

**BEYOND BORDERS: EXPLORING THE KOREAN TURN IN KOCHI'S
YOUTH CULTURE**



*Project submitted to St. Teresa's College (Autonomous) in partial fulfilment of the
requirement for the degree of BACHELOR OF ARTS in English Language and Literature*

By

LAKSHMI V RAJ

Register No. AB21ENG041

III B. A. English Literature

St. Teresa's College

Ernakulam

Cochin - 682 011

Kerala

Supervisor

DR. JEENA ANN JOSEPH

Assistant Professor

Department of English

St. Teresa's College

Ernakulam

Kerala

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Beyond Borders: Exploring the Korean Turn in Kochi's

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Ernakulam

Register No: AB21ENG041

2021 - 2024

Supervising Teacher: Dr. Jeena Ann Joseph

The advancements in technology have given birth to a globe that is much more integrated, connecting people from different cultures and societies. Globalisation has led to people from different regions across the sphere coming together, interacting and intermingling with each other. As people are more exposed to different cultures, it has made it easier for everyone to identify with a global culture. This has led to increased understanding and tolerance of other cultures. The project explores how globalisation leads to changes and intermixing of cultures. The project "Beyond Borders: Exploring the Korean Turn in Kochi's" Youth cultures" an attempt to study the development of the Korean wave in the youth in Kochi, Kerala. The project is divided into two chapters where the first chapter explains Globalisation and Appadurai's theory of five scapes and the second chapter includes a survey utilizing Appadurai's scapes theory to demonstrate the impact of globalisation on the rise and spread of the Korean wave, leading to cultural transformation in the state of Kerala.

DECLARATION

I hereby declare that this project titled "Beyond Borders: Exploring the Korean Turn in Kochi's Youth Culture" is the record of bona fide work done by me under the guidance and supervision of Dr. Jeena Ann Joseph, Assistant Professor, Department of English.



Lakshmi V Raj

Register No. AB21ENG041

III B.A English Literature

Ernakulam

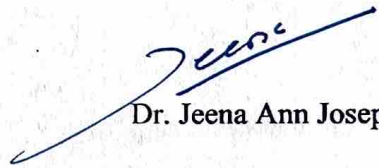
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CERTIFICATE

I hereby certify that this project entitled "Beyond Borders: Exploring the Korean Turn in Kochi's Youth Culture" by Lakshmi V Raj is a record of bona fide work carried out by her under my supervision and guidance.



Dr. Jeena Ann Joseph

Assistant Professor

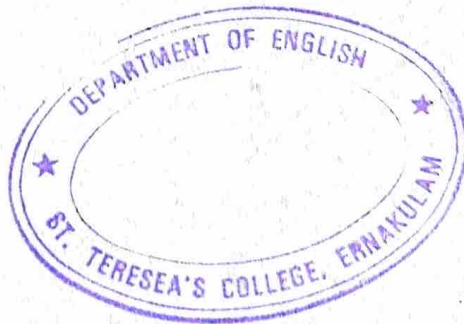
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Lakshmi V Raj

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Introduction

South Korean popular culture has had a sharp increase in global appeal since the 1990s, a movement known as the “Korean Wave” or “Hallyu”. The rise of K-pop and K-dramas has been the main driver of interest in Korean culture throughout the world. In order to characterize the explosive rise in demand for South Korean cultural exports, particularly in the areas of entertainment, music, film, television dramas, and fashion, the word “Hallyu” was first used in the late 1990s. The Korean Wave, which brings in money from exports and tourists alike, is seen as a kind of soft power and a valuable economic resource for South Korea. During former president Barack Obama’s state visit to Korea in March 2012, he made reference to the Korean Wave, which was made the country’s top priority by the government. (Pologeorgis)

The Korean Wave landed in Japan in 2003 when the KBS TV drama series *Winter Sonata* was aired via NHK. The drama became a mega hit, and Nami Island in Chuncheon, the filming site of the drama, was a must-visit destination for Japanese tourists. From the mid-2000s to the early 2010s, the spread of the Korean Wave was mainly led by Korean boy groups and girl groups called idol stars such as Big Bang, Girls’ Generation, and Kara. Especially popular with young people in their teens and 20s, the Korean Wave expanded its fan base during this time to include Latin America and the Middle East outside of Asia. Since the 2010s, the Korean Wave whose base was built on popular culture like music and TV dramas has been expanding the scope of its influence. The craze has spread to Korean traditional culture, cuisine, literature, and language, creating an increasing number of enthusiasts. This is because the distinct charm of Korean culture is well-known to people all over the world thanks to international online platforms like *YouTube* and social networking services. The movie *Parasite*, which received six nominations, won four major prizes at the

92nd Academy Awards in 2020, including Best Picture and Best Director. This gives Korean films a global platform. There are more and more Hallyu related organizations that are passionate about Korean culture. The majority of them consist of K-pop fan clubs such as ARMY, BTS's global official fan club, and BLINK, BLACKPINK's official fan club. In addition, other organizations and communities are also active in various fields such as South Korean dramas, food, and tourism (*korea.net*).

K-pop, short for Korean pop music, refers to a genre of popular music originating from South Korea. It encompasses a wide range of musical styles, including pop, hip-hop, R&B, electronic, and more. K-pop has gained immense popularity globally, particularly in Asia, and is increasingly gaining popularity in Western countries as well. The term K-pop includes many different musical elements and other genres under its umbrella. Along with Korean pop, it can also include Korean rock music, hip hop, and electronic music. K-pop is considered a fairly new form of music. The type of K-pop music that you're listening to today was formed around the 1990s. The roots of K-pop began in the 1950s, however, and have since then already been influenced a lot by different types of Western music and pop groups. American pop music culture has especially had – and still does have – an effect on K-pop. The music industry in South Korea, specifically K-pop, has grown so popular since the early 2000s because of the internet and the evolution of social media. The more accessible South Korean music has become in the world, the more popular it has become. Slowly, they appear not only on social media but in different countries local news and television shows.

K-pop's characteristics which are synchronized dance moves, simple songs with addicting hooks, and the outer beauty of all of the K-pop group members, contribute to this feat. Some of these idols are even popular in dramas as the OST's singers and the star that played the characters themselves.

For the past several years, Gen-Z and millennials in India have been heavily told by K-pop and K-dramas. They're part of the Hallyu wave of Korean culture, which includes other exports from the nation like K-beauty and Korean cookery. The recent pandemic appears to have given K-pop and K-drama its biggest break in India, though K-beauty is still fairly popular among Indians. Korean dramas provide a window into Korean culture and society, providing Indian viewers with a unique opportunity to explore a different world. The rich cultural elements showcased in these dramas, such as traditional rituals, food, fashion, and language, have piqued the curiosity of Indian fans. Many have even embraced Korean cuisine, fashion, and beauty trends. This cross-cultural exchange fosters a sense of cultural appreciation and strengthens the bond between the two countries ("Korean Dramas and Culture Are Taking India by Storm"). Furthermore, people had the time and inclination to experiment with varied forms of content until they set up commodities that delivered them with the ideal way to relax from the anxiety of the times (Magazine, "The Obsession of K-Pop Culture in India"). Additionally, it is more common for K-pop groups to do things for K-pop fans, like performing in music shows, throwing together fan signing events, attending variety shows, and even arranging more private fan meetings than it is for them to hold tours. Here have been various attempts by different music companies in South Korea to break into the international music markets, especially in the United States. The world only got to know K-pop when Psy's "Gangnam Style" hit the radio all around the world in the summer of 2012 (Gerocs). K-pop songs often feature catchy hooks and memorable melodies that resonate with listeners. BTS is the most popular K-Pop groups in the world 2024 who made his debut in 2013. Other famous groups are Blackpink, Exo, NCT, Seventeen, Red Velvet, Itzy, Stray kids, Girls Generation and others. Influenced by the country's vibrant culture, entertainment industry, and innovative designers; Korean fashion, often referred to as K- fashion, encloses a diverse range of styles that originate from South Korea. K-fashion has gained significant popularity worldwide. Korean street fashion which is known for its trendy and urban styles, often incorporates elements of youth culture, with a focus on comfortable yet stylish clothing.

