

Title

The Rise of the Korean Wave in India and Its Influence on Consumer Behavior.

Dissertation Submitted in The Partial Fulfillment of the Degree Master of Business
Administration

SUBMITTED BY
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2023MMBA01ASB012

UNDER THE GUIDANCE OF
Dr Janipella Shanti



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Declaration

I so attest that the work I did for my dissertation, which is titled **The Rise of Korean Wave in India & its Impact on Consumer Behaviors**, is an authentic representation of my own work. I certify that the concepts and information in this report are unique, and that all references and citations to other sources have been appropriately included. I further declare that I have not created, misrepresented, or falsified any ideas, data, facts, or sources, and that I have adhered to the standards of academic honesty and integrity. No other institution has received this work for a degree or diploma. I understand that if these guidelines are broken, the institution may take disciplinary action and there may be legal repercussions for sources that are not properly referenced or for which the required permissions have not been secured.

Ranjana

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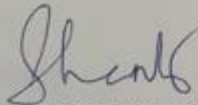
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CERTIFICATE

The following certifies that Ms. Ranjana Singh, Registration No. 2023MMBA01ASB012, has finished her dissertation, **The Rise of Korean Wave n India & its Impact on Consumer Behaviors** , under my supervision. One of the criteria for the Master of Business Administration degree is met by this dissertation.

 11/11/2024

SIGNATURE OF THE FACULTY GUIDE

NAME OF THE FACULTY GUIDE: Dr Janipella Shanti

ACKNOWLEDGEMENT

I sincerely thank Dr Janipella Shanti, my faculty mentor, for her constant support and availability whenever I encountered difficulties while conducting my study. Her insightful advice and support were invaluable during the dissertation and report writing process.

Despite the fact that the survey was performed online and needed their time and effort, Additionally, I want to thank all of the participants who supported for this dissertation.

Lastly, I would want to emphasize that our study adds to previous research in the subject, but it offers a distinct and useful viewpoint by concentrating on gathering primary data. . I would like to thank everyone from the bottom of my heart who helped and advised me during this research.

Sincerely

Ranjana Singh

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PREAMBLE

I'm making great effort to ensure that this dissertation report satisfies the necessary requirements, and I'm dedicated to maintaining academic integrity. Maintaining the caliber and legitimacy of scholarly work requires adherence to the rules of academic integrity. I highlight the significance of originality, precise citations, and ethical research techniques by carefully examining the material and making sure it complies with the university's academic integrity policy.

CHAPTER 1: INTRODUCTION

The Korean Wave, or "Hallyu," as it is lovingly called, has developed into a spectacular cultural phenomenon that has won over the hearts and minds of viewers worldwide. Hallyu has developed into a thriving movement since its start in the late 1990s, exhibiting a diverse spectrum of cultural exports like Korean pop music, engrossing TV dramas, popular films, and stylish clothing. India has recently been a major force in this cultural tsunami, reflecting both the changing preferences of consumers and more general trends of cultural globalization.

The goal of this dissertation is to investigate the Korean Wave's ascent in India & its profound impact on consumer behavior. Social network and digital platforms' explosive growth has been crucial in disseminating South Korean cultural content and building a vibrant fan and customer base in India. Indian audiences' tastes, purchasing patterns, and lifestyle choices are changing significantly because of their growing adoption of Korean cultural products. It is crucial to comprehend how the Korean Wave has affected Indian consumer behavior for several reasons. First, it sheds light on how cultural consumption functions in a globalized world where global cultural trends are progressively influencing local markets. Second, it offers useful information for companies and marketers trying to make their way through this changing environment and capitalize on Indian customers' growing interest in Korean culture.

Aim & Scope of work:

Interaction of Consumers with Korean Culture:

- High interest in K-dramas, K-pop, fashion, and beauty are among the engagement areas.
- Types of Engagement: Active (fan clubs, events, language learning) versus passive (watching)
- Shifts in Indian Consumers' Buying Patterns: A desire for Korean fashion and beauty goods.
- Changes in dress, eating preferences, and travel goals are examples of lifestyle shifts.

Chapter 2: Review of Literature

The Korean Wave has taken the world by storm, entralling a wide range of viewers with its catchy music, endearing dramas, and avant-garde fashion. This cultural craze has spread remarkably in India, especially among young people who are becoming more and more enamored with Korean entertainment's colorful storytelling and visual appeal. Hallyu's impact extends beyond simple entertainment, significantly altering consumer preferences and behaviors as internet platforms provide previously unheard-of access to K-pop and K-dramas. This literature review delves into the origins of the Korean Wave in India and examines its multifaceted impact on consumer behavior and cultural consumption dynamics. It aims to highlight the transformative potential of this cultural exchange within an increasingly globalized society.

Introduction of the Hallyu (Korean Wave):

The term "Hallyu," or "Korean Wave," refers to the rising global popularity of South Korean culture, particularly in areas such as music, television dramas, film, and fashion. Since its inception in the late 1990s, this phenomenon has grown significantly and impacted cultural consumption habits across the world (Jin & Yoon, 2016). The growth of digital media, South Korea's strategic cultural initiatives, and the globalization of cultural content are some of the reasons given by academics for the advent of Hallyu (Oh, 2013; Chua & Iwabuchi, 2008).

