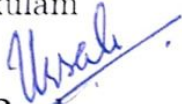


CERTIFICATE

This is to certify that the dissertation entitled, **THE INFLUENCE OF HAL-LYU ON YOUNGSTERS, BEFORE AND AFTER COVID-19 WITH SPECIAL REFERENCE TO K-DRAMAS AND ELECTRONIC PRODUCTS AND FREQUENCY OF PURCHASES OF KOREAN PRODUCTS** is a bonafide record of the work done by Ms. **JANET JOMY** under my guidance as partial fulfillment of the award of the degree of **Bachelor of Science in Mathematics** at St. Teresa's College (Autonomous), Ernakulam affiliated to Mahatma Gandhi University, Kottayam. No part of this work has been submitted for any other degree elsewhere.

Date: 23/02/2023

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DECLARATION

I hereby declare that the work presented in this project is based on the original work done by me under the guidance of Dr. Ursala Paul, Assistant Professor, Department of Mathematics, St. Teresa's College(Autonomous), Ernakulam and has not been included in any other project submitted previously for the award of any degree.

Ernakulam.

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ACKNOWLEDGEMENT

I take this opportunity to express my sincere gratitude towards Dr. Ursula Paul of the Department of Mathematics and Statistics of St. Teresa's college who encouraged me to carry out this work. Her continuous invaluable knowledgeable guidance throughout this study helped me complete the work up to this stage. I will always be thankful to you in this regard. I also express my profound thanks to Ms. Anu Mary John and Smt. Betty Joseph of the Department of Mathematics and Statistics and all those who have indirectly guided and helped me in the completion of this project.

Ernakulam.
Date: 23/02/2023

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AB20AMAT016

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Chapter 1

INTRODUCTION

1.1 INTRODUCTION

The Korean wave or Hallyu has been there for a while with growing Internet streaming penetration in India. The pandemic had provided people with more time to investigate foreign cultures and entertainment; this has witnessed a rise like never before. This dissertation work is being carried out to check the influence of the South Korean wave on consumer behaviour, particularly amongst the youth in Kerala.

Hallyu is a Chinese phrase that directly translates to "Korean Wave." It's a catch-all term for the extraordinary rise of Korean culture and popular culture, which includes everything from music to movies to drama to online games to Korean cuisine, to mention a few examples.

The Hallyu wave has undoubtedly risen in India as a result of the epidemic, with K-Dramas and K-Pop attracting a large number of fans and new followers. Last year, when India was under martial law, locals resorted to Korean dramas, which increased demand for Korean food, cosmetics, and music. Many Indians went to online entertainment and fell in love with K-dramas as a result of feeling alone and helpless due to their fear of COVID-19. Many people's growing affection developed into a love for everything Korean, including the cuisine, jewellery, that celebrities wore soju(Korean alcoholic beverage)they drank, the language they spoke, and the beauty products they used.

The Korean cultural wave, or Hallyu, has swept India, with K-drama and K-pop grabbing attention. However, the K-presence is broad, bridging culture and commerce, with its brands continuing to attract consumers in numerous areas, including cars and consumer durables. When you watch *Crash Landing on You* on a Samsung phone or listen to BTS on a Kia Sonet, you are, without quite knowing, caught in a one-of-a-kind Korean invasion.

Among the large number of industries that are being interrupted due to the South Korean wave in India, including the entertainment industry, fashion industry, food industry, cosmetic industry, etc., this study focuses on Electronic Products and K Dramas.

Hallyu was initially introduced to China and Japan, and then to Southeast Asia and several other nations throughout the world, where it continues to have a significant influence after being partially lifted in 2000, a 50-year ban on the exchange of popular culture between Korea and Japan has since flourished among Japanese audiences. South Korea's broadcasting authorities have sent delegates to many nations to promote their television programs and cultural material.

There are now three such events taking place in the country that seek to provide both virtual and on-ground Korean experiences to anyone interested in learning more about the Korean wave in the country. To commemorate the Hallyu wave in India, the Korea Tourism Organization has teamed with an entertainment platform, an online consumer engagement effort. KTO has partnered with many firms to provide a series of virtual Korean experiences, as well as a social media contest and special deals on Korean goods. Cultural industries have emerged as one of Korea's new engines of economic growth, earning billions of dollars for the country's export-dependent economy. Through cultural diplomacy, the Korean government has played a significant role in the promotion of these cultural sectors. India, on the other hand, has been relatively unaffected by the Korean Wave. Except for a few parts in

India's northeast, where it has had some impact, the rest of the country is mainly unaware of the occurrence.

To keep up with the growing popularity of the Korean wave in the country, a slew of online and offline events are being planned to offer people a taste of what they've been watching on the internet. These include food, beauty, and culture at large, and are not restricted to K-Dramas and K-Pop. People were advised to spend more time at home and prevent unnecessary transportation for the first time. One approach to stay connected throughout the pandemic is to embrace cultural stuff and share it with others who share your tastes in music. Several people remarked on how whether as a casual or original lover of Korean pop culture during a pandemic, a fan might be able to reconnect with people. When you can't find comfort anywhere, Korean cuisine is a good option. Many followers have found solace in pop culture, which is also known as Korean Wave, Hallyu, or K-Wave Globally.

1.2 OBJECTIVES

The main objective of the study is as follows:-

- To comprehend the impact of Korean -dramas, films, electronic products, cosmetics on choices of Kerala's youth.
- To understand if the lockdown due to Covid-19 raised the youth's awareness and understanding of Korean culture.
- To study which medium (friends, relatives, or social media) influenced the youth to prefer Hallyu.
- To find whether there is association between price range and frequency of purchases of K-electronics.
- To make suggestions, based on the study findings.

1.3 STATEMENT OF PROBLEM

India has been home to a diversity of cultures and trends with the latest and most popular in the country being the Korean wave. In-

creased awareness of South Korean culture among Indians, particularly among the youth, has resulted in a significant shift in customer buying habits. This has increased demand for Korean-based products in the market. The impact of Hallyu on consumer goods like cosmetics, electronic products, food and clothes in the country can be a difficult aspect for local enterprises to deal with if they ignore to consider the growing changes in customer preferences. So here we look forward to how much Hallyu had influenced the youth in Kerala in various aspects like K-Dramas, K-electronics, cosmetics, etc.

1.4 SIGNIFICANCE OF THE STUDY

This research identifies the factors that influence changing customer behaviour toward Korean-based products with the effect of lockdown and COVID-19. The findings in this dissertation work can be an example for future businesses to analyse the market forces that are significantly affecting consumers' choices. Furthermore, the study can give businesses knowledge on how to include Korean culture in their products and services to attract consumers. The shift in consumer preferences as a result of foreign influence indicates how much research a good business should undertake to design a product or service that meets the market's needs and wants.

1.5 SCOPE OF THE STUDY

The study aims to understand the impact of the South Korean culture on the consumer behaviour of youngsters in Kerala. Furthermore, the study determines the contribution of social media, OTT platforms, and advertisements in bringing the Korean wave to Kerala. With the same, a sample representing the whole youth population in Kerala is selected.