Domestically and internationally streetwear brands like Ader Error, SJYP, and LIFFUL are popular. K-pop has had a significant impact on Korean fashion trends which led to global popularity. K-pop idols are considered fashion icons, and their distinctive styles often influence mainstream fashion. Contributing to the popularity of K-fashion worldwide, fans emulate the looks of their favourite idols. Korean dramas, often referred to as K-dramas, play a significant role in projecting and influencing Korean fashion trends both domestically and internationally. With the modern designs, K-fashion often blends traditional Korean elements. This fusion creates a unique aesthetic that pays homage to Korea's rich cultural heritage while embracing contemporary trends. Hanbok, a famous Korean traditional attire or modernized hanbok designs are popular choices for special occasions or fashion forward looks among Koreans. With many brands offering unisex clothing lines, Korean fashion is known for its gender-neutral styles. This inclusive approach to fashion encourages self-expressions regardless of gender identity and reflects shifting attitudes toward gender norms. Recognized for being accessible and reasonably priced, Korean fashion provides a wide range of options at various price points. K-fashion, whether it be fast fashion brands or high-end designer labels, offers something for every budget and taste. K-fashion is generally characterized by its wide variety of looks, imaginative designs, and cultural influences. It continues to serve as a source of inspiration for fashion enthusiasts around the world, capturing the vibrant and ever-changing Korean fashion scene. K-pop fans around the world imitate the looks of their favourite idols, which has a big impact on fashion and beauty trends. As a cultural export, K-pop continues to shape the global entertainment landscape and leave a lasting impact on popular culture worldwide. After the Hallyu wave during the Covid-19 lockdown, more and more people are becoming obsessed with Korea. Be it K-pop, K-drama, K-beauty, or robots, it has captured the hearts of millions of people globally. Just like K-pop music and Korean dramas have made their own genre in the entertainment industry now, K-fashion too has become one of its own fashion styles. From street wear to formal clothing, Korean fashion has captured people's hearts.

(Kunjiwal)

Another famous Korean tradition which became famous across continents is Korean cuisine.

Korean dishes gained popularity for their diverse and unique taste. Many dishes like kimchi, bibimbap, and ramen have become viral all over India. The complex flavours and fresh ingredients make Korean cuisine stand out from other foreign dishes. Flavors are often balanced with the use of fermented foods like kimchi, soybean paste (doenjang), and fermented soybean paste (ganjang), which add depth and complexity to dishes. Most of the Korean cuisine is deeply connected with their traditional dishes.

This project will focus on how Korean culture is a new wave in the phase of globalization, impacting cultures all over the world, and specifically how it has invaded even the Southern part of India, Kerala leading to a cultural transformation. Chapter 1 will focus on globalization and how it has impacted the growth and spread of Korean culture around the world. The chapter on globalization and the emergence of Korean culture also discuss Arjun Appadurai's five scapes of globalization. Chapter 2 bridges the previous chapter by showing through a survey that was conducted on how Korean culture has in fact affected and influenced the lives of people living in the southern part of India, in Kochi, Kerala. The results are an indication of how much globalization has in fact led to the spread of Hallyu across the world.

Chapter - 1

Globalization and Cultural Transformation

The interconnectedness and interdependence of economies, cultures, societies, and governments across the world can be referred to as globalization. Increased trade between nations has resulted from globalization as they have become specialized in producing goods and providing services where they have a comparative advantage. Worldwide supply chains and the expansion of multinational corporation were the outcomes of this. The process of globalization has been ongoing for centuries, despite the fact that the term has recently gained popularity. Broadly speaking, it can be regarded as a method of sharing goods, information, and expertise across international borders. The multifaceted phenomenon of globalization has affected people all over the world. It might be considered an inevitable byproduct of technological development.

Globalization is a political phenomenon that is shaped by discussions and exchanges among nation-states, international institutions, and transnational capital institutions, despite its economic basis (Guttal 523). Three main aspects of dimensions can be identified as constituting globalization: the political, cultural and economic aspects. Numerous countries and regions have provided compelling evidence that when societies ‘globalize’, their citizens have access to a wider variety of goods and services, lower prices, more and better-paying jobs, improves health, and higher standard of living overall. It is undoubtedly no coincidence that during the past 20 years, as numerous countries have opened, the share of the developing world’s populations living in extreme poverty has dropped by half.

In “Globalization: A Brief Overview” it is stated that:

Economic globalization is a historical process, the result of human innovation and technological progress. It refers to the increasing integration of economies around the world, particularly through the movement of goods, services, and capital across borders. The term sometimes also refers to the movement of people (labour) and knowledge (technology) across international borders. There are also broader cultural, political, and environmental dimensions of globalization. The growth in global markets has helped to promote efficiency through competition and the division of labour—the specialization that allows people and economies to focus on what they do best. Global markets also offer greater opportunity for people to tap into more diversified and larger markets around the world. It means that they can have access to more capital, technology, cheaper imports, and larger export markets. But markets do not necessarily ensure that the benefits of increased efficiency are shared by all. Countries must be prepared to embrace the policies needed, and, in the case of the poorest countries, may need the support of the international community as they do so. (*imf.org*)

The Korean wave, or Hallyu, has been present for a while with growing internet streaming penetration in India. The pandemic has provided people with more time to explore foreign cultures and entertainment, leading to a rise in its popularity like never before. This project aims to examine the influence of the South Korean wave on consumer behavior, particularly among the youth in Kerala. Globalization has a political dimension, involving increased interconnectedness between nations through commerce and transportation. This has impacted political systems and institutions, leading to the development of global governance frameworks and the rise of transnational politicians. It has also resulted in increased cross-border movement, the formation of diaspora groups, and the spread of political beliefs, values,

and customs across international boundaries. Globalization and the increasing power of international financial institutions are the results of the fact that international politics frequently center around institutions like the World Bank, the IMF, and the WTO. One of the best examples of how cultural globalization has affected society is the rise of Korean pop music. Korean culture has spread throughout the world, impacting fashion, cuisine, and tourism, thanks to the “Korean Wave”, or Hallyu. Through Korean films, K-pop music, and television soap operas, K-dramas, Korean and Western cultures are blended together in this cultural hybridization. Globally, the Hallyu Wave has become incredibly popular, serving as a link between Korean and Western cultures and increasing travel to Korea. Furthermore, it has led to a rise in South Korean exports. There are many different cultures and trends in Kochi, Kerala; the most recent and well-liked trend in the nation is the Korean wave. A notable change in consumer purchasing patterns has been brought about by Indians’ growing awareness of South Korean culture, especially among the younger generation. As a result, there is now more demand in the Kochi market for Korean-made goods. If local businesses ignore the steadily changing preferences of their customers, the impact of Hallyu on consumer goods such as clothing, food, electronics, cosmetics, and cosmetics in the nation could become a challenge. It’s common to highlight the political and economic facets of globalization. An intrinsic part of the process of economic globalization is the rapid homogenization of global culture. The impact of globalization on the economic growth of a nation depends on trade, capital flows, GDP per capita, and foreign direct investment (FDI). Studies have examined the effects of several components of globalization on growth using time-series cross-sectional data on trade, FDI, and portfolio investment. Overall, economists support globalization as a prime position for growth. Trade and foreign direct investment also result in higher growth rates. A strong correlation exists between the openness to trade flows and the effect on economic growth and performance. (Martin Roll)