1.Jinhee Kim (2020)-In her article " The Korean Wave and Its Impact on the World Consumer Culture," Jinhee Kim explores how the Korean Wave has travelled throughout the world, paying particular attention to how it has affected consumer culture in India and other nations. She highlights how young adults' purchasing tastes and behaviors are greatly influenced by Korean media, particularly K-dramas and K-pop, which in turn fuels their growing interest in Korean goods and lifestyles. Kim draws attention to the aspirational stories in Korean media that appeal to young Indians and eventually shape their cultural identities and shopping choices.

Publication: " The Korean Wave and Its Impact on the World Consumer Culture'

2. Chae-Ok Kim (2021)- In *Cultural Hybridity and the Korean Wave: The Case of India*, Chae-Ok Kim explores how the influence of the Korean Wave in India has contributed to cultural hybridization. She examines how Korean cultural aspects, such as fashion and beauty trends, are actively incorporated into Indian customers' daily life. The study demonstrates how traditional Indian values and contemporary Korean influences interact dynamically to create a distinctive consumer identity that combines the two cultures.

Publication: " Cultural Hybridity and the Korean Wave: The Case of India "

3. Hye-Jin Lee (2019)- In *Understanding the Korean Wave: A Study on Its Global Impact*, Hye-Jin Lee investigates the worldwide effects of the Korean Wave, with a particular focus on its reception in India. She examines how K-dramas and K-pop have a big influence on Indian consumers' purchasing habits, particularly in the fashion and cosmetics industries. Lee highlights how aspirational narratives and lifestyles shown in various media outlets influence consumer trends and preferences, which in turn raises Indian customers' desire for Korean goods.

Publication: "Understanding the Korean Wave: A Study on Its Global Impact"

4. Samantha Lee (2021)- In "K-Pop and Consumer Behaviour: A Study of Indian Fans," Samantha Lee examines how Indian K-Pop fans' enthusiasm affects their purchase decisions. She talks about how fans' emotional bonds with K-Pop idols lead to increased brand loyalty and expenditure on related items. The report emphasizes how K-Pop fandom affects Korean firms' marketing efforts in India and the necessity of focused methods that appeal to this fervent customer base.

Publication: "K-Pop and Consumer Behaviour: A Study of Indian Fans"

5. Ravi Kumar and Anjali Sharma (2023)- According to their paper, "The Influence of Korean Dramas on Indian Consumer Behaviour: A Case Study," Ravi Kumar and Anjali Sharma examine how popular Korean dramas affect Indian consumers' purchasing decisions, especially when it comes to fashion and cosmetics. They investigate how the stories and visuals in K-dramas influence the desires and choices of consumers, resulting in fashion and beauty product trends that mirror the looks portrayed in these series. Their research emphasizes how important storytelling is in shaping customer behavior.

Publication: "The Influence of Korean Dramas on Indian Consumer Behaviour: A Case Study"

6.Bhatia, S. & Rani, P. (2020)- Study the significant influence that Korean dramas have had on young people in India, demonstrating how these programs have increased interest in a range of South Korean cultural aspects, including fashion, music, and lifestyle. The authors emphasize how important digital media is to this cross-cultural interaction because social media and streaming services make Korean dramas widely available and encourage viewers to interact with them in real time. Since many young people want to integrate aspects of Korean culture into their life, this exposure not only affects consumer behavior by encouraging viewers to purchase Korean beauty and fashion items, but it also changes identity development and goals. According to the report, Indian consumers' tastes and cultural trends would be impacted for some time by the success of Korean dramas, necessitating more research on the consequences of this cultural phenomenon in the long run.

Publication: "The Influence of Korean Dramas on Indian Youth: A Study of Hallyu in India"

CHAPTER 3: RESEARCH METHODOLOGY

This study's data was gathered via a questionnaire created with Google Forms and sent by email, Facebook, WhatsApp, and other social media platforms. To guarantee high-quality data gathering and maximum response rates, the survey was sent to a varied range of people across India.

This primary study had 80 participants who participated to online data collecting by commenting on their experiences. The questionnaire was created to explore a variety of elements that influence opinions of the Korean cultural impact on consumer behavior. Due to time constraints, data from 80 respondents were collected and statistically processed to derive useful study insights.

Design of Research:

I used mixed, combining qualitative and quantitative methodologies to provide a comprehensive knowledge of the Korean Wave's development in India and its influence on consumer behavior. This architecture enables data triangulation, which increases the validity and dependability of the results. While the qualitative component will explore the participants' underlying motivations, cultural perspectives, and emotional reactions, the quantitative component will make it easier to measure factors linked to media consumption and purchasing behavior. Through this integrated approach, the study will explore both cultural and environmental factors that shape consumer behavior while assessing the impact of the Korean Wave. Additionally, a longitudinal aspect could be included, allowing for follow-up surveys to track shifts in attitudes and behaviors over time, providing insights into the evolving influence of the Korean Wave.

