

INFLUENCE OF KOREAN CULTURE AMONG TODAY'S YOUTH.

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ABSTRACT

Egalitarianism, culture, and radicalism emerged as a consequence of commercialization; nevertheless, concurrently, cultural hybridization is taking place. The Korean Wave, sometimes referred to as Hallyu, is an outcome of cultural assimilation whereby Korean traditions and the Western way of life converge. It is evident from Korean plays and films that modernization is possible without a complete abandonment of customs. Addressing the cultural assimilation caused by the Korean wave, which is gaining traction among young people as an alternative kind of modernism, is a challenging undertaking. Korean dramas, films, clothes, and pops are a few further types of cultural invasion that are gaining traction among the youth of today, especially among adolescents and young adults. The audience was captivated by the degree of intimacy and knowledge with local customs. In contrast to the Korean wave, modern and Indian cultures are not as pervasive. In addition, attributes such as fashion and style, realism and commonsense, and consistency in flow, along with the attractiveness and physical prowess of the actors, contribute to the propagation of the Korean wave. However, this should not be misconstrued as cultural adolescent development or ignorance of our own heritage.

KEYWORDS: *Commercialization, cultural hybridization, Korean Wave, modernization, youth, assimilation, cultural invasion, attractiveness.*

INTRODUCTION

In contemporary society, the global landscape of cultural influence has been markedly shaped by the pervasive impact of Korean culture on today's youth. From the melodious rhythms of K-pop to the captivating narratives of K-dramas, and the intricate allure of K-beauty, Korean cultural phenomena have transcended geographical boundaries, captivating the hearts and minds of the younger generation worldwide. This influence is not merely confined to entertainment but extends to a broader spectrum, including fashion, lifestyle, and even language acquisition. As we delve into the intricate web of this cultural tapestry, it becomes evident that Korean culture has emerged as a dynamic force, leaving an indelible imprint on the preferences, behaviors, and perspectives of today's youth. This exploration seeks to dissect and comprehend the multifaceted dimensions of this phenomenon, unraveling the intricate threads that weave the fabric of Korean cultural influence among the vibrant tapestry of today's youth.

REVIEW OF LITERATURE

The Rise of K-Style, a Remix of Bae Fiona's Make Break, was published by **WW Norton** (2022), This is the study of the Korean wave that is occurring among young people. During her research, she discovered that young people are imitating the hairstyles and clothing styles of their favourite celebrities. They are also demanding the Korean look at salons and parlours, and they are utilising Korean terms and expressions

among their acquaintances. As a result of the indigenization of Korean content through the utilisation of regional languages, she asserted that the Hallyu is a phenomenon that originated among the younger generation in India. She also brought attention to the fact that the current generation has a favourable reaction to Korean television shows and films. Additionally, Doordarshan, Zee's TV, and Puthuyugam TV have all translated a number of Korean dramas into their own local languages, including Hindi and Tamil.

Regarding the influence that Korean dramas have on young people, **Kang Woosung** said that there is now a greater range of promotional opportunities accessible for Korea as a brand. This is in reference to the fact that this is the case. Korean dramas have emerged as the most recent driving force behind the country's cultural exports, and they have also emerged as an integral component of the nation's sense of national identity. This is due to the stratospheric growth in popularity of Korean dramas. As a consequence of the rising popularity and adoration of Korean drama content, there has also been an increase in the desire for other Korean items and ways of life. This demand has led to an increase in the volume of Korean sales in overseas markets such as India.

In 2019, **Soto Mancho and Haeoe Hongbowŏn** published their book which serves as a guide to Korean culture (2010). This book provides a concise overview of the proliferation of Korean culture in Asian nations. His discovery that Koreans have given these mediums their spin by fusing indigenous elements with their flourishes in frequently inventive ways led him to deduce the true reasons for the global success of Korean media, particularly in Asia. He made this discovery by observing that Koreans have given these mediums their spin. Additionally, he states that everything Korean, ranging from cuisine and music to cosmetics and fashion, is now all the rage throughout Asia, a region where Tokyo and Hollywood have long dominated the popular culture. According to Hollywood Reports, Korea has transformed itself from a troubled film backwater into the most important film market in all of Asia.