Indian-American anthropologist Arjun Appadurai is well-known for his contribution to

international development, cultural anthropology, and globalization. He is a prolific writer on how imagination shapes cultural and economic environments. While many people are currently writing about global culture in the transnational world, virtually none of them have Appadurai's grounding in the anthropological literature and world-view, or his global perspective. His book *Modernity at Large: Cultural Dimensions of Globalization*, which examines how cross-border cultural flows are changing societies, is among his most well-known creations. Among other subjects, Appadurai has made contributions to the study of cities, media, and migration. In his work *Modernity at Large*, Appadurai theorized the five "scapes" of global cultural flows; ethnoscapescapes, mediascapescapes, technoscapescapes, finanscapescapes, and ideoscapescapes (Evrard, Amy Young). Ethnoscapescapes refer to the movement of people; mediascapescapes refer to the role of media and its capability to disseminate information; technoscapescapes refer to the evolution of technology and the role it plays; Finanscapescapes refers to the movement of capital and Ideoscapescapes refer to the spread of ideologies that are oftentimes political in nature. (Appadurai)

Appadurai believes that the globalized world can be better understood through his own theory of rupture, that is, the tendency of people and ideas to break away from their point of origin. He suggests that scholars follow him in examining new types of "global cultural flows" that circulate the world. Migration (the movement of people from one place to another) and electronic media (technologies that proliferate images and ideas) are two of the most important flows. Appadurai saw them as major forces of cultural change, especially in the two decades before publication of the book. These flows produce a world full of diverse identities. Together, the flows of people and images allow "the work of the imagination." For Appadurai, imagination "has become a part of the quotidian [everyday] mental work of ordinary people in many societies."¹ People move around the world and consume mass media, which enables them to imagine new lives and new worlds. This is an important part of modern subjectivity: people are imagining modernity into being, by imagining themselves as modern. (Appadurai)

Appadurai's theories on globalization can, in fact, be used to study the global spread of the Korean wave. Mediascape plays a significant role in influencing people in Kochi towards the Korean wave. Mediascape, which refers to the role of media and its capability to disseminate information, provides platforms and online video sites, such as Instagram, TikTok, YouTube, Twitter, and Spotify, that allow Korean celebrities to connect with their fans indirectly. This has helped to increase the popularity of K-pop and K-drama around the world. Idols and K-drama actors and actresses have a strong fanbase in Kochi. Korean cuisine has gained popularity in Kochi, thanks to media exposure. Vloggers on YouTube have shared recipes for various Korean dishes, and K-drama fans in Kerala often try to recreate these dishes at home. As a result, there are now several restaurants in Kochi that offer Korean cuisine. Through mediascape, many other factors also became popular, one of which is Korean skincare. People in Kerala mostly cared for their skin on a natural basis in the early times, such as by using Kasthuri manjal. Now, the youth in Kerala prefer a skincare routine.

Korean skincare beauty products are available worldwide because of their popularity through the media. Many skincare products became viral through the media, for example, Korean glass skin. Koreans who follow the glass skin routine with radiant and dewy skin share their videos with others. Glass skin became famous for its natural skincare routine. Korean fashion is another element that has gained popularity. Nevertheless, the Korean fashion industry is growing. This expansion is attributed to a number of factors, including the growth of online and mobile shopping, the diversification of new distribution channels, and the diversity of consumers. The fashion industry is shifting its focus from the sportswear industry to the casual wear market in Kerala, sales of men's, women's, and casual wear are all rising steadily. Korean fashion apparel incorporates the latest trends in the fashion industry with a unique twist. Adolescents who love K-pop music are devoted to their idols and the bands, which has a direct impact on their own appearances and fashion choices. Today's youth in Kochi favour Korean fashion with western influences.

The concept of aesthetic perfection was introduced by Korean fashion, which

was always presenting fresh styles that reinterpreted classics in the most K-Pop way possible. These K-Pop-inspired Korean ensembles, which mixed streetwear and athletics with color-blocked clothing, loose shapes, puffy vests, anoraks, and leather, typified a time of experimentation and escape. Through the mediascape, Korean fashion has become more cemented in popular culture than ever. The mediascape and technoscape combine and play a mutual role in creating a certain image of the Korean wave. The technoscape has made Hallyu a great success by making it possible to create and share amazing material. Technological advancements in cell phones, cameras, rendering software, computing processors, smart TVs, earbuds/headphones, sophisticated sound systems, and wireless technology have completely changed the media and entertainment sector.

The effect of globalization can be seen in the increasing number of K-pop groups over time. A large number of non-Koreans are becoming part of many music bands recently. Shreya Lenka, from the district of Odisha, India, has made headlines as the first Indian K-pop star. Following her, Gauthami, a Malayalam actress, became the second K-pop star. Her stage name is Aria, and she is an Indian singer and rapper based in the South Korean K-pop industry. This is done because companies feel that the addition of foreign members to K-pop groups can bring a new perspective and diversity to the group. Moreover, it also allows the group to appeal to and reach out to a wider audience and expand into new markets. Some well-known examples of foreign idols in K-pop groups include Mark Tuan of GOT7, who is Taiwanese American, and Rosé of Blackpink, who is Australian. Globalization has resulted in many young people from other countries coming to Korea, learning a new language and culture. This falls under the category of “ethnoscapes”, which refers to the migration or movement of people from one place to another. Ethnoscapes and K-pop are related to the internationalization of the music business. The management team of idols often organizes various programs and concerts in different countries to promote their idols. They visit foreign countries to expand the idols fanbase. Fans from around the globe journey to South Korea to witness their favourite idols perform in concerts or to visit locations where idols have filmed

music videos. Additionally, fans travel to other countries to attend K-pop idols tours, contributing to the global spread of Korean culture and K-pop.

Arjun Appadurai's concept of "finanscapes" refers to the movement of money or capital. In relation to Korean wave, the finanscape would include the flow of money and investment into the Korean industry, both within South Korea and internationally. K-pop is a major industry in South Korea, with a significant amount of money invested in the production and promotion of K-pop groups and their music. The industry also generates significant revenue through music sales, concerts, tours, and merchandise. As the popularity of K-pop and K-drama has grown globally, international investors and companies have also started to invest in the industry, bringing more money into the financial landscape of the industry. Additionally, the financial landscape of Korean fashion and skincare is also connected to the globalization and enters into international markets. The flow of money between different companies helps shape the global reach. Overall, the financial landscape is a major factor in the success and growth of the industry, both within South Korea and internationally.