1.6 RESEARCH METHODOLOGY

The study is conducted with the help of primary as well as secondary data. The samples are collected with structured questionnaires to col-

lect the primary data and additional information are gathered from journals, articles, social media, and other useful sources.

1.6.1 Primary data:

The data for the study was collected from 327 youngsters in Kerala. A structured questionnaire was used to collect the primary data. These 327 respondents will represent the entire population.

1.6.2 Secondary data:

The secondary data collection was made from several journals, articles, theses, magazines, books, periodicals and other publications. Websites and reports were also used for secondary data.

1.7 POPULATION OF THE STUDY

The population of the study is the entire respondents that can be included in the study. The population of this study is the youth who are attracted to Korean content and Korean culture.

1.7.1 Sample size:

The size of the sample means the number of respondents chosen for data collection of the data. The sample is limited to 327 young people who are influenced by Korean entertainment.

1.7.2 Tools for analysis:

The analysis is done by classifying and tabulating the data collected through primary and secondary sources. The statistical tools for analysis are percentages and averages. The collected data is represented with tables and charts for comparison and presentation.

1.8 LIMITATIONS OF THE STUDY

- There was only a very little previous research on related this topic. Hence, availability of secondary data was limited.

- The study is confined to a particular area; hence generalisation is not possible.
- The limitations of primary data do apply to the study.
- Respondent bias may also have affected the reliability quotient of the study.

Chapter 2

LITERATURE REVIEW

2.1 LITERATURE REVIEW

2.1.1 Previous studies on Hallyu:

Kuotsu [8], studied the Korean wave in northeast India he found that young people mimic the haircuts and dress of their favourite celebrities, requesting the Korean appearance at salons and parlours, and using Korean words and expressions among their social circles. He claimed that the Hallyu began in India's north-eastern regions. He highlights that the Northeast's positive reception of Korean series and Korean movies is attributable to the indigenization of Korean content through the use of regional languages. Various Korean dramas have also been translated into native languages such as Hindi and Tamil by Doordarshan, Zee's TV, as well as Puthuyugam TV.

Naidu [12], studied the influence of K-Dramas among the youth of Chennai. She emphasized that the growth of K-dramas has resulted in a broader range of promotional opportunities for Korea as a brand. K-dramas have exploded in popularity, becoming the latest catalyst for the country's cultural exports as well as an important aspect of the country's national identity. The expanding influence and appreciation of k-drama content have also translated into a desire for other Korean goods and lifestyles, contributing to an increase in Korean sales volume in foreign markets including India. Inbound international tourists have

increased as a result of the growing interest in Korean content. She concluded that viewers adapted TV series behaviours in their everyday life as well as look forward to following more Korean entertainment content in the future.

Cho [2] contends that the Hallyu influenced Malaysians' views and purchase behaviours, as well as bringing economic changes to the country by persuading them to choose Korean food over their local food and to buy South Korean products. As a result, Malaysia will require Korean specialists, and Korea will require Malaysian specialists in the future to sustain and expand tight bilateral connections." As a result, the Korean Wave may and has been used as a cultural resource for promoting cultural and public diplomacy as well as changing consumer choices.

Shim [10] studied the rise in Korean culture in Asian countries in 2006. She deduced the true reasons for the global success of Korean media, notably in Asia. She discovered that Koreans have given these mediums their spin by fusing indigenous elements with their flourishes in frequently inventive ways. She adds, everything Korean, from food and music to cosmetics and fashion is all the rage in Asia, where Tokyo and Hollywood have long ruled mainstream culture. Korea has converted itself from an embattled film backwater into Asia's greatest film market, according to Hollywood Reports.

Jonghoe Yang [5] studied the Korean wave in East Asia. He discovered the causes that create the Korean wave, as well as the flow and appeal of Korean content among East Asian viewers (Japanese, Chinese and Taiwanese). The study also sought to determine why girls and women are more drawn to Korean content than boys and men. Following his investigation, Jonghoe concluded that there are certain commonalities as well as variances among the East Asian countries. Social proximity appears to be significant for the emergence of Hallyu in the countries surveyed, according to his conclusions. Hallyu was

unaffected by the other 2 factors, globalism or nationalism, and modernity tradition. Furthermore, demographic characteristics are linked to Korean drama viewership in the countries under study.

2.1.2 Recent Studies on Korean wave (Hallyu):

Chakraborty[1] published the newspaper article Considering the response of Indians to the K-pop album "dynamite," stated the popularity of the K-pop album "dynamite" in India. India ranked third among the nations that watched "Dynamite" the most on the first very first day. After its release, with 8.6 million views out of a total of 101.1 million, behind Indonesia and the United States .During the first day of its release on Spotify, India had the second-highest number of people streaming the album. With over 2.4 million views in a week, the album broke the record for most ever streaming of a song on Spotify app India.

Kanozia & Ganghariya [6] studied that fans of Korean pop culture existed in India, but their existence was not felt very strongly. However, as India's online consumer population grows, the Korean fever has multiplied. More and more Korean material is reaching the Indian public via social media, YouTube, OTT platforms, and global players such as Netflix and Amazon Prime Video. He determined that, following the COVID-19 pandemic's shutdown, Indians have been glued to their televisions, watching K-series, films, or enjoying K-pop.

They studied on the cultural proximity and hybridity considering the Korean pop culture in India. They concluded through their study that cultural proximity can account for the appeal of Korean media in India. The passion for everything Korean can be attributed to the cultural connection between Korea and Northeast India. Cultural proximity is the most crucial component in Hallyu's spread in India. The researchers have specifically drawn attention to the cultural connections that exist among Korean and Manipuri societies. The increasing influence of Korean media in the other parts of India can be explained by

cultural hybridization. When localized preferences, such as translating and subtitling in the local language, are combined with global Korean content, a hybrid culture emerges. Their study focused on how the Hallyu started in India. India's first contact with Hallyu was in Manipur in the northeast. As Hindi channels were banned in the early 2000s, Manipuri families were flooded with Korean dramas and Korean movies. After television companies started playing Korean dramas and Korean movies, the Korean media penetrated Manipuri homes. Furthermore, the Manipuri's were able to consume Korean culture more easily due to the availability of affordable Korean CDs on the regional markets. The popularity of Korean dramas, films, and music quickly expanded to neighbouring states in Northeast India.

The Hindu [13], over 600 small and major Korean businesses operate in the country, and places that serve Korean cuisine have opened in several towns. On both the local and foreign markets, Korean skin-care companies have effectively promoted a nine-step beauty skincare program. While some have decried the restrictive regimens that put pressure on individuals, particularly women, to aspire for flawless skin, others have been enthralled by Korea's effective and often economical skincare range. In India, Korean musicians have generated fashion trends. From pastel colours and pleated skirts to the grunge aesthetic, K-pop has promoted both bubble-gum and edgy fashion in India. Some K-pop groups have also dabbled with androgynous clothes, and Homosexual communities have praised them for their unconventional fashion choices. Korea seemed to have something for everyone, from Television programs to music, and from fashion to cosmetics. According to the research, Korean culture has a powerful influence on youngsters. However, as youngsters become older, they lose interest in the same.