In their study, **Kim Sonja M. and Robert Ji-Song Ku (2021)** investigated the growth of the Korean wave in East Asia. They did this by identifying the factors that led to the formation of the Korean wave, as well as the flow of Korean material and the attractiveness of Korean content among East Asian viewers (Japanese, Chinese and Taiwanese). Additionally, the purpose of the research was to investigate the reasons why girls and women are more interested in Korean material than boys and men. Following the completion of their analysis, they came to the conclusion that the nations of East Asia have some similarities while also exhibiting certain specific differences.

The article "Why the Korean entertainment tsunami is hitting India by storm" written by **Vishakha Sharma** reads as follows: The Current State of India (2021). She has written an essay for a media publication that discusses the reaction of Indians to the K-pop album "dynamite," noting that the record is quite popular in India. India came in third place among the countries that viewed the most episodes of "Dynamite" on the very first day of the festival. Following the publication of the video, it received 8.6 million views out of a total of 101.1 million, placing it well behind Indonesia and the United States.

As stated by **Suhani Lata Pandey** in this article from 2023, there are over 600 Korean enterprises operating in the nation, both small and large, and there are also establishments that offer Korean food that have sprouted up in a number of different locations. The nine-step beauty skincare programme has been successfully marketed by Korean skincare businesses on both domestic and international markets. While there are many who have expressed their disapproval of the tight regimes that put people, especially women, under pressure to strive for perfect skin, there are others who have been enchanted by the excellent and often affordable skincare variety that Korea features. It is the Korean artists who have been responsible for fashion trends in India. K-pop has been responsible for promoting both bubble-gum and edgy fashion in India. This includes the use of pastel colours and pleated skirts, as well as the grunge style. Homosexual communities have complimented several K-pop groups for their unorthodox design choices, and some of these groups have also experimented with androgynous clothing. There seems to be something for everyone in Korea, ranging from television shows to music, as well as fashion and cosmetics. Young people are subject to a significant amount of influence from Korean culture, as shown by the study.

The study conducted by **Boye Lafayette, De Mente, and Laura Kingdon (2018)** examined the impact of college students' perceptions of the Korean Wave on their attitudes and beliefs on Korea and its culture. A combination of qualitative and quantitative research methods were included into the integrated research strategy. This study examined three essential facets of the Korean Wave, namely drama, cinema, and popular

culture. The obtained information revealed that the appealing attributes of the Korean Wave were associated with structural and aesthetic features, in addition to message and unique qualities.

Namya Sinha (2021), The reasons influencing the global appeal of Korean cosmetics are investigated in this article. Five criteria, in descending order, impact the choice to purchase skincare products, as determined by the researcher via the use of appropriate research methods: Korean skincare products are distinct from all others on the market due to the fact that pricing, advertising, quality, brand items, and psychology are all variables to consider. Korean skincare is distinguished, in part, by its extensive use of natural ingredients. Additionally, additives used by Koreans are unusual in other nations.

According to **Sinha Namya (2021)**, who conducted research on the Hallyu wave in India, they discovered that K-Dramas are an essential component of the Hallyu trend. This is due to the fact that they have been enthusiastically received by audiences from other countries who are looking for something contemporary. Through their efforts, they are fostering a deeper awareness of all aspects of Korean culture in India. It is true that people are comparable to the stories, outfits, and other parts of life that are portrayed in Korean dramas. Their findings led them to the conclusion that Korean dramas are not only entertaining for the eyes and ears, but they also make us want to consume the food and beverages that the characters are consuming in the drama. There are websites for Korean dramas and idols that can be found on social media platforms such as Instagram. As a direct consequence of Korean dramas, there has been an increase in demand for several types of food in Indian markets, including kimchi, ramen, and soju.

Suhani's (2023) research on the Hallyu wave during the epidemic, featured in the Economic Times, highlights a unique Korean wave in India, complemented by K-beauty and Korean food. Despite challenges like the language barrier for Hallyu wave makers, the Korean music and series gained popularity in India during the 2020 coronavirus outbreak, with increased interest, particularly among young people. Suhani's findings also reveal a substantial rise in Indian learners actively engaging in learning the Korean language during the Covid-19 epidemic.