Chapter – 2

Investigating the Korean turn in Kochi

Kochi is described as the financial, commercial and industrial capital of Kerala.

Numerous elements, including geographic location, natural resources, cultural history, and economic policies, have an impact on the commercial aspects. In a city like Kochi, Hallyu, or the Korean Wave, could have a finer yet noticeable influence, specifically in areas such as entertainment, lifestyle, and trade. The Hallyu become one of the biggest cultural phenomena in the world. South Korea is the only country that has become the world's leading exporter of popular culture. This phenomenal growth of Korean culture surrounds everything from music, drama, movies to Korean cuisine. Korean wave, definitely had a noticeable impact on various aspects of Kerala culture over the past few years. Kochi has witnessed tremendous changes in its fashion, beauty concepts and culinary preferences in the past few years due to the impact of Hallyu. Korean culture, K-pop, food including Korean fashion has become popular in various parts of Kerala. Through platforms like OTT and social media, fans have access to Korean dramas, fashion, movies and music. As the fashion trends in these movies, music and dramas increased, it resulted in the growth of creative output. This cultural exchange is the part of a broader trend of globalization where cultures of different countries borrow and blend elements from the other cultural exchange like this can enrich the creativity and diversity of local communities like those in Kochi.

Early Kerala fashion was rooted in its cultural heritage and historical influences.

People used to dress according to their diverse cultural background. The Kerala dhoti was common among men and saree became the common attire for Kerala women. It became one of the favourite attires for women in Kerala. By mid-50's, pants and shirts became common

wear for Kerala men. Eventually the other attires like *mundu*, *melmundu* etc were replaced by *mundu* and shirt. And with the passage of time pants also became popular. That periods fashion is totally different compared to today's. Men and women used to dress according to their religion, while fashion of South Korea may not be frequent in Kerala or India at that time but globalization indeed has an effect on introducing elements of Korean fashion. The exchange of ideas and trends across borders was accelerated by Globalization. With the help of social media, networks, international media channels and internet people in Kerala have access to a wide range of fashion influences. Modern youngsters in Kochi, Kerala, are being influenced by Korean fashion, with women being more influenced than men. The rise of e-commerce platforms had made it easier to purchase Korean trendy attires for people in Kerala. Kochi offers a variety of shops where you can purchase Korean attire. It's way too simple to find Korean outfits in Kerala. The Indian beauty industry has also undergone insignificant change by embracing Korean skincare methods and products.

Several Indian brands are trying to replicate their products and famous marketing methods in Kochi. The Korean skincare also became popular like Korean fashion. People in Kerala use *kasthuri manjal* for their skin as part of care routine. *Kasthuri manjal* which is also known as wild turmeric is a variety from Southeast Asia. It contains anti-inflammatory properties, skin brightening, scar reduction, anti-fungal properties, etc. In the past, people used natural skincare products like *kasthuri manjal*, but today India's market is experiencing a massive growth in skincare products. Among these, Korean skincare products have become popular for their meticulous skincare routines. Korean skincare products typically include many steps for their specific skin concerns. They are now available in various formats such as gel, cream, paste, etc. Young women in Kerala are showing a growing interest in Korean skincare products. Mediascape plays a notable role in the marketing of such products in Kerala through various global channels. Products from foreign countries are easily accessible

in Kerala through online platforms and cosmetic shops because many Indian brands started to replicate Korean beauty skincare. Social media is a major platform for promoting Korean skincare products in Kochi. People in Kochi are trying out the viral Korean face mask and Korean glass skin routine. Beauty products advertised by famous K-pop and K-drama actors and actresses have gained immense popularity worldwide. K-pop and K-drama viewers admired by their flawless glass skin. Nowadays, actors and actresses advertise beauty products within the drama itself. Viewers will undoubtedly purchase the product because they trust the dewy radiant skin of the actors and actresses. And many young aspirational consumers are swayed by online influencers. Many online influencers have successfully raised awareness about the products among consumers. People in Kerala are beginning to use Korean skincare products more frequently, including sheet masks, essences, sleeping masks, and pressed serums. For glass skin, hydrating the skin is basically necessary. It can be argued that the secret to having soft, glowing skin is staying hydrated.

Korean food is another well-known aspect of Kerala that has recently gained appeal. Though it is not as popular in Kerala as it is in other nations, Korean food has become extremely popular among Kochi's youth. For those who enjoy Korean cuisine and are curious to try it, Kochi has a large number of Korean restaurants nowadays. *Kimchi* gained popularity due to its spicy taste and potential health benefits, among many other Korean foods and drinks that Kochi is known for. It's a traditional side dish with fermented vegetables, cabbage radishes and spices like chili powder, garlic, ginger, scallions. *Kimchi* gained popularity in Kochi through social media, K-drama and other tv shows. People in Kerala are always open to try out new dishes as Kerala has a diverse culinary landscape. Urban area in Kerala with a cosmopolitan vibe serves international dishes in their menu. Many other Korean dishes with their tangy and spicy flavour like *ramen*, *bibimbap*, *tteokbokk*, *mandu* etc are also quite famous.

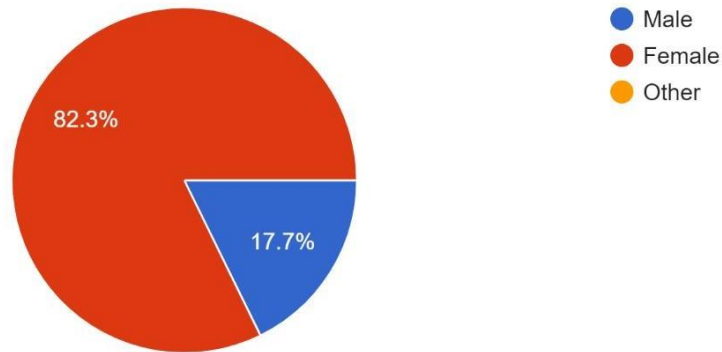
Ramen is a scrumptious instant noodle which is easily available in supermarkets.

Ramen is in fact the most famous Korean dish among others. Korean fried chicken is a mouth-watering chicken dish; *bingso*, a healthy dessert made with frozen fruits and berries; *bibimbap*, this dish is not only beautiful in its presentation but also gives a melange of flavours to the consumers; *Tteokbokk*, a known as spicy rice cakes; *Gamjajeon* - a popular breakfast of Korea; and *Mandu* which is similar to momos. All these are now accessible in Kochi's restaurants. The growing popularity of Korean food in Kerala is due to factors such as globalization, tourism, health awareness, social media, and the culinary openness of the region.