RESEARCH OBJECTIVES:

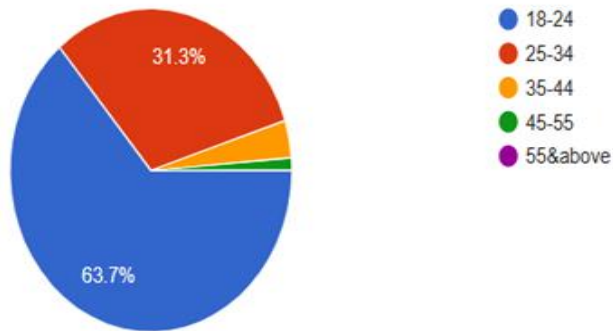
1. Perception of South Korea through Korean Culture and Foods.
2. Influence of K-pop on Travel Inclinations.
3. Knowledge of Korean Culture and Desire to Visit South Korea.
4. South Korea's Appeal as a Vacation Destination.
5. Social and Cultural Impact of the Korean Wave on Indian Youth.

Techniques for Gathering Data:

Surveys: To gather quantitative information on participants' consumption habits, preferences for Korean media (K-dramas, K-pop), and purchase behavior about Korean products (fashion, beauty, etc.), a structured questionnaire will be created. Multiple-choice questions to capture certain behaviors (e.g., frequency of media viewing, types of products purchased) and Likert-scale questions to measure attitudes and perceptions about the Korean Wave will both be included in the survey. Furthermore, open-ended questions might be used to let participants share their opinions about how Korean culture has influenced their life.

CHAPTER 4: DATA INTERPRETATION

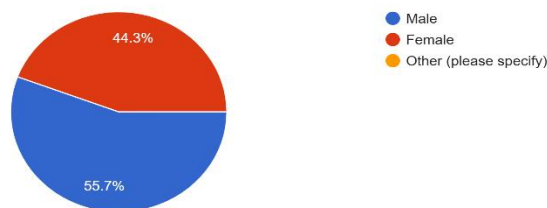
1. What is your age?



Explanation: - The pie chart reveals a striking age distribution, with a significant majority, 63.7%, falling within the 18-24 age range. This indicates a strong presence of young adults in the population. The next largest segment, 25–34-year-olds, comprises 31.3%, further highlighting the youthful demographic of this group. In contrast, the remaining age categories – 35-44, 45-55, and 55 and above – make up a minuscule portion of the population. This stark difference signifies a clear bias towards younger age groups, potentially indicating a vibrant and youthful community.

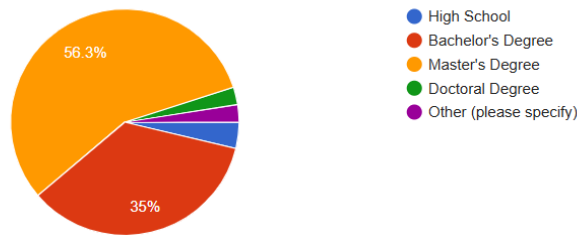
2. What is your gender?

2. What is your gender?
79 responses



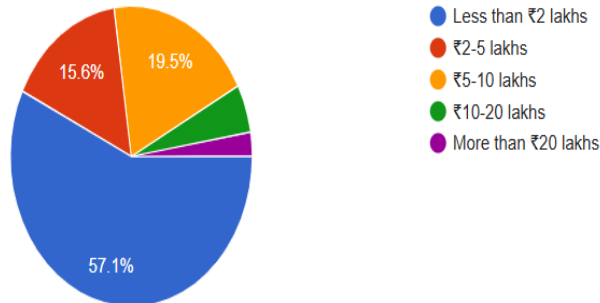
Explanation: The gender distribution of a specific group is displayed in the pie chart, which shows a small male predominance. Of the group, 44.3% identify as female and 55.7% as male. People who identify as "other" are not represented in this data. Depending on the setting of your dissertation study, this material may be useful for examining different group-related aspects.

3. What is your qualification?



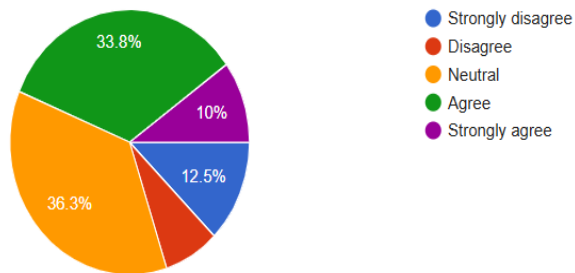
EXPLANATION-The chart provides insight into the respondents' educational backgrounds. The most frequent qualification is a bachelor's degree, which appears to have been earned by most people (56.3%). A sizable portion (35%) have completed high school. Fewer people have earned master's or doctoral degrees after pursuing higher education. About 5% of people have additional qualifications that don't fall under any of the previously mentioned categories.

4. What is your annual income?



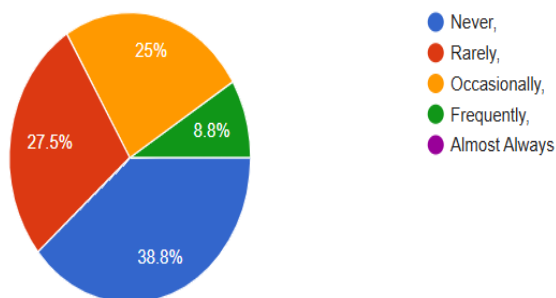
EXPLANATION- The income distribution of a certain population group is displayed in the pie chart. 57.1%, a sizable majority, make less than ₹2 lakhs. 19.5% of the next largest group makes between ₹5 and 10 lakhs. Fifteen percent of the population is in the ₹2–5 lakh income range. The smallest percentages belong to those making ₹10–20 lakhs and over ₹20 lakhs, indicating a primarily lower-income group.