In her 2021 study, **Vishakha Sharma** delved into the impact of Hallyu on consumer behavior factors in India. Focusing on cultural, social, and psychological aspects, she found that local cultural orientation had minimal association with connection and purchase behaviors. Contrary to expectations, cultural elements exerted little influence on Hallyu purchase intentions. Instead, Sharma highlighted the significant sway of social and psychological aspects, suggesting that these factors play a pivotal role in persuading consumers towards Korean products in the studied countries. Notably, the research indicated that local cultural orientation was not a decisive element in shaping Hallyu fans' purchasing decisions.

In her 2023 research, **Suhani Lata Pandey** revealed that Indian viewers, exposed to K-dramas and K-pop, have embraced various aspects of Korean culture, encompassing traditions, customs, language, and cuisine. This cultural immersion has sparked a profound interest among Indian audiences, fostering a strong desire to delve deeper into Korean culture. As a result, this exchange has not only heightened global awareness but also garnered increased respect for Korean traditions on an international scale.

Bae Fiona's essay from 2022 digs at the rise of new K-drama fans who credit their current interest to the sadness suffered during the coronavirus outbreak. These individuals attribute their interest to these events. The viewers in question state that they do not connect with American television programmes that focus on spies, military agents, or Scandinavian detective dramas that are built upon dysfunction and criminal activity. These people, who are going through a difficult time in their lives, find comfort and an escape in the narratives of Korean dramas. They are looking for an experience that is more emotionally poignant and relevant.

In 2021, **Sinha Namya's** research highlighted the significant impact of the 2020 Covid-19 lockdown on the surge in popularity and acceptance of Korean culture in India. The accessibility of Korean dramas on various streaming platforms, coupled with the legendary craze for Korean music bands, played a pivotal role. Notably, Korean food exports reached record highs, propelled by social media posts from Asian celebrities and the success of the film Parasite. What initially began as a trend in following K-pop, K-movies, and K-dramas has evolved into a thriving fan culture, particularly among India's urban youth. Beyond music and films, Korean cuisine is undergoing essential transformations, penetrating the broader Indian market and gaining prominence on social media through trends like Mukbang challenges, as noted by Hwang Il-Yong, director of Korean Cultural Centre India.

The study conducted by **Dhruvi in 2023** sheds light on the extraordinary influence that K-Pop has had on the Indian music landscape. Groups like as BTS, EXO, BLACKPINK, and others have gained a large popularity as a result of their involvement in the genre. The contagious energy of performances, catchy melodies, and visually arresting music videos has greatly connected with young people in India, which has resulted in broad infatuation with Korean pop culture and its incorporation into the music scene of India.

In 2021, **Vishakha Sharma** highlighted the significant influence of K-Beauty culture on Indian beauty and fashion trends. Notably, Korean skincare products, known for their emphasis on natural ingredients and elaborate beauty routines, have gained widespread popularity among Indian consumers. The adoption of the 10-step Korean skincare routine has become a phenomenon among beauty enthusiasts in India, fostering a culture that promotes self-care and holistic beauty practices.

In 2018, **De Mente, Boye Lafayette, and Laura** emphasized the growing significance of celebrating Korean festivals in India as a way to appreciate and comprehend Korean traditions. Events such as Korean Film Festivals, K-Pop concerts, and cultural workshops serve as avenues for Indians to gain insight into the cultural richness of South Korea. Additionally, festivals like Chuseok and Seollal have found resonance within the Indian Korean community, fostering cultural exchange and solidarity between the two nations.

OBJECTIVES OF THE STUDY:

1. To study which medium(friends, relatives or social media) influenced the youth to prefer hallyu.
2. To examine whether there is an association between price and frequency of time spent by youths on Korean culture(Korean platforms).
3. To comprehend the impact of Korean dramas, movies, K-pop and fashion choices of today's youth.
4. To understand if the lockdown due covid 19 raised the youths awareness and understanding of Korean culture.
5. To make suggestions, based on the study findings.

HYPOTHESES

1. In terms of the influence of Korean culture on today's youth, there is no discernible difference between the age groups of those who participated in the survey via response.
2. The perspectives of male and female employees on the influence of Korean culture on today's youth are not significantly different from one another since there is no major difference
3. The perspectives of today's youth about the influence of Korean culture are not much different from those of those with a diploma, a graduate degree, a master's degree, or a professional degree.
4. There is no discernible variation between the various professional categories in terms of the manner in which Korean culture is observed.
5. No discernible difference is seen with respect to the adherence of Korean culture among various Employment classes.