Youngsters in Kerala are enthusiastic about the recent Korean trend. It's a dynamic and ongoing process through which youngsters are transitioning from traditional to modern, international cultures. Globalization is one of the main reasons for this transition. People nowadays are exposed to the globalized world through online platforms like social media and the internet. This exposure can lead them to change their behaviour and attitude towards diverse cultures influenced by modernity. There has been a drastic change in the lives of youngsters after the Hallyu wave. Globalization and Korean wave indeed affected youngsters in Kochi. From food to language, people try to copy Korean style. Many fascinated K-pop and K-drama fans are eager to study and speak the Korean language. Numerous Korean phrases and dialogues are famous among the fans. Likewise, the youth in Kochi make Korean fashion their daily outfit for office, college, and even as party wear. And people desire to achieve glowing skin like theirs. This growing interest in skincare and makeup that prioritize a comprehensive skincare routine reflects Korean beauty's influence over a city like Kochi.

Gender

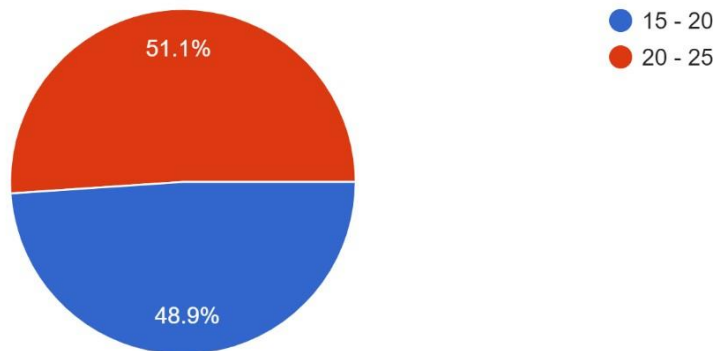
237 responses



The survey shows that a significant portion of youth influenced by Hallyu are women. The reason behind this might be that a lot of K-pop artists and K-drama have a sizable female fan base in Kerala, and that this trend has persisted as the Korean industry become more well known globally. Although it might seem that K-pop and K-drama have a primarily female fan base, it is inaccurate to state that there are only female fans. Although they are less in number than the female fan base, there are plenty of male fans who like K-pop music and K-dramas. According to the survey, 17.7% of the fan base is male. Through TV series, fan events, and numerous online platforms, female fans are more visible. Social conventions and stereotypes may be one factor in the preponderance of female fans compared to male fans. Men must enjoy dramas and K-pop music because they may be discouraged from openly expressing themselves due to social judgments. The theme or content could be another factor. Female fans will find themes such as romances, love stories, and poignant stories more appealing. On the other hand, there are K-dramas and K-pop with diverse concepts.

Age

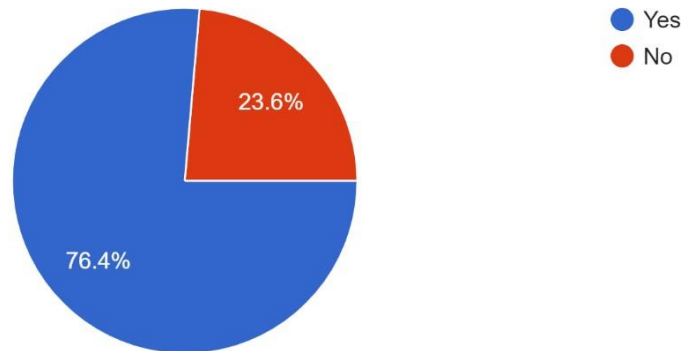
237 responses



Among the 237 responses, 51.1% are between the ages of 20 and 25. The sample was randomly chosen, and most of the respondents were in the 15-20 age range. The survey was specifically given to adults, including teenagers, not only because of their knowledge of Korean culture but also because of their access to the internet. In the ethnoscape, people from diverse cultures interact and engage with each other. The concept of ethnoscape not only involves the movement of people across national borders but also involves the movement of cultural practices, including music, art, cuisine, and fashion, which eventually merge and integrate with different cultures. In the survey conducted, this can be seen through the responses, in which people under the influence of globalization, express an increased desire to experience Korean culture.

Have you been watching Korean dramas/shows/ pop etc?

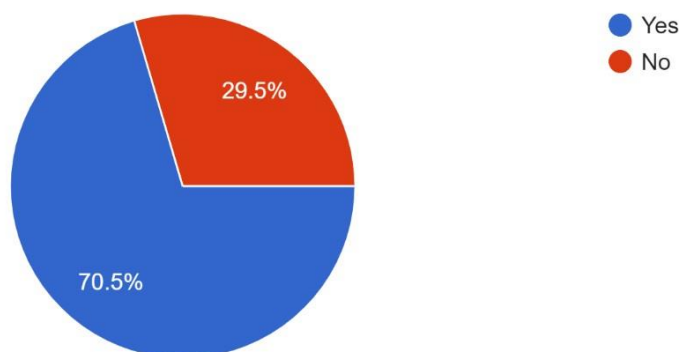
237 responses



The survey shows that a majority of the respondents, 76.4%, watch Korean dramas, shows, and K-pop. Kerala is among the audience across the globe that have been exposed to the phenomenon known as Hallyu, or the Korean wave. Over the past few decades, Kerala has seen a sharp increase in the popularity of Korean forms of entertainment. Popularizing and promoting Korean entertainment shows has been greatly aided by the media. Popular Korean entertainment has been more widely distributed thanks to social media's ease of use. Fans everywhere can now access and share content online even more easily thanks to this. Perhaps because young people tend to have more access to the internet and are more active on social media, the majority of listeners to K-pop and K-drama are young adults. For consuming Korean content, these are some crucial platforms. Along with being more relatable and appealing to an appealing to a younger audience, the majority of K-pop idols are also in their late teens.

Are you a fan of Korean culture?

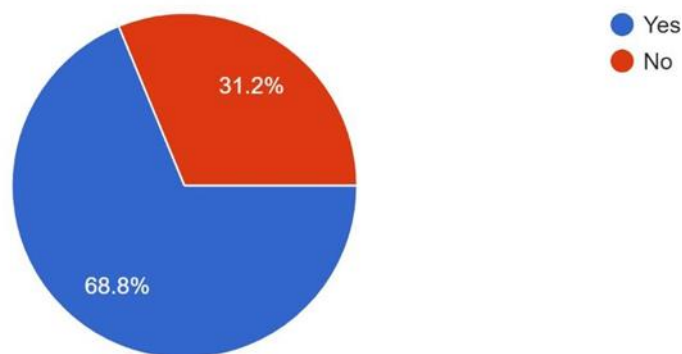
237 responses



The influence of Korean culture in Kochi, Kerala, is reflected in the popularity of Korean entertainment, food, and other cultural aspects around the world. Kerala's Korean culture is expected to continue influencing and changing as the world grows more interconnected. The survey shows that a majority of 70.5% of people are fans of Korean culture, while a meagre 29.5% are not fans of Korean culture. Young consumers of K-pop, K-dramas, and Korean shows are most likely to become fans of Korean culture. Fans are exposed to the traditional customs and practices of South Korea through the music videos, and concerts put up by K-pop idols. Moreover, K-pop idols also act in K-dramas, which even further enriches their knowledge about Korean culture among fans, and creates a deeper desire to visit these places. Thus, the popularity of K-pop and K-drama has led to a growing interest in traditional Korean culture. Additionally, the popularity of Korean entertainment shows has also led to an increase in the number of traditional Korean culture classes and workshops being offered around the world.

If yes, are you influenced by K-fashion ?