5.How much do you agree that Korean culture has positively influenced your perception of South Korea as a country?



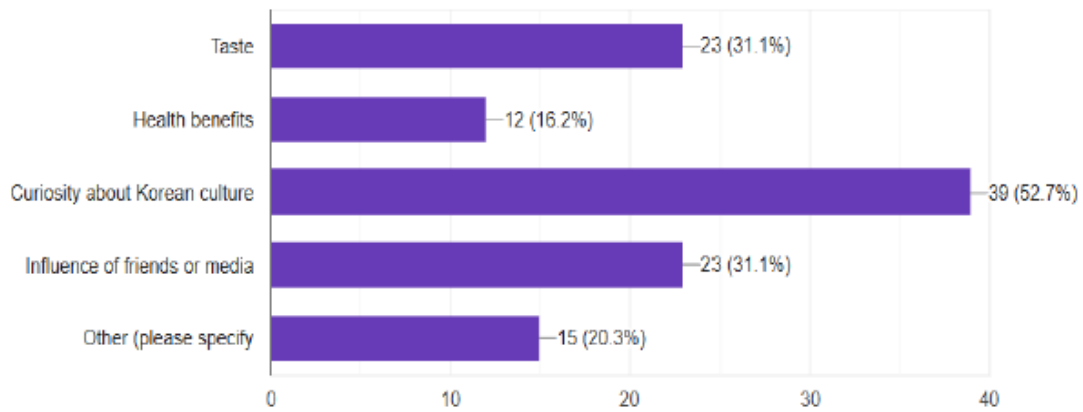
EXPLANATION- According to the pie chart, 33.8% of respondents strongly agree that their opinion of South Korea has improved because of Korean culture. This implies that people's perceptions of Korea are greatly enhanced by Korean culture. Just 10% of respondents strongly disagree with the assertion, while 36.3% agree. According to these statistics, most people believe that Korean culture has a favorable influence on how they view South Korea.

6.How often do you consume Korean foods, such as kimchi, bibimbap etc.?



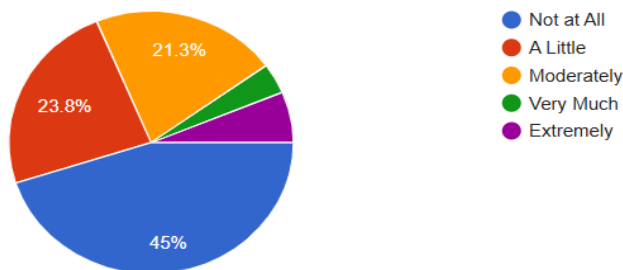
EXPLANATION – The frequency with which people eat Korean food is displayed in this pie chart. 38.8% of those surveyed said they had never eaten Korean food. 'Rarely' was the second most common response, at 27.5%. This implies that many members of the examined population do not regularly eat Korean food. Furthermore, the comparatively low percentages for "occasionally" (25%), "frequently" (8.8%), and "almost always" (0%) suggest that most respondents do not frequently choose Korean food. The potential market size for Korean food among the surveyed population might be estimated using this data.

7. What attracts you to consume Korean foods, such as kimchi, bibimbap etc.? (Select all that apply)?



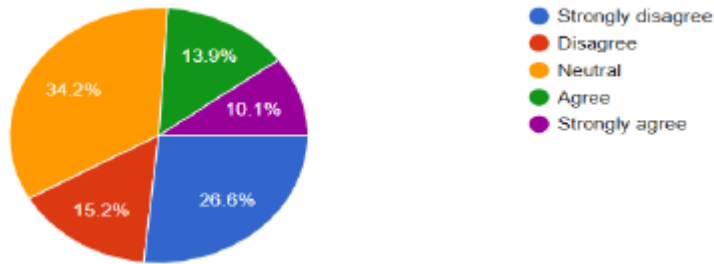
EXPLANATION- The reasons why people like Korean food are displayed in this chart. 52.7% of respondents cited "curiosity about Korean culture" as their top justification. At 31.1%, "Taste" and "Influence of friends or media" were the other most often cited explanations. At 20.3%, "Other (please specify)" was the least common response. This implies that individuals are drawn to Korean cuisine due to its distinct cultural importance, its mouthwatering flavor, and the exposure it receives from friends and the media.

8.How much do you enjoy listening to K-pop music?



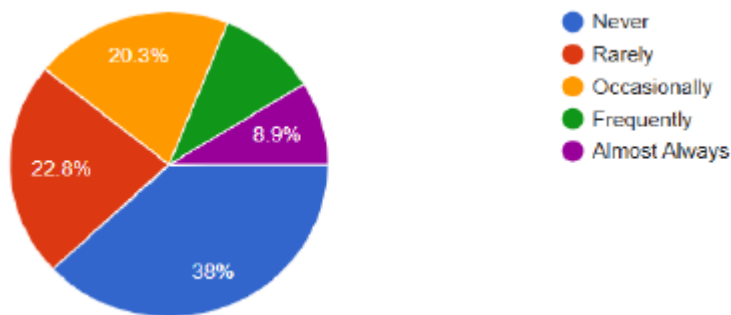
EXPLANATION- The results show that a significant minority of participants (23.8%) reported only a slight enjoyment of K-pop music, while the majority (45%) indicated that they do not enjoy it at all. Very few respondents said they enjoyed it very much (3.4%) or tremendously (4.5%), while a smaller minority said they appreciated it moderately (21.3%). Although this data sheds light on how much people appreciate K-Pop, it's crucial to keep in mind that this is only one study and may not be representative of the public.