The Times of India [14], According to their findings, South Korea will be a major exporter of popular culture in 2021. K-dramas set the trend, and K-pop soon followed, catching on like wildfire throughout East, Southeast, and South Asia. Collaborations between K-culture

and food chains have also aided the emergence of this culture in India. Furthermore, they decided that culture can affect young brains, and the newest trend among youngsters in 2021 is all about K-culture, also known as Korean culture.

Simon [11] This study looks at how college students' perceptions of the Korean Wave influenced their opinions about Korea and its culture. A combined research approach including qualitative and quantitative methods was used. The Korean Wave's key components—dramas, cinema, and pop—were studied. The data gathered revealed that the Korean Wave's appealing components were linked to aesthetic and structural elements, messaging, and uniqueness.

Le & Nhan, [7] studied the factors that are affecting the popularity of Korean cosmetics worldwide. Using adequate research methods, the researchers noted that there are five factors that influence the decision to buy skincare products in decreasing order: Pricing, promotion, quality, brand products, and psychology are all things to think about. He concluded that Korean skincare products are unlike anything else on the market. The significant usage of natural components in Korean skincare is one of the things that sets it apart. Koreans also employ chemicals that are uncommon in other countries.

Choudhary[3] studied the Hallyu wave in India and found that as they have been extensively welcomed by overseas audiences yearning for something new, K-Dramas are an important part of the Hallyu trend. They are enhancing people's understanding of all areas of Korean culture in India. People are similar to the plots, clothing, and various aspects of life depicted in K-Dramas. She concluded that K-dramas aren't just fun for the eyes and ears they also make us want to eat the food and drink the drinks that the characters are drinking. Korean dramas and idols have their sites on social media apps like Instagram. Foods like Kimchi, Ramen, and Soju have shown increasing demand in Indian marketplaces as a result of K-Dramas.

Shephali Bhatt [9] in her article in the economic times published the results of her study on the Hallyu during the pandemic. She mentioned that, along with other cultural exports such as K-beauty and Korean cuisine, India is experiencing a distinct Korean wave. While K-beauty is fairly well known among Indian people, Korean music and Korean series appear to breakthrough India during the outbreak of the corona virus 2020, because people, particularly youth found the time to discover the type of content. However, unlike West's media preference trends, which greatly affect Indian pop culture, Hallyu wave creators face a significant linguistic barrier. The findings of Shephali demonstrate that during the Covid19 pandemic, there was a sharp increase in the number of engaged Korean language learners in India.

Hernández & Lee [4] studied the influence of Hallyu on the consumer behaviour factors in Latin American countries. Investigated the links among cultural, social, and psychological aspects and consumer intention in the context of the Korean wave in these countries. They discovered that local cultural orientation is minimally associated with connection and purchase behaviours. They say that cultural elements have had little influence on Hallyu purchase intentions, but that social and psychological aspect in the countries under study may persuade consumers toward Korean products. According to the findings, local cultural orientation was not an element that influenced Hallyu fans' purchasing decisions.

Chapter 3

METHODOLOGY

3.1 EXPLORATORY DATA ANALYSIS

- Here we use different types of graphs and pie charts for analysing the qualitative data.
- The obtained data were tabulated and analysed using Microsoft Excel, SPSS and R programming.
- Descriptive data were expressed as frequencies and percentages.

3.2 TEST OF PROPORTION

Let us consider the parameter p of population proportion. For instance, when conducting a survey, we would be interested in learning the proportion of men in the adult population overall. A proportion test will determine whether or not a population sample accurately reflects the true proportion of the overall population.

3.2.1 Critical value of approach:

The steps to perform a test of proportion using the critical value approach are as follows:

1. State the null hypothesis H_0 and the alternative hypothesis H_A .
2. Calculate the test statistic:

$$Z = \frac{(P - P_0)}{\sqrt{((P_0(1 - P_0))/n)}}$$

Where P_0 is the null hypothesized proportion i.e., when $H_0 : P=P_0$

3. Determine the critical region.

Make a decision. Determine if the test statistic falls in the critical region. If it does, reject the null Hypothesis. If it does not, do not reject the null hypothesis.

3.2.2 p- Value approach

Next, let's state the procedure in terms of performing a proportion test using the p-value approach. The basic procedure is:

1. State the null hypothesis H_0 and the alternative hypothesis H_A .
2. Set the level of significance α .
3. Calculate the test statistic:

$$Z = \frac{(P - P_0)}{\sqrt{((P_0(1 - P_0))/n)}}$$

4. Calculate the p-value.

Make a decision. Check whether to reject the null hypothesis by comparing p value to α . If the p-value less than α then reject H_0 ; otherwise do not reject H_0 .

Testing equality of proportions of 2 populations (P_1 & P_2) (Applicable only for large samples):

$$H_0: P_1 = P_2$$

Test statistic is

$$\frac{(p_1 - p_2) - (P_1 - P_2)}{pq \sqrt{\frac{1}{n_1} + \frac{1}{n_2}}} \sim N(0, 1)$$

$$\text{Where } p = \frac{n_1 p_1 + n_2 p_2}{n_1 + n_2} \quad \& \quad q = 1 - p$$

3.3 CHI-SQUARE TEST

The basic requirement of a contingency test is a contingency table.

A contingency table is a matrix table which shows a multivariate variable's frequency distribution. It shows the relation between two or more variables and helps to find any real connection between them. The term 'contingency table' was coined by Karl Pearson in 1904. A contingency table is also called a two-way frequency table. The test is not based on parameters. It is a right tailed test. The null hypothesis is always considered as the assumption of both the attributes being independent.

A \ B	B		
		B_1	B_2
A_1		O_{11}	O_{12}
A_2		O_{21}	O_{22}
A_3		O_{31}	O_{32}

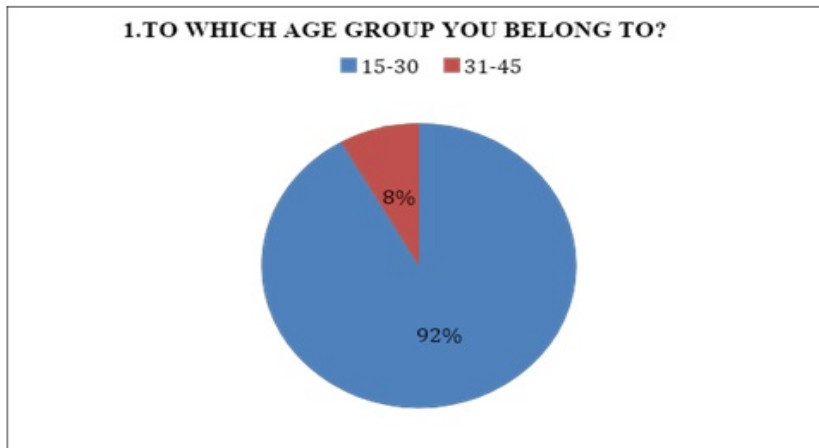
Where, A, B: attributes The test static is given by