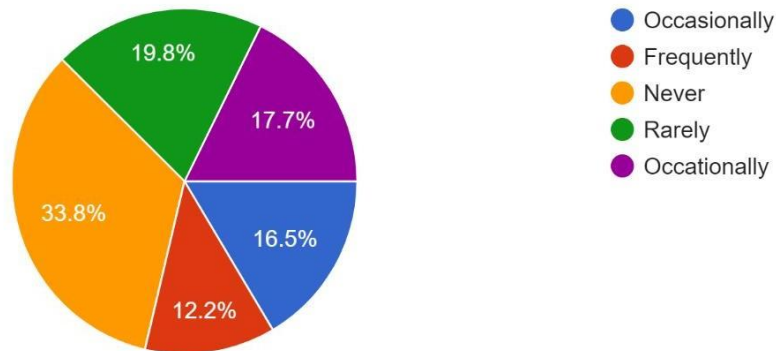
237 responses



The survey shows that a majority of fans of Korean culture are influenced by K-fashion, with about 68.8% citing it as a major influence. Young people in Kerala are most drawn to fashion trends that combine elements of style and casualness, like Korean street style. Kerala's fashion is heavily influenced by the stylish clothing worn by K-pop idols and celebrities. Young people often attempt to copy these modern looks by accessing fashion articles, blogs, and social media accounts. The extensive use of social media has made it simpler for fans to find and share new trends, and mediascape has been instrumental in popularizing K-fashion. Online marketplaces make it simple for people to purchase Korean fashion brands and apparel by providing easy access to Kerala's fashion enthusiasts are becoming more creative as a result of increased cultural exchange.

How frequently do you dress up in Korean style?

237 responses

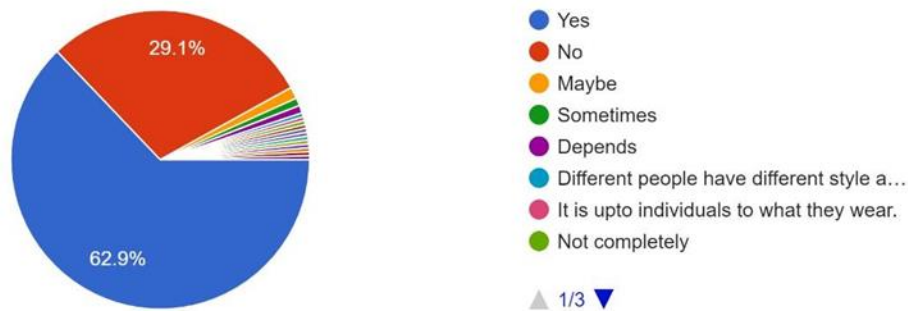


Korean fashions are stylish and casual at the same time. They can be worn to a variety of settings, including parties, offices, and colleges. Kerala has a unique traditional clothing style that fits the climate of the state. Individuals have different tastes in fashion, of course.

According to the survey, the majority of young people in Kerala have never worn Korean fashion, although it is possible that they do so occasionally. But there are people who dress in Korean style occasionally and frequently in Kerala. The difference between them can be understood as marginal. In the survey it is found that 33.8% of people have never worn Korean style clothing, while 32% of people have dressed in Korean style. Some others may prefer to stick to traditional or locally-inspired clothing styles that align with their personal preferences and lifestyle. People in Kerala may appreciate Korean fashion trends for their stylish and trendy appeal. Korean men don't shy away from adorning themselves with jewellery, painting their nails and wearing light pastel colours like pink which is conventionally attributed as being “feminine”, which make fans to imitate their style and make their style a huge hit.

Do you think K-fashion is appropriate for Kerala scenario?

237 responses

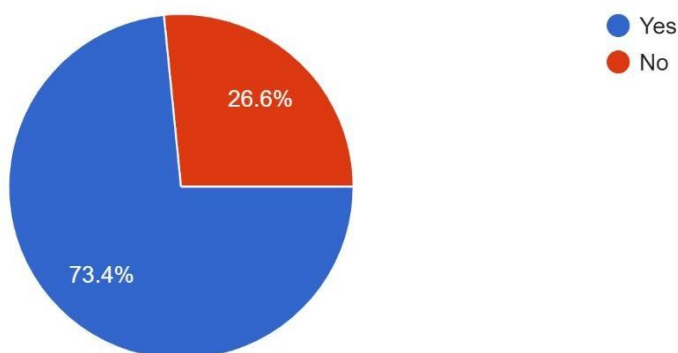


The survey shows the opinion of youth in Kochi about youth in Kerala following K-fashion. Majority of the response shows 'yes' because fashion preferences vary from individuals, and most of youth follow K-fashion. Surveys show that there is a high probability of youngsters in Kerala following K-fashion. While many young people in Kerala have embraced international fashion trends, such as K-fashion, for their everyday clothes, some people still choose to dress according to their cultural transitions. Many of the fans of K-pop idols have been known to base their outfits choices on them. Adolescents frequently seek fashion inspiration from their favourite celebrities and attempt to imitate their looks. Numerous male K-pop idols also serve as dress and skirt models. By doing this, they are questioning the notions surrounding gender-specific attire and encouraging followers to follow suit. Even mainstream western celebrities like Harry Styles have embraced this, despite the fact that the western audience initially reacted with great reluctance and hatred to it. They too strive to blur the lines and defy conventional norms. Since K-pop idols have been challenging outdated, regressive ideologies and transforming society, this falls under the category of ideoscape.

challenging outdated, regressive ideologies and transforming society, this falls under the category of ideoscape.

Do you prefer to eat Korean food ?

237 responses

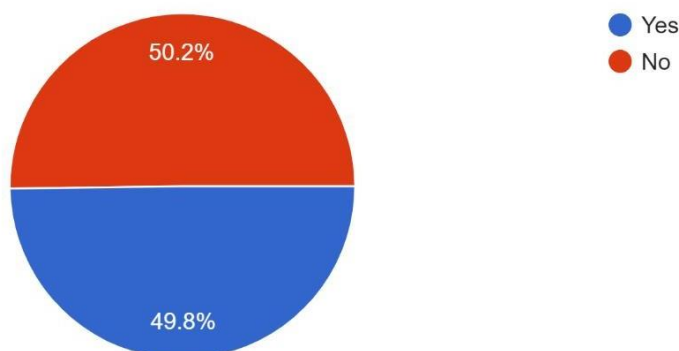


A majority of the respondents, 73.4% preferred to eat Korean food, as Korean cuisine is well known for its unique taste, bold flavours and variety of spicy dishes. Some dishes have become particularly famous worldwide. Kerala restaurants offer diverse and flavourful culinary experiences of Korean cuisine because of the cultural exchange. Korean dishes are easily available, and many have become famous through online platforms. K-pop and K- drama has been credited with making many people want to try Korean food, as fans are exposed to the traditional and contemporary dishes through music videos, food videos uploaded by idols and celebrities. The Korean Wave has made them interested in eating Korean cuisine.

Additionally, the popularity of K-pop has also led to the opening of Korean restaurants in Kerala making it easier for fans to try Korean food. For example, ‘Let’s Kimchi’ is a famous Korean restaurant in Kochi that serves traditional Korean dishes.

Do you frequent restaurants that offer Korean cuisine?