9.How much do you agree that K-pop has increased your interest in visiting South Korea?



EXPLANATION – The pie chart displays the findings of a poll that asked respondents to rate their agreement that K-pop had heightened their desire to travel to South Korea. Strong agreement is expressed by most responses (34.2%), followed by agreement (26.6%) and disagreement (15.2%). The percentage of people who are neutral (10.1%) and strongly disagree (13.9%) is lower. This implies that people's desire to travel to South Korea is significantly influenced by K-pop.

10. How often do you watch K-dramas or Korean movies?



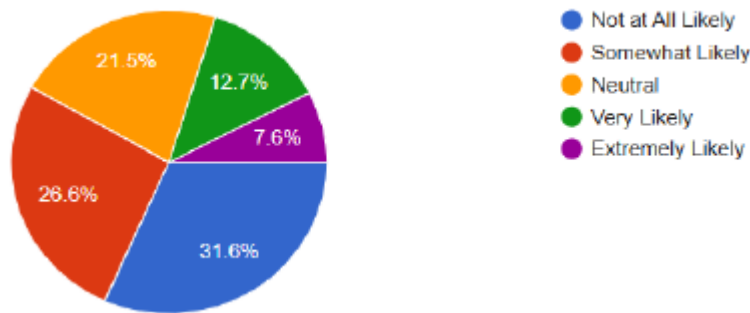
EXPLANATION – The findings of a poll asking how frequently people watch Korean films or K-dramas are displayed in the pie chart. 38% of respondents said they never watch them, followed by 22.8 percent who watch them occasionally and 20.3% who watch them infrequently. Fewer people watch them almost constantly (8.9%) and often (8.9%). This implies that even if Korean films and K-dramas are well-liked, most people's lives do not revolve around them.

11. What attracts you to watch K-dramas or Korean movies? (Select all that apply)?



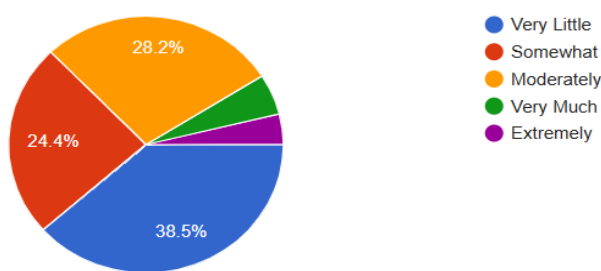
EXPLANATION- According to the poll results, the plot, storyline, and appealing cast of Korean films and K-dramas are the main reasons why people choose to watch them. 40.3% of the vote went to both. 30.6% of respondents stated that their main drive was the influence of friends or social media, while 27.8% claimed knowledge of Korean culture. With 23.6%, Other (please specify) came in last.

12. How likely are you to consider visiting South Korea because of its pop culture?



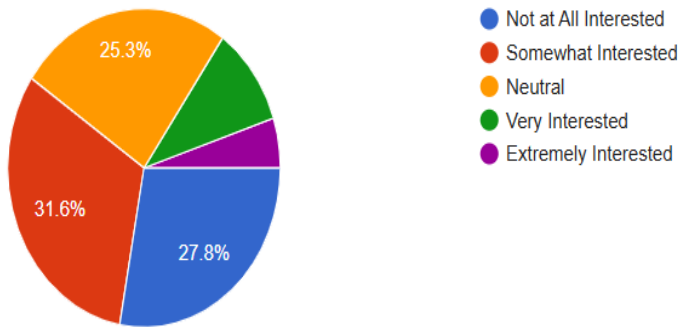
EXPLANATION – Due to its pop culture, the chart displays differing levels of interest in traveling to South Korea. Roughly one-third (31.6%) are completely unaffected by it, while a comparable percentage (26.6%) are only mildly intrigued. A lower percentage of 7.6% are very interested in pop culture, while 12.7% are quite inclined to visit. 21.5% of people feel neutral. In general, most people aren't very drawn to pop culture, even when it piques their curiosity.

13. How would you evaluate your current knowledge of Korean culture and traditions?



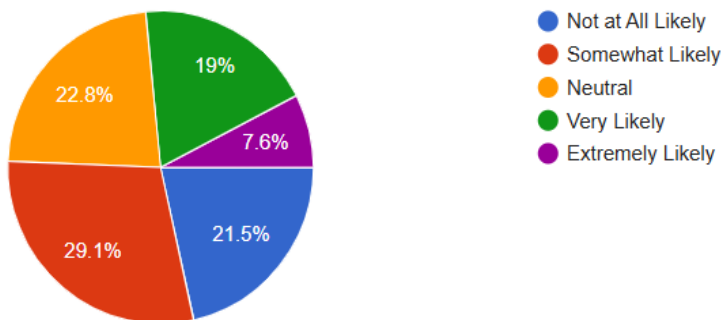
EXPLANATION –"Very Little" was the most common rating for respondents' knowledge (38.5%), followed by "Moderately" (28.2%), "Somewhat" (24.4%), "Very Much" (4.9%), and "Extremely" (4.1%). According to this research, people are generally not very knowledgeable about Korean culture, despite their significant interest in it.