$$\chi^2 = \frac{\sum(O-E)^2}{E}$$

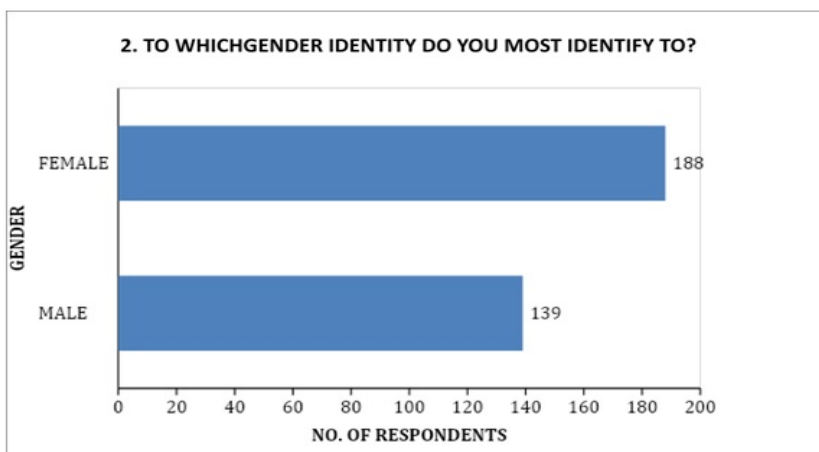
E is the expected frequency under the assumption that H_0 is true and $E = (\text{Row Total} \times \text{Column Total})/N$. The condition to be satisfied is that each row total of the observed frequency and that of the expected frequency and of that of column total frequency and that of expected frequency is equal.

Chapter 4

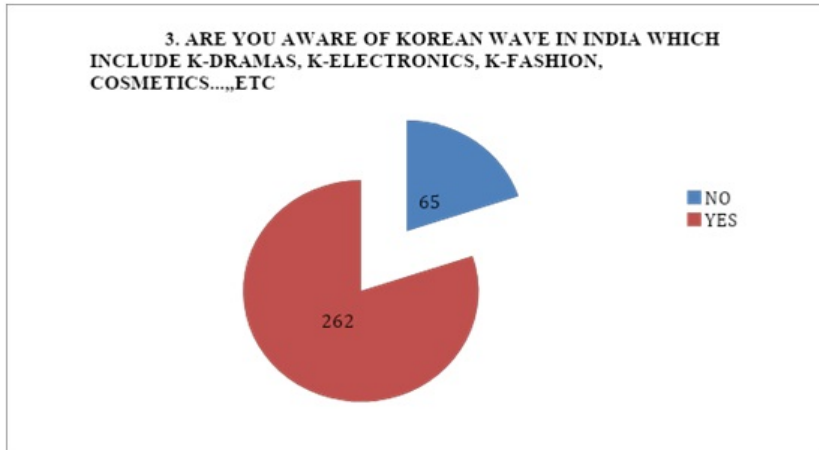
ANALYSIS AND INTERPRETATION



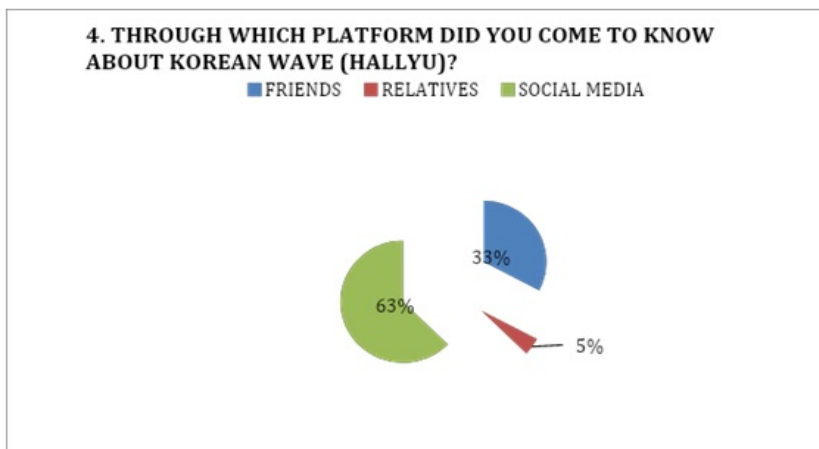
AGE	NO.OF RESPONDENTS	PERCENTAGE
15-30	301	92
31-45	26	8
TOTAL	327	100



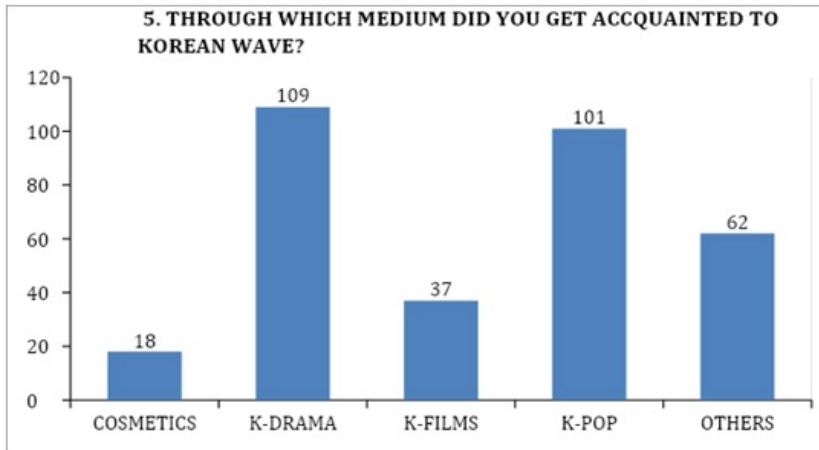
GENDER	NO.OF RESPONDENTS	PERCENTAGE
FEMALE	188	57
MALE	139	43
TOTAL	327	100



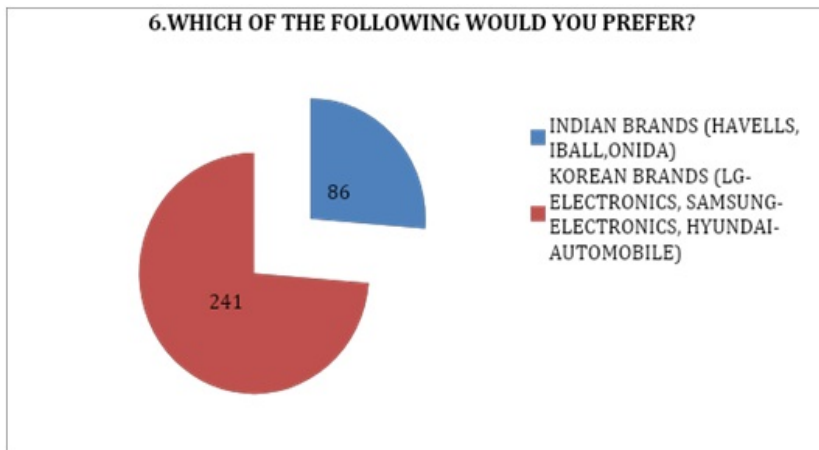
AWARE ABOUT HALLYU	NO.OF RESPONDENTS	PERCENTAGE
YES	262	80.1
NO	65	19.9
TOTAL	327	100