237 responses

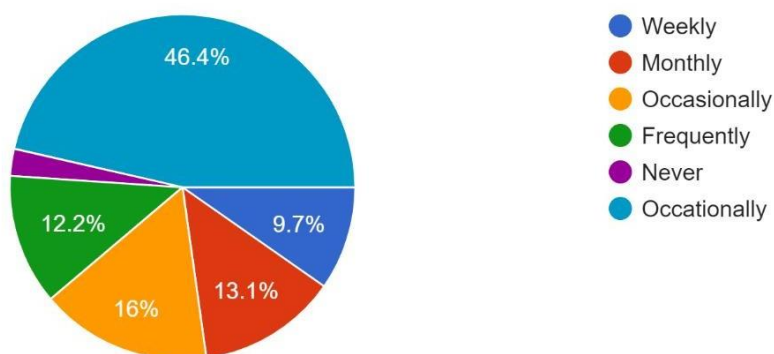


The Korean wave has sparked interest in Korean cuisine, with 50.2% of respondents expressing a newfound interest in eating Korean food. Hallyu has also led to the opening of Korean restaurants in Kerala, such as 'Lets Kimchi' in Kochi, which serves traditional Korean dishes. Modern taste is incorporated into Korean cuisine while maintaining its traditional outlook. Kochi's youth are constantly eager to sample delicious new flavours and tastes. Stars and idols of K-pop have endorsement deals with different food and beverage companies. Fans want to purchase the product that their favourite idols market, so idols use their social media accounts to market and advertise the product. 52% of the 237 respondents said they frequently eat Korean food. This demonstrates that Korean food is available in Kochi. This demonstrates how Appadurai's scapes which show how cultural elements are dynamic and susceptible to reinterpretation in a variety of contexts describe how cultural interaction and innovation function. The emergence of Korean cuisine in Kerala, or any other region, is an intriguing fusion of commerce, culture, and gastronomic exploration. International cultural exchange is made possible by globalization. The popularity of Korean food in Kerala is due to increased cultural interactions, such as tourism, international trade, and the influence of Korean popular culture (K-pop, K-dramas, etc). As people become more

familiar with Korean culture, they often become interested in its cuisine. This can be seen as falling under the financescape which refers to the movement of funds and capital across the globe. This leads to a flow and transfer of money, and this complex system keeps the industry intact, giving it a global reach.

How often do you consume Korean food?

237 responses



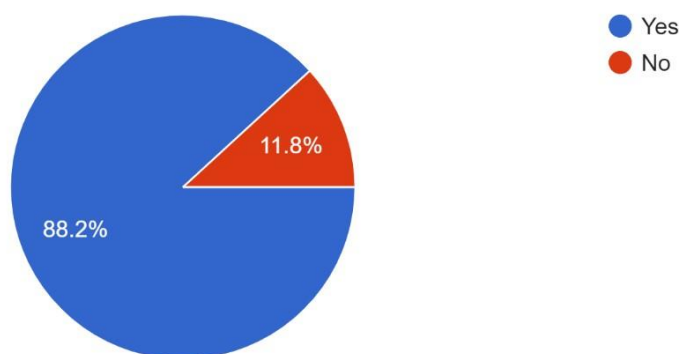
Choosing one's food is a personal preference. Many respondents, almost 46.4%, consume Korean food occasionally. Even though a lot of people eat these foreign foods, they don't include them in their diet on a regular basis. Food is typically prepared at home rather than eaten out in a city like Kochi. These contemporary cuisines are usually only occasionally once a month consumed. 12.2% of the respondents said they eat Korean food frequently.

Kochi locals adore their traditional food, which is renowned for its unusual ingredients and wide range of flavours. Korean cuisine may be significant culturally in their native nation, but Kochi is not historically connected to Korean cuisine in the way.

Likewise, the choice between Kerala food and Korean dishes depends on personal taste and ingredient availability. Some may prefer the familiar flavours of Kerala cuisine, while others may enjoy the different options offered by foreign cuisines.

Have you heard of Korean Glass Skin ?

237 responses

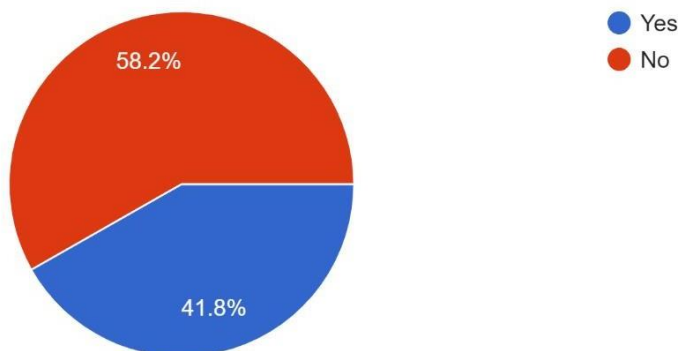


The Western world was introduced to the Korean beauty term "glass skin" more than half a decade ago. Glass skin is a skin ideal in Korea. It means skin that looks crystal-clear, pore less, translucent, and luminous like a piece of glass. According to Lee and Chang, it's all in the layering. Similar to the "7 Skin Method" — the K-beauty technique of layering on toner or essence up to seven times after cleansing. (Nast, "What Is 'Glass Skin' and How Can You Get It?")

The survey reveals that a significant number of respondents have heard about Korean glass skin which involves a meticulous skincare routine. Media has played a significant role in making this trend a huge success, especially through social media. Young people in Kerala desire the radiant skin they have seen on their favourite idols or celebrities. 88.2% of respondents agreed that they are familiar with glass skin concept.

Do you use Korean skincare products ?

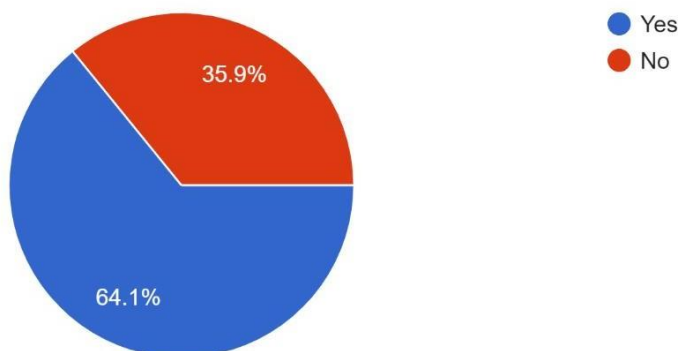
237 responses



According to the survey, 41.8% of respondents use Korean skincare products, while 58.2% of respondents do not use any. A lot of Kerala's youth draw inspiration from celebrities and idols who use Korean skincare products. K-pop stars are regarded as beauty icons and are well-known for their skincare regimens. Fans frequently seek to imitate the skincare regimens and purchase the products used by their favourite celebrities as sources of skincare inspiration. Numerous admirers are attempting to mimic the "glass skin" look in Kochi, where this trend is also evident. Furthermore, with the rise of K-pop, practice of maintaining healthy, glowing skin has grown in popularity and can be considered a part of the ideoscape, as the concept of beauty is evolving. As part of their overall health, consumers are placing a greater emphasis on self-care and devoting resources to skincare regimens. These values of health consciousness are in line with Korean skincare, which places an emphasis on multi step regimens and gentle, nourishing ingredients.

Do you aspire to attain Korean Glass Skin ?