14. How motivated are you to know about the culture & customs of Korea?



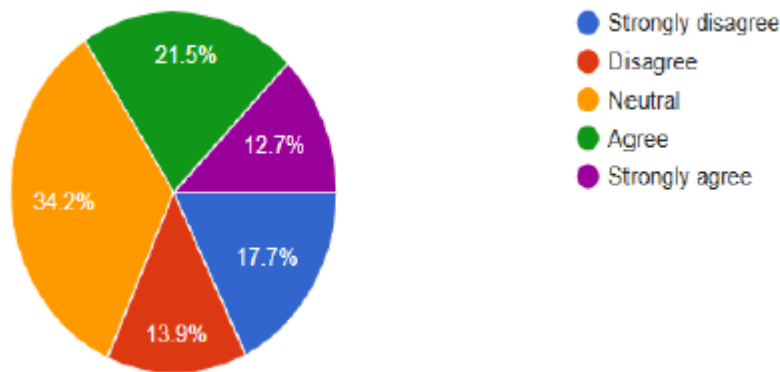
EXPLANATION- According to the pie chart, 27.8% of respondents are completely uninterested in learning about Korean culture and customs, and 31.6% are only mildly interested. 5.9% are highly interested, 9.3% are very interested, and 25.3% are neutral. This suggests that while a sizable percentage of people have no interest in knowing more about Korean culture, a sizable portion are at least slightly curious. A little but significant minority is highly interested in Korean culture and traditions.

15. How appealing is the idea of visiting South Korea to experience its culture firsthand?



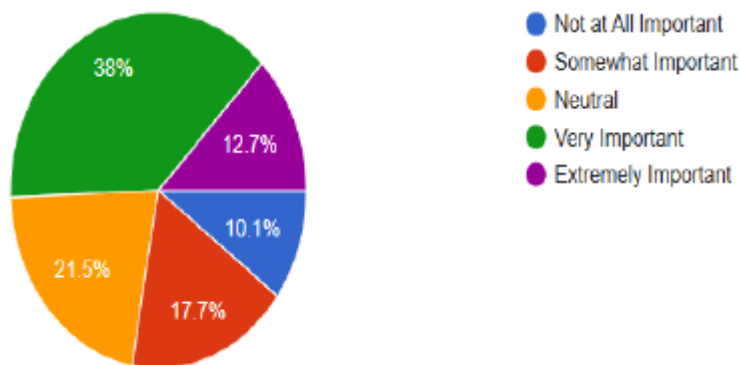
EXPLANATION –The pie chart displays the findings of a poll that asked respondents to rate the allure of traveling to South Korea to get a firsthand look at its culture. Of those surveyed, 29.1% described themselves as somewhat likely, 21.5% as not at all probable, 22.8% as neutral, 19% as very likely, and 7.6% as highly likely. On the plus side, 26.6% of respondents (19% + 7.6%) said they would strongly like to visit, classifying their feelings as "Very Likely" and "Extremely Likely." Because they are already inclined to interact with South Korean culture, this group makes an excellent target market for tourism activities.

16. How much do you agree that South Korea is a desirable vacation destination because of its culture?



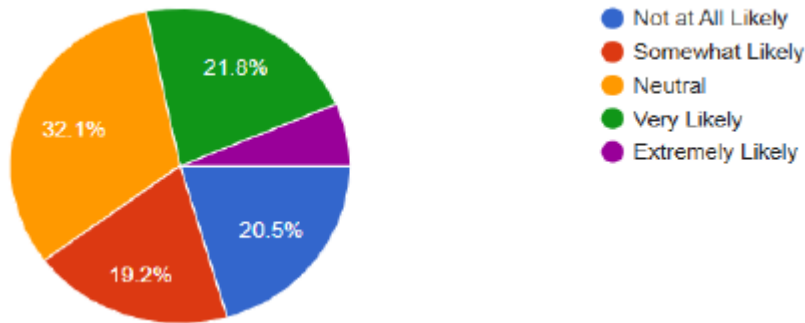
EXPLANATION –It inquires as to whether the claim that South Korea's culture makes it a popular holiday destination is true. According to the pie chart, most respondents (34.2%) concur with this assertion. 21.5% more people strongly agree. This implies that South Korea's culture is a major lure for prospective tourists.

17. How important is cultural experience when choosing a vacation destination?



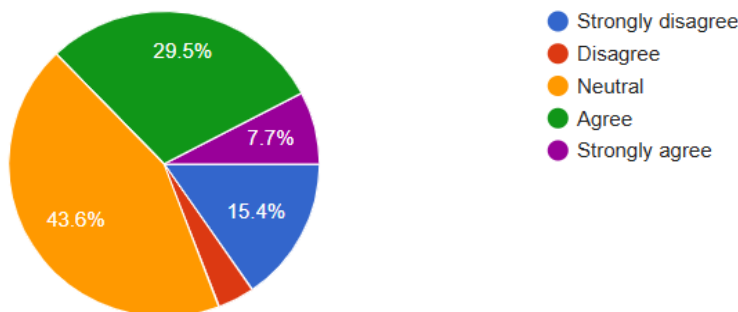
EXPLANATION-The significance of cultural experiences when selecting a holiday spot is the subject of the second question. The majority (38%) believe that cultural exposure is very important, as the pie chart illustrates. Another 21.5% think it's somewhat significant. This research makes it abundantly evident that cultural experiences have a significant role in people's travel planning.