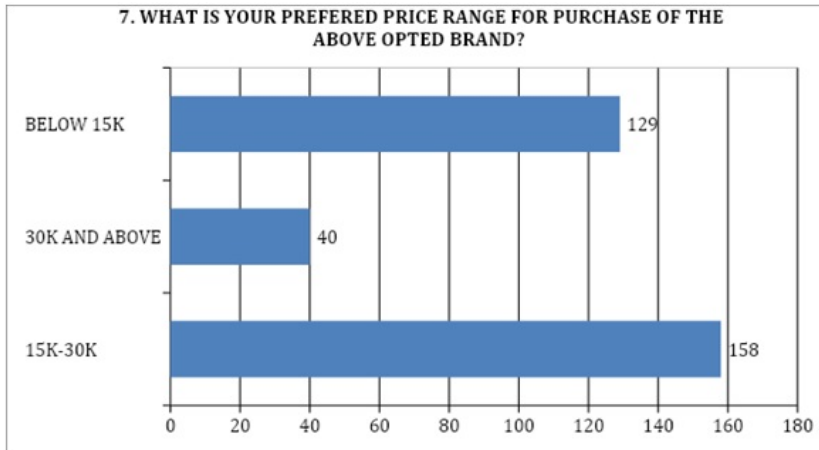
PLATFORM	NO.OF RESPONDENTS	PERCENTAGE
SOCIAL MEDIA	206	63
FRIENDS	108	33
RELATIVES	13	4
TOTAL	327	100



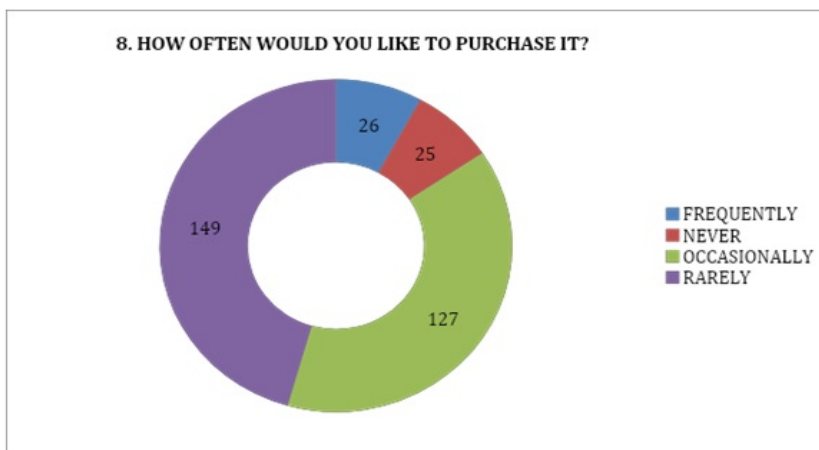
MEDIUM	NO.OF RESPONDENTS	PERCENTAGE
K-POP	101	30.9
K-DRAMA	109	33.3
K-FILMS	37	11.3
COSMETICS	18	5.5
OTHERS	62	19
TOTAL	327	100



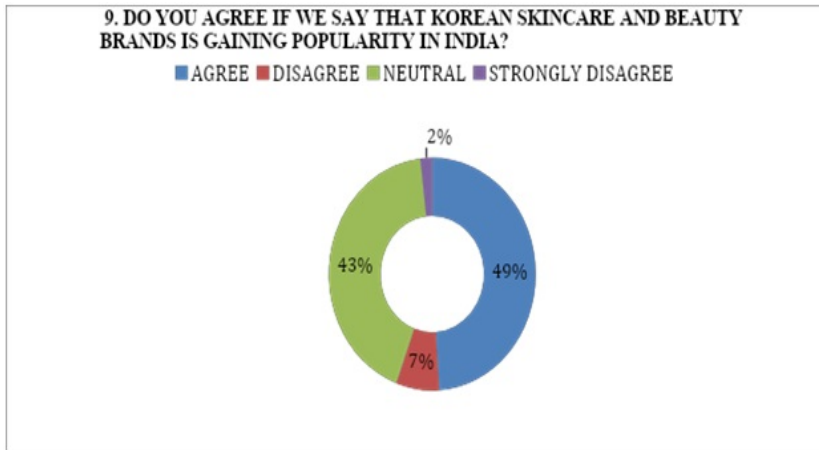
BRANDS	NO.OF RESPONDENTS	PERCENTAGE
KOREAN	241	73.7
INDIAN	86	26.3
TOTAL	327	100



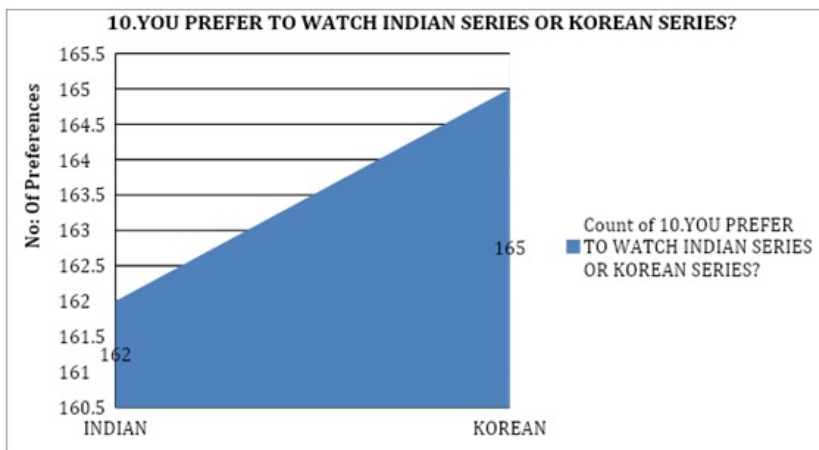
PRICE RANGE	NO.OF RESPONDENTS	PERCENTAGE
BELOW 15K	129	40
15K - 30K	158	48
30K AND ABOVE	40	12
TOTAL	327	100