237 responses



A significant proportion of participants, 64.1%, concurred that their goal is to achieve Korean glass skin. Because there is a shifting perception of what beauty is, the practice of having healthy, glowing skin has become more prevalent since the rise of K-pop and K-drama. Cultural, social, and personal factors all play a role in shaping the desire for “glass skin”, or a flawless, glowing complexion. Smooth, porcelain-like skin is frequently valued as a sign of youth, health, and purity in these cultural standards of beauty. People might therefore strive for glass skin in order to meet these cultural standards of beauty. Many people find that their self-esteem and confidence are increased when they have radiant, clear skin. One may believe that obtaining glass skin will improve their physical appearance and make them feel more attractive and self-assured in social and professional contexts. The study’s findings lead to the conclusion that Kerala has been affected by the Korean wave and that the younger generation is still greatly influenced by it.

The popularity of K-fashion has shaped the fashion choices of the younger generation and even their language, as they use Hangul in their daily conversations. Through the scapes of globalization as concurred by Appadurai, the global influence of Hallyu has been researched and analyzed, especially regarding its impact in Kochi, Kerala. Through the

survey taken, it was found that globalization has indeed played a major role in the spread of Korean fashion, beauty, cuisine, and culture. In general, Ethnoscapes refer to the flow of people across borders for various reasons. Fans desire to travel to Korea to experience the traditional culture, visit historical sights, and even attend concerts of their favourite K-pop groups. Ideoscapes refer to the movement of ideas across the world. The Korean wave has influenced youngsters in Kerala to question dominant hegemonic beliefs and practices.

Technoscape and the Korean wave are also connected as technology plays a significant role in the globalization of Korean culture. A great number of respondents listened to K-pop and watched K-dramas, and many of them became avid users of Korean shows during the pandemic. One of the reasons for the rise in the number of enthusiasts for this can be attributed to the technological boom that has happened over the course of the past few years. Mediascape also plays a significant role in the popularization of the Korean wave. It is through the media that idols connect and communicate with their fans. The survey shows that a significant number of respondents were aware of the Korean Wave, and many of them got into K-pop and K-drama through social media. Financescape is the flow of money and capital around the globe. In Kerala, many people have become consumers of Korean products due to the rising popularity of Hallyu. Thus, the survey conducted shows that the Korean wave has become a global phenomenon which has completely penetrated into the heart of the youth in Kochi, Kerala, and its cultural impact is visible in the lifestyle of the youth in Kerala.

Conclusion

The world has become a small village due to globalization. In this era of rapid technological advancement, young people are more exposed to various forms of entertainment than ever before. Thus, they have more access to information and are aware of all that is happening around the world.

As people are more exposed to different cultures, it has become easier for everyone to identify with a global culture. This has led to increased understanding and tolerance of other cultures. Thus, with globalization comes change and intermixing of cultures. The theory of globalization is explained in the project, and it has a significant impact on India's monetary, social, political, and cultural areas. It has greatly improved information technology and transportation in the country. Job opportunities have increased with the advent of Special Economic Zones (SEZs). Furthermore, foreign companies offer increasing compensation for the skills and talents of Indian workers. With the increasing levels of business development, many cities have the opportunity to offer a better standard of living. Due to globalization, the Indian economy is improving. The Korean Wave that has spread is one of the finest examples of how globalization leads to cultural invasion. It is a shift from the domination that the West once held over the world market.

The project attempted to explore how the increased accessibility to Korean culture has transformed the life style and other cultural dimensions of the youth in Kochi. Using Appadurai's scapes theory and by conducting a survey, this project demonstrated how globalization played an important role in the rise and spread of Hallyu resulting in a cultural transformation, focusing on the city of Kochi in Kerala. The 5 scapes proposed by Arjun

Appadurai offers adequate understanding of globalization. The ideoscape plays a significant role in shaping how Korean cultural elements are perceived and embraced by Indian audiences. K-pop is known for its transnational nature, leading to the exchange and intermixing of ideas and breaking down various cultural barriers. K-dramas frequently showcase distinctive and captivating plots that set them apart from conventional Indian TV shows. Therefore, the ideoscape is reflected in the ideas that are being challenged, as well as the spread of Korean culture. Ethnoscape shows how Korean culture has been credited with making people want to travel to South Korea. K-pop and K-drama play a significant role in disseminating Korean culture beyond Korea. Fans enjoy a sense of shared identity with each other. Although the fan community is not a physical entity that can be seen, it is through this imagined community that fans feel a sense of belonging and connection. Technoscape reflects the technological advancement that has occurred over the past years, which is responsible for the massive growth and worldwide reach of Korean culture. Indian customers now have easier access to a global selection of skincare goods because of technology. Online shopping platforms and e-commerce websites enable customers to buy goods that might not always be easily found in nearby stores. And many companies in Korea use advanced technology to create thrilling concert experiences for fans, even when they are at home.

Mediascape involves using media to market the groups to a wider audience. Fans as well as idols and celebrities alike use social media to communicate and connect with each other. K-pop groups use media to promote their music and other content which increases their popularity. The mediascape - the worldwide flow of information and images - has a big influence on Kochi's food and skincare trends. People's attitudes toward food are shaped by food bloggers, tastemakers, and enthusiasts who use social media to share recipes and culinary adventures. Similar to this, global influences as well as celebrity endorsements, ads, and social media influencers all have an impact on skincare trends. The endorsements of celebrities and beauty bloggers have a significant influence on consumer perceptions and

purchasing behavior in Kochi, where consumers are frequently influenced by their recommendations. Financescapes depicts the movement of capital both inside and outside of Korea. The financescape has made it possible for foreign skincare brands to enter the Indian market. Investing in marketing, distribution, and retail infrastructure in India can help foreign companies make their products more accessible to Indian consumers. As a result, this money flow is crucial to the industry's expansion and survival. Thus, Hallyu and its worldwide dissemination are linked to all five scapes. It is clear from a survey on the impact of Korean culture on Kochi's youth that a sizable portion of the population is currently influenced by Korean culture. The findings indicate that the Korean wave has spread throughout Kerala and is still having a significant impact on young people's lives. Many young people's fashion choices have been influenced by the popularity of Korean culture.

Kerala's youth have benefited greatly from Korean culture in a number of ways. For example, it has taught children the value of self-control, deference to authority figures, and commitment to one's job and studies. Kerala has a vibrant music scene that primarily revolves around traditional Indian music, film music, and various regional genres. The Korean Wave has swept across Kerala, captivating the hearts of many residents and leaving a significant imprint on the state's entertainment and cultural scene. The widespread popularity of K-Pop music, K-dramas, and Korean cuisine has contributed to the increasing influence of the Korean Wave in Kerala (JOHNNY). Other Korean entertainment, like K-dramas and K-pop, has inspired people to learn the language and encouraged creativity. In addition, Korean food is inspiring young people in Kerala to adopt healthier eating practices and explore new flavours. This study seeks to ascertain how the influence of Korean culture has afforded Kerala's youth access to a broader perspective and opportunities for cross-cultural exchange. The general public's preference for Korean music is growing, and the influence of Korean culture is growing along with its global appeal.

There's a good chance that people's interest in Korean culture will grow from where it is today. Thus, this project demonstrates how globalization has brought about a cultural shift that is noticeable even in the most southern region of India.

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