18. How likely are you to recommend South Korea as a vacation destination to friends and family?



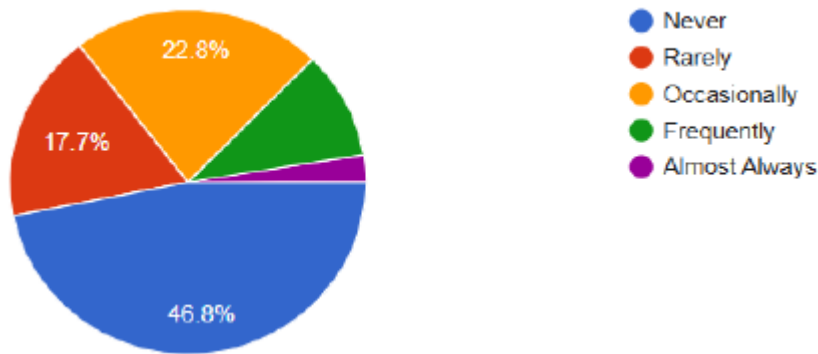
EXPLANATION-The likelihood of suggesting South Korea as a holiday spot is depicted in the pie chart. 32.1% of respondents are "Very Likely" to suggest it. Twenty-one percent more are "Extremely Likely." This indicates that people have a very favorable opinion of South Korea as a travel destination. Nonetheless, 19.2% say they are "Somewhat Likely" to recommend it, while 20.5% say they are "Not at All Likely." This implies that although many people regard South Korea to be attractive, some people do not think of it as a top destination for vacations.

19. How much do you agree that the Korean Wave has increased cultural exchange between India and South Korea?



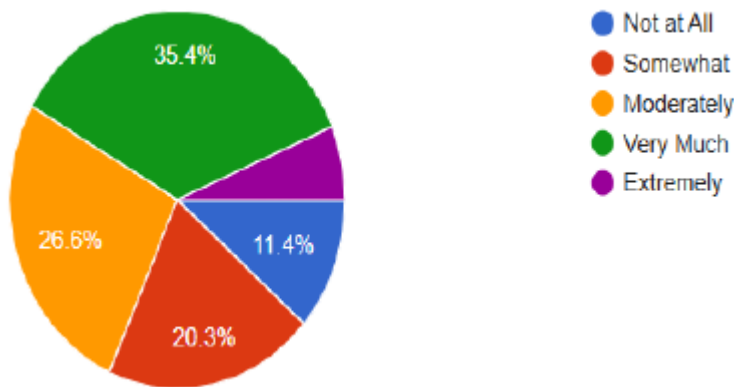
EXPLANATION –According to the data, 43.6% of respondents strongly agree that there is now more cultural interchange between South Korea and India because of the Korean Wave. 29.5% concur. 15.4% strongly disagree. A very small percentage (not displayed) are neutral, and 7.7% disagree. This implies that cultural exchange between the two nations has benefited from the Korean Wave.

20. How often do you engage in online communities or forums discussing Korean culture or K-pop?



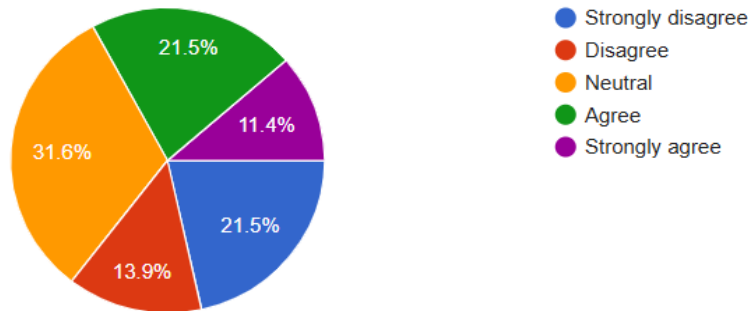
EXPLANATION –An illustration of how people engage with Korean culture online may be found in the first chart. 46.8% of respondents appear to be largely absent from the online discourse surrounding Korean culture and K-pop. They may simply not spend time on those types of forums, or they may not be interested. However, there is a devoted fan base (22.8%) that is constantly participating in conversations and sharing their passion for Korean culture. This smaller group's fervor is intriguing, but it also demonstrates that the larger online community isn't as involved as we may believe.