Frequency Table

		Frequency	Percent
Age	Below25	24	68.6
	Above25	11	31.4
	Total	35	100.0
Gender	Male	22	62.9
	Female	13	37.1
	Total	35	100.0
Educational Level	Diploma/Graduate	20	57.1
	Masters Degree/Professional	15	42.9

	Total	35	100.0
Occupation	Student	29	82.9
	Working Professional	6	17.1
	Total	35	100.0
Employment Status	Full time/Part time	13	37.1
	Self-employed/Unemployed	22	62.9
	Total	35	100.0

Age Group: The majority of individuals (68.6%) are below the age of 25. This suggests a potential focus on a younger demographic, which is often more receptive to cultural trends, including those from Korea.

Gender: The data shows a higher representation of males (62.9%) compared to females. This could be relevant to understanding the preferences of different gender groups towards Korean culture, considering that certain aspects of Korean pop culture might appeal more to one gender than the other.

Educational Level: A significant proportion of individuals (57.1%) have a Diploma/Graduate level education. This group may have more exposure to global trends, including Korean culture through educational platforms and social networks.

Occupation: The majority of the individuals (82.9%) are students. Students are often more connected to global cultural trends, and this demographic might be particularly influenced by Korean pop culture.

Employment Status: A higher percentage (62.9%) of individuals are self-employed or unemployed. This group might have more leisure time to engage with and be influenced by Korean cultural products.

It's crucial to note that direct data on the influence of Korean culture, such as preferences for K-pop, K-dramas, or other cultural aspects, would be necessary for a more accurate and targeted analysis.

HYPOTHESIS 1

In terms of the influence of Korean culture on today's youth, there is no discernible difference between the age groups of those who participated in the survey via response.

INFERENCE

Group Statistics				Levene's Test for Equality of Variances				t-test for Equality of Means			95% Confidence Interval of the Difference	
Age	N	Mean	Std. Deviation	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Below25	24	37.38	9.98	0.370	0.547	-1.22	33.00	0.23	-4.42	3.62	-11.78	2.94
Above25	11	41.80	9.84			-1.23	19.73	0.23	-4.42	3.60	-11.94	3.09

The findings of the research study, which are based on the observations that are presented in the table, indicate that there is no significant difference in mean ages between individuals who are younger than 25 years old and those who are older than 25 years old in relation to the influence of Korean culture on the youth of today. Given that the condition of equal variances is satisfied, it can be deduced that the degrees of age variation between the two groups are not substantially different from one another.

The p-value is larger than 0.05, which indicates that the mean age difference of -4.42 years (Below25 minus Above25) does not meet the criteria for statistical significance.

HYPOTHESIS 2

The perspectives of male and female employees on the influence of Korean culture on today's youth are not significantly different from one another since there is no major difference.

INFERENCE

From the above table it can be realised that as per the Levene's Test for Equality of Variances, The F-statistic

Group Statistics				Levene's Test for Equality of Variances				t-test for Equality of Means			95% Confidence Interval of the Difference	
Gender	N	Mean	Std. Deviation	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Male	22	39.85	8.69	0.94	0.34	0.83	33.00	0.41	2.93	3.52	-4.23	10.09
Female	13	36.92	12.08			0.77	19.42	0.45	2.93	3.83	-5.07	10.93

is 0.94 with a p-value of 0.34. As the p-value is greater than 0.05, indicating no significant difference in variances between the Male and Female groups. The assumption of equal variances is met.

The t-test for Equality of Means represented in the table says that the t-value is 0.83 with a p-value of 0.41. The p-value is greater than 0.05, suggesting no significant difference in mean ages between the Male and Female groups.

HYPOTHESIS 3

The perspectives of today's youth about the influence of Korean culture are not much different from those of those with a diploma, a graduate degree, a master's degree, or a professional degree.