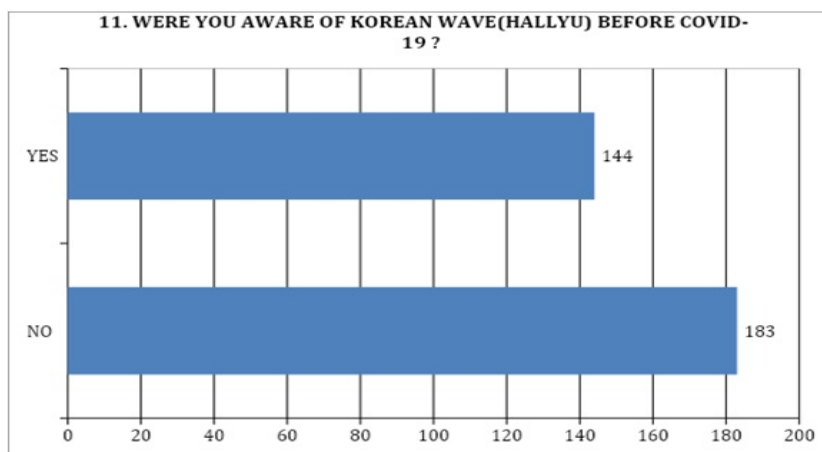
PURCHASES	NO.OF RESPONDENTS	PERCENTAGE
FREQUENTLY	26	8
OCCASIONALLY	127	39
RARELY	149	46
NEVER	25	7
TOTAL	327	100



KOREAN SKIN CARE BRANDS GAINING POPULARITY	NO.OF RESPONDENTS	PERCENTAGE
AGREE	160	49
NEUTRAL	141	43
DISAGREE	16	5
STRONGLY DISAGREE	10	3
TOTAL	327	100



SERIES	NO.OF RESPONDENTS	PERCENTAGE
KOREAN	165	50.5
INDIAN	162	49.5
TOTAL	327	100



AWARE BEFORE COVID	NO.OF RESPONDENTS	PERCENTAGE
YES	144	44
NO	183	56
TOTAL	327	100

4.1 RESULTS

Q1. A survey was conducted among the citizens of a city to study their preference towards influence in Korean products and Indian products. Among 327 respondents, it is found that 241 are influenced by Korean products and the remaining is influenced by Indian products. Can we conclude at 5% level of significance from this information that both Korean and Indian products are equally preferred among the citizens in the city?

Let P denote the proportion of the respondents who prefer Korean products.

H_0 : Korean and Indian products are equally preferred among the citizens in the city i.e. $P=1/2$

H_1 : Korean and Indian products are not equally preferred among the citizens in the city i.e. $P \neq 1/2$

α : level of significance

n : total no: of respondents

p : Proportion of people who are influenced by Korean products

α	0.05
P	$\frac{1}{2}$
Q	$\frac{1}{2}$
N	327
p	0.737003
Test statistic when H_0 is true	8.57152
Critical Value	1.967268

Interpretation: Since 8.5715 lies in the critical region, we reject H_0 at 5% level of significance and conclude that Korean and Indian products are not equally preferred among the citizens in the city.

Q2. A Survey was conducted to understand the association between price of Korean products and frequency of purchases. Test whether there is any association between them.

H_0 : Price of Korean products and frequency of purchases are independent.

H_1 : Price of Korean products and frequency of purchases are not independent.

		PRICE RANGE				
		ORIGINAL FREQUENCY	BELOW 15K	15K-30K	30K AND ABOVE	TOTAL
PURCHASE FREQUENCY	FREQUENTLY		6	8	5	19
	OCCASIONALLY		26	56	14	96
	RARELY		49	52	10	111
	NEVER		4	6	5	15
	TOTAL		85	122	34	241

		PRICE RANGE				
		EXPECTED FREQUENCY	BELOW 15K	15K-30K	30K AND ABOVE	TOTAL
PURCHASE FREQUENCY	FREQUENTLY		6.701245	9.618257	2.680498	19
	OCCASIONALLY		33.85892	48.59751	13.54357	96
	RARELY		39.14938	56.19087	15.65975	111
	NEVER		5.290456	7.593361	2.116183	15
	TOTAL		85	122	34	241

		PRICE RANGE			
		(O-E) ² /E	BELOW 15K	15K-30K	30K AND ABOVE
PURCHASE FREQUENCY	FREQUENTLY		0.073381	0.272269	2.007123
	OCCASIONALLY		1.824117	1.127565	0.015382
	RARELY		2.478577	0.312567	2.045549
	NEVER		0.31477	0.334345	3.929908

α	0.05
Test statistic	14.73555
Critical Value	12.59

Interpretation: Since 14.7355 lies in the critical region, we reject H_0 at 5% level of significance and conclude that Price of Korean products and frequency of purchases are not independent.

Q3. Out of 188 females, 156 preferred to watch Korean series and out of 139 males, 85 preferred to watch Korean series. Can it be concluded that the proportion of people who watch Korean series among males and females are the same?

Let P denote the proportion of people who watch Korean series

$H_0 : P_1 = P_2$ i.e. The proportion of people who watch Korean series among males and females are the same

$H_1 : P_1 \neq P_2$ i.e. The proportion of people who watch Korean series among males and females are not the same

α	0.05
n_1	188
p_1	0.829787
n_2	139
p_2	0.611511
p	0.737003
q	0.262997
Test statistic	4.432098
Critical value	1.967268

α : level of significance

n_1 : total no: of females

n_2 : total no: of males

p_1 : proportion of females who watch Korean series

p_2 : proportion of males who watch Korean series

Interpretation: Since 4.432 lies in the critical region, we reject H_0 at 5% level of significance and conclude that people who watch Korean series among males and females are not the same.

Q4. A survey was conducted to know whether the youth were aware of Hallyu before Covid-19. Out of 327 people 144 were aware about Hallyu before covid-19 and the rest were aware after covid-19. Were the people equally aware?

Let P denote the proportion of the youth who were aware of Hallyu before Covid-19

H_0 : The people aware of Hallyu before and after covid-19 were equal.
i.e. $P=1/2$

H_1 :The people aware of Hallyu before and after covid-19 were not equal i.e. $P \neq 1/2$

α	0.05
P	$\frac{1}{2}$
Q	$\frac{1}{2}$
n	327
p	0.440367
Test statistic when H_0 is true	-2.16
Critical Value	1.967268

α : level of significance

n : total no: of respondents

p : Proportion of people who were aware about hallyu before covid-19.

Interpretation: Since -2.16 lies in the critical region, we reject H_0 at 5% level of significance and conclude that the people aware of Hallyu before and after covid -19 were not equal.

Q5. A Sample survey was conducted to know through which medium people get acquainted with Hallyu. Among 188 females 79 were acquainted through k-DRAMAS and among 139 males 30 were acquainted through k-DRAMAS. Can it be concluded that the proportion of people who get acquainted through k-DRAMAS among males and females are the same.

Let P denote the proportion of people who get acquainted through k-DRAMAS

H_0 : $P_1=P_2$ i.e. The proportion of people who get acquainted through k-DRAMAS among males and females are the same.

$H_1 : P_1 \neq P_2$ i.e. The proportion of people who get acquainted through k-DRAMAS among males and females are not the same.

α	0.05
n_1	188
p_1	0.420213
n_2	139
p_2	0.215827
p	0.333333
q	0.666667
Test statistic	3.875865
Critical value	1.967268

Interpretation: Since 3.8758 lies in the critical region, we reject H_0 at 5% level of significance and conclude that people who get acquainted through k-DRAMAS among males and females are not the same.