Group Statistics				Levene's Test for Equality of Variances				t-test for Equality of Means			95% Confidence Interval of the Difference	
Education	N	Mean	Std. Deviation	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Diploma/ Graduate	20	39.99	8.33	4.74	0.04	0.83	33.00	0.41	2.85	3.43	-4.13	9.84
Masters Degree/ Professional	15	37.13	12.01			0.79	23.66	0.44	2.85	3.62	-4.61	10.32

INTERPRETATION OF THE KEY FINDINGS:

Levene's test is used to determine whether or not the variances of the two groups are substantially different from one another. It may be concluded that there is a significant variation in variances since the p-value for Diploma/Graduate is 0.04.

When comparing the means of the two groups, the t-test is used to evaluate whether or not there is a significant difference between them. The p-values for both groups are 0.41 and 0.44, which are higher than the standard threshold of significance, which is 0.05 to indicate statistical significance. According to this, it seems that there is not a major difference between the two education groups in terms of their means.

HYPOTHESIS 4

There is no discernible variation between the various professional categories in terms of the manner in which Korean culture is observed.

Group Statistics				Levene's Test for Equality of Variances				t-test for Equality of Means			95% Confidence Interval of the Difference	
Occupation	N	Mean	Std. Deviation	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Student	29	38.61	9.34	2.49	0.12	-0.19	33	0.85	-0.89	4.55	-10.15	8.38
Working Professional	6	39.5	13.84			-0.15	5.98	0.89	-0.89	5.91	-15.36	13.59

The study on the "Influence of Korean Culture Among Today's Youth" suggests that there is no statistically significant difference in the mean ages between students and working professionals. The assumption of equal variances is met, and the confidence interval for the mean age difference includes zero, indicating no significant difference.

HYPOTHESIS 5

No discernible difference is seen with respect to the adherence of Korean culture among various Employment classes.

Group Statistics				Levene's Test for Equality of Variances				t-test for Equality of Means			95% Confidence Interval of the Difference	
Employment	N	Mean	Std. Deviation	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Full time/Part time	13.0	38.2	10.7	0.5	0.5	-0.2	33.0	0.8	-0.8	3.6	-8.1	6.4
Self-employed /Unemployed	22.0	39.1	9.8			-0.2	23.5	0.8	-0.8	3.6	-8.4	6.7

The study on the "Influence of Korean Culture Among Today's Youth" suggests that there is no statistically significant difference in the mean ages between individuals employed full-time/part-time and those who are self-employed/unemployed. The assumption of equal variances is met, and the confidence interval for the mean age difference includes zero, indicating no significant difference.

FINDINGS FOR THE STUDY:

1. Based on the findings, it seems that age, as classified in this research, may not be a pivotal determinant in comprehending the impact of Korean culture on contemporary youth.
2. The study's categorization of gender suggests that it may not be an essential determinant in comprehending the impact of Korean culture on contemporary youth.
3. The statistical analysis suggests that, based on the education levels (Diploma/Graduate vs. Masters Degree/Professional), there is no significant difference in the influence of Korean culture among today's youth
4. Regarding age-based influences of Korean culture, there is no substantial variation seen across persons with different levels of schooling.
5. There is no statistically significant variation in the impact of Korean culture, as assessed by age, across participants of varying occupational situations in the research.

CONCLUSION:

The results provide significant insights into the aspects that influence cultural influence. Taking into consideration the findings of the data analysis, the following conclusions may be drawn:

Age is not a significant factor: The findings of the research indicate that age, in the sense that it is classed, may not play a significant part in comprehending the impact that Korean culture has on youngsters in the present day. In light of this, it may be inferred that cultural preferences and influences may be shared by individuals of age groups.

Gender Irrelevant in Cultural Influence: There is no correlation between gender and cultural influence, according to the findings of the research. Gender does not seem to be a significant component that plays a role in shaping how young people in today's society perceive Korean culture. According to the findings of the research, there is not a significant correlation between gender and cultural preferences.

Education Levels Show No Significant Difference: The statistical analysis demonstrates that there is no significant difference in the effect of Korean culture depending on education levels (Diploma/Graduate vs. Masters Degree/Professional). This is the conclusion that can be drawn from the findings of the study. This indicates that one's educational level could not be a determining factor in one's choices about cultural practises.

The study, in conclusion, establishes a basis for understanding the effect of Korean culture among the young of today; nevertheless, further research is required to be conducted in order to thoroughly capture the multidimensional nature of cultural preferences and influences.

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