4.1.1 USING SPSS PROGRAMMING

CHI-SQUARE TEST

CROSSTABS

/TABLES=PRICERANGE BY FREQUENCY

/FORMAT=AVALUE TABLES

/STATISTICS=CHISQ

/CELLS=COUNT EXPECTED ROW COLUMN TOTAL

/COUNT ROUND CELL

/BARCHART.

Case Processing Summary

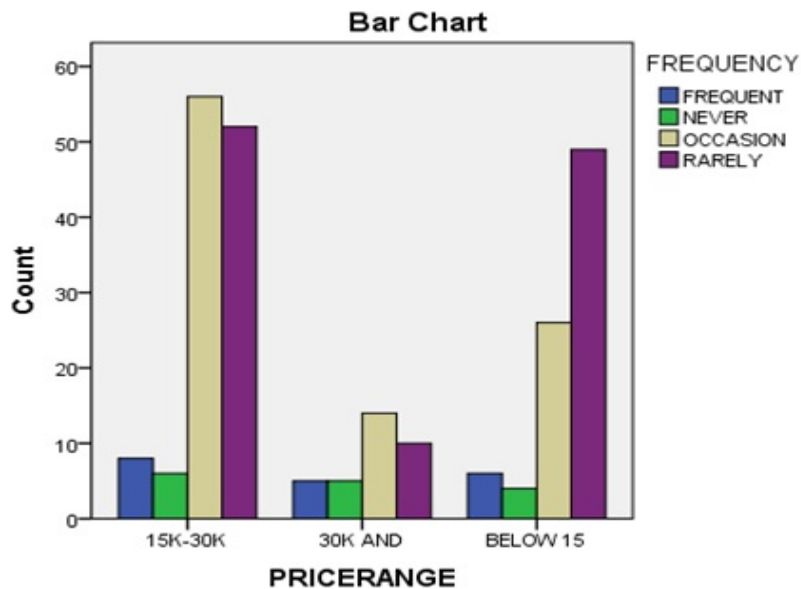
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PRICERANGE * FREQUENCY	241	100.0%	0	0.0%	241	100.0%

PRICERANGE * FREQUENCY Crosstabulation

		FREQUENCY				Total	
		FREQUENT	NEVER	OCCASION	RARELY		
PRICERANGE	15K-30K	Count	8	6	56	52	122
		Expected Count	9.6	7.6	48.6	56.2	122.0
		% within PRICERANGE	6.6%	4.9%	45.9%	42.6%	100.0%
		% within FREQUENCY	42.1%	40.0%	58.3%	46.8%	50.6%
		% of Total	3.3%	2.5%	23.2%	21.6%	50.6%
	30K AND	Count	5	5	14	10	34
		Expected Count	2.7	2.1	13.5	15.7	34.0
		% within PRICERANGE	14.7%	14.7%	41.2%	29.4%	100.0%
		% within FREQUENCY	26.3%	33.3%	14.6%	9.0%	14.1%
		% of Total	2.1%	2.1%	5.8%	4.1%	14.1%
	BELOW 15	Count	6	4	26	49	85
		Expected Count	6.7	5.3	33.9	39.1	85.0
		% within PRICERANGE	7.1%	4.7%	30.6%	57.6%	100.0%
		% within FREQUENCY	31.6%	26.7%	27.1%	44.1%	35.3%
		% of Total	2.5%	1.7%	10.8%	20.3%	35.3%
Total		Count	19	15	96	111	241
		Expected Count	19.0	15.0	96.0	111.0	241.0
		% within PRICERANGE	7.9%	6.2%	39.8%	46.1%	100.0%
		% within FREQUENCY	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	7.9%	6.2%	39.8%	46.1%	100.0%

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.736 ^a	6	.022
Likelihood Ratio	13.533	6	.035
N of Valid Cases	241		

a). 2 cells (16.7%) have expected count less than 5. The minimum expected count is 2.12.



Interpretation: Since 14.736 lies in the critical region, we reject H_0 at 5% level of significance and conclude that Price of Korean products and frequency of purchases are not independent.

4.1.2 USING R- PROGRAMMING

H_0 : Korean and Indian products are equally preferred among the citizens in the city i.e. $P=1/2$

H_1 :Korean and Indian products are not equally preferred among the citizens in the city i.e. $P \neq 1/2$

```

R Console
R is a collaborative project with many contributors.
Type 'contributors()' for more information and
'citation()' on how to cite R or R packages in publications.

Type 'demo()' for some demos, 'help()' for on-line help, or
'help.start()' for an HTML browser interface to help.
Type 'q()' to quit R.

> # Hypothesis test on a single proportion
> prop.test(x=241, n=327, p=0.5)

1-sample proportion test with continuity correction

data: 241 out of 327, null probability 0.5
Z-squared = 72.524, df = 1, p-value < 2.2e-16
alternative hypothesis: true p is not equal to 0.5
95 percent confidence interval:
 0.685124 0.7831947
sample estimates:
      p 
0.7370011

> save.image("C:\\Users\\HP\\OneDrive\\Desktop\\102 korea")
> 
4

```

Interpretation: Since 8.5715 lies in the critical region, we reject H_0 at 5% level of significance and conclude that Korean and Indian products are not equally preferred among the citizens in the city.

$H_0 : P_1=P_2$ i.e. The proportion of people who watch Korean series among males and females are the same

$H_1 : P_1 \neq P_2$ i.e. The proportion of people who watch Korean series among males and females are not the same

```

R Console

data: 144 out of 327, null probability 0.5
Z-squared = 4.4159, df = 1, p-value = 0.0342
alternative hypothesis: true p is not equal to 0.5
95 percent confidence interval:
 0.1802704 0.4940070
sample estimates:
      p 
0.440347

> # Hypothesis test on two proportions
> prop.test(x=c(134,81), n=c(188,139))

2-sample test for equality of proportions with continuity correction

data: 134, 81 out of 2105, 139
Z-squared = 18.574, df = 1, p-value = 1.689e-05
alternative hypothesis: two.sided
95 percent confidence interval:
 0.1190111 0.2217017
sample estimates:
 prop 1 prop 2 
0.4329072 0.4115108

> 
4

```

Interpretation: Since 4.432 lies in the critical region, we reject H_0 at 5% level of significance and conclude that people who watch Korean

series among males and females are not the same

H_0 : The people aware of Hallyu before and after covid -19 were equal.
i.e. $P=1/2$

H_1 :The people aware of Hallyu before and after covid -19 were not equal i.e. $P \neq 1/2$

```

RStudio (64-bit)
File Edit View Misc Packages Window Help

# Console
data: 241 out of 327, null probability 0.5
2-squared = 71.515, df = 1, p-value = 2.1e-14
alternative hypothesis: true p is not equal to 0.5
95 percent confidence interval:
 0.493324 0.7011947
sample estimates:
 p
0.7370011

> prop.test(x=241, n=327, p=0.5)
1-sample proportions test with continuity correction

data: 144 out of 327, null probability 0.5
2-squared = 4.419, df = 1, p-value = 0.0341
alternative hypothesis: true p is not equal to 0.5
95 percent confidence interval:
 0.3862704 0.4946073
sample estimates:
 p
0.4403467

```

Interpretation; Since -2.16 lies in the critical region, we reject H_0 at 5% level of significance and conclude that the people aware of Hallyu before and after covid -19 were not equal.

Chapter 5

FINDINGS, SUGGESTIONS AND CONCLUSIONS

Findings

- Most of the respondents belonged to the age group of 15-30. This shows that this group is more influenced by the Korean culture.
- From the data collected it is clear that the majority were female respondents. This says that the Korean wave have had more impact on female compared to male counterparts.
- It was found that 80 percent of youngsters where aware about Korean wave in India.
- It was found that most of the respondents got to know about Korean culture through social media and friends.
- Many of them get acquainted to Hallyu through k-Pop and k- Dramas.
- It is found through the study that most of the respondents considered purchasing Korean products occasionally in the price range 15k-30k. Quality and price are found to be the major reasons for the preference of Korean products over Indian products according to the majority of respondents.
- It was found that most of them agree to the fact that Korean skin care is gaining popularity in India.

- It was surprisingly found that there is only a small difference in the preference of watching Korean and Indian series.
- Majority of the respondents agreed to the fact that the Korean wave had brought significant changes in the Indian market.
- It was found through the study that more than half of the respondents did not know about the Korean culture before the pandemic.
- Majority of the respondents showed that they take more interest in Korean culture today. Implying the degree of impact of the Korean culture on young people.
- It is found that Korean wave would continue even after the end of the pandemic. Majority of the respondents agreed to the fact that the Korean wave have had more impact over women than men.

Suggestions

- Studies should take place to know why Korean wave is influencing young women more than males.
- As social media is the main platform through which people get acquainted to K-electronics, k-fashion, k-cosmetics etc.,it can continue to gain popularity in India using the same.
- In order to not affect the Indian Economy, Indian industries for electronics, cosmetics and fashion can use the technology of the improved quality and better pricing strategies of Korean businesses and apply the same to their existing products.
- The major OTT companies like Netflix, Amazon, YouTube , etc can bring more Korean content to address the trend of increasing fan base for the same.
- Korean products should not modify their products based on the Indian culture and preferences. They should maintain the Korean standards and originality to build good competitive position in the domestic market.

- It is seen that when compared to Korean products, Indian products mainly electronics could not catch up with advances abroad in electronics technology and ended up with a weak electronic component industry. So Indian market should try even hard more to acquire different marketing strategies and technologies to bring out an exciting output.
- According to our study, it is seen that there is only slight significant difference in youngsters choice of preference of k-series and Indian series. So that both fields should bring advancement in content so as to increase the competition. Indian series routinely produce original content that is diverse and relevant.

Conclusion

The purpose of this work was to investigate the impact of the South Korean wave on consumer behaviour, particularly among Kerala's youth. Among the several businesses disrupted like, entertainment, clothing, cuisine, and cosmetic industries, this research had concentrated on the K-Electronics, k-Dramas and the frequency of purchases of Korean products, mainly k-electronics. The Korean wave, or Hallyu, has been around for a while, but with increasing Internet and streaming service penetration in India, it is becoming more popular. The lockdown and pandemic gave the young people more opportunities to examine foreign culture in entertainment content through various OTT sources and social media. Most of the youngsters got acquainted to Hallyu through k-pop and k-dramas.

The main objective of the work was to learn the impact of Hallyu on the consumer behaviour of youngsters in purchasing Korean products (especially k-products) and preference of choice on series (both Indian and Korean). It was found that most of the individuals used to purchase Korean electronics occasionally in the price range 15k – 30k. According to our study, there was only a slight difference in the preference of Indian and Korean series. Here bringing more advancement both content and presenting wise can increase the competition in both the fields. In-

dians, especially youngsters are not stepping out completely to choose Korean series because of their maintenance of bringing out Indian culture in what they present. Indian series routinely produce original content that is diverse and relevant.

Another objective was to find whether Lockdown due to pandemic (covid-19) has the individuals to know more about Hallyu. The Lockdown seemed to have given the young people more time and interest in exploring Korean content. This is why there is increased popularity of Korean content after lockdown and pandemic. It was found that k-series started to gain more popularity during that time.

According to our study and reference , it seems like Hallyu will swell as a tidal wave in future in various countries including India with youngsters being major part of it. .It had started to influence Indians since 1990s. Hallyu gained popularity because of its difference in the quality and way in which they try to bring Korean culture in their products. The Korean Wave, which has unique characteristics and continues to evolve in intriguing directions, could become a first mover on the global cultural scene.

Chapter 6

ANNEXURE

Questionnaire

1. WHICH AGE GROUP DO YOU BELONG TO?

- 15-30
- 31-45

2. TO WHICH GENDER IDENTITY DO YOU MOST IDENTIFY TO?

- MALE
- FEMALE
- OTHERS

3. ARE YOU AWARE OF KOREAN WAVE IN INDIA WHICH INCLUDE K-DRAMAS, K-ELECTRONICS, K-FASHION, COSMETICS..., ETC?

- YES
- NO

4. THROUGH WHICH PLATFORM DID YOU COME TO KNOW ABOUT KOREAN WAVE (HALLYU)?

- SOCIAL MEDIA
- FRIENDS
- RELATIVES

5. THROUGH WHICH MEDIUM DID YOU GET ACCQUAINTED TO KOREAN WAVE?

- K-POP
- K-DRAMA
- K-FILMS
- COSMETICS
- OTHERS

6. WHICH OF THE FOLLOWING WOULD YOU PREFER?

- KOREAN BRANDS (LG- ELECTRONICS, SAMSUNG-ELECTRONICS, HYUNDAI-AUTOMOBILE)
- INDIAN BRANDS (HAVELLS, IBALL,ONIDA)

7. WHAT IS YOUR PREFERED PRICE RANGE FOR PURCHASE OF THE ABOVE OPTED BRAND?

- BELOW 15K
- 15K-30K
- 30K AND ABOVE

8. HOW OFTEN WOULD YOU LIKE TO PURCHASE IT?

- FREQUENTLY
- OCCASIONALLY
- RARELY
- NEVER

9. DO YOU AGREE IF WE SAY THAT KOREAN SKINCARE AND BEAUTY BRANDS IS GAINING POPULARITY IN INDIA?

- AGREE
- NEUTRAL
- DISAGREE
- STRONGLY DISAGREE

10. YOU PREFER TO WATCH INDIAN SERIES OR KOREAN SERIES?

- INDIAN
- KOREAN

11. WERE YOU AWARE OF KOREAN WAVE (HALLYU) BEFORE COVID-19 ?

- YES
- NO

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