21. To what extent do you believe the Korean Wave has impacted youth culture in India?



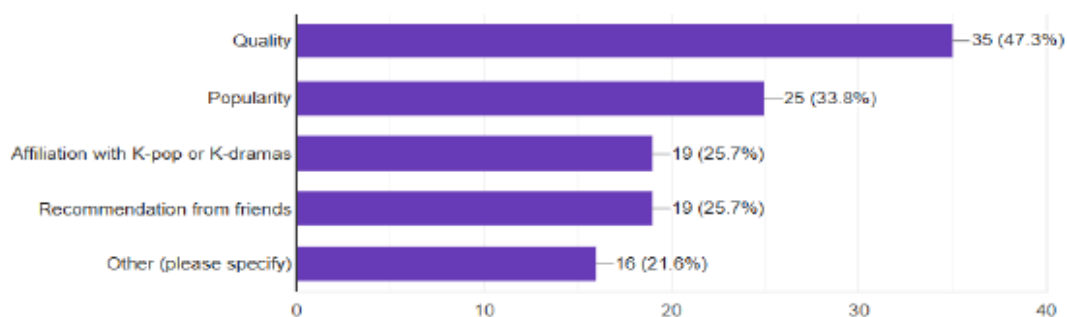
EXPLANATION-The fact that over one-third of respondents (35.4%) don't believe it has had much of an impact is intriguing. They may not be aware of Korean dramas or K-pop, or they may simply not think much of it. Nonetheless, a sizable portion (26.6%) think it has had a moderate effect. Although they may follow Korean fashion trends or appreciate K-pop, these things do not play a significant role in their daily life. Another group of participants (20.3%) believe that it had a significant impact. They may be learning Korean, are avid K-pop fans, or even aspire to travel to South Korea. This demonstrates that although if the Korean Wave may not have affected everyone, it has undoubtedly had a big impact on a large percentage of Indian youth culture.

22. To what extent do you agree that the Korean Wave has impacted your purchasing decisions, such as buying Korean beauty products or fashion items?



EXPLANATION – It is notable that 31.6% of respondents strongly agreed, while an additional 21.5% agreed that the Korean Wave significantly influenced their purchasing decisions. Conversely, 13.9% of participants disagreed and 21.5% strongly disagreed with the notion that the Korean Wave affects their purchasing. Furthermore, 11.4% of respondents said they had no opinion on the subject. Overall, the findings imply that while a significant minority does not share this sentiment, a sizable portion of respondents acknowledge the Korean Wave's impact on their purchasing decisions. This demonstrates a wide variety of viewpoints on the subject, representing the various experiences and viewpoints of customers.

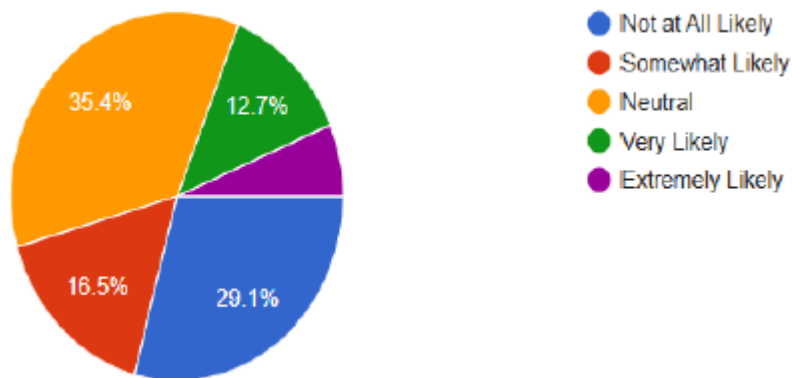
23. what are the "Korean" factors you consider when choosing a brand or product? (Select all that apply)?



EXPLANATION –We can see from the chart what makes Korean companies and products appealing to consumers. With over half of respondents (47.3%) stating that quality is the primary reason they pick Korean products, quality is clearly the most important consideration, underscoring the reputation of Korean brands for dependability and quality. Subsequently, popularity attracts 33.8% of respondents, demonstrating the potent allure of popular, stylish Korean goods. Friends' suggestions and cultural links, such as affiliations with K-pop or K-

dramas, are also significant, influencing roughly 25.7% of respondents, demonstrating the influence of Korean social circles and media. Furthermore, 21.6% of respondents chose "other" factors, suggesting that there are other special causes at work. In general, Popularity and quality are the key factors, while social and cultural factors also have an impact on customer decisions

24. How likely do you suggest Korean brands to your family & friends?



Explanation -People's opinions regarding suggesting Korean brands are depicted in the chart. It appears that a large percentage of consumers (35.4%) don't think highly of Korean companies and wouldn't suggest them to friends and family. Perhaps they simply don't think they're that amazing, or perhaps they haven't had a positive experience with them. However, a sizable portion of the population (29.1%) is quite passionate about Korean companies and would unquestionably suggest them. They may adore these businesses' distinctive qualities, style, or quality. Therefore, there is a sizable following for Korean brands in addition to a subset of people who are unimpressed.

RECOMMENDATION:

1. Product Lines with Cultural Adaptations: Korean businesses entering the Indian market are encouraged to modify their product lines to satisfy regional tastes while preserving their distinctively Korean appeal. For example, delivering well-known Korean foods with flavors inspired by the region or adapting cosmetics for Indian skin types might optimize market relevance and resonance.

2. Expanded Korean Cultural Experiences: Korean companies and cultural organisations should hold more frequent and wider-ranging cultural events throughout India to foster greater involvement. Events like Korean food festivals, K-pop concerts, and K-beauty expos will offer immersive experiences that foster enduring interest and customer loyalty.

CHAPTER 5: CONCLUSION

The Korean Wave's arrival in India signifies a revolutionary cultural shift that has profoundly altered the country's entertainment scene and young people's purchasing habits. This study clarifies the significant influence of Media of Korea, including Korean Web series, Korean music, and lifestyle, on Indian audiences, revealing a rising interest that transcends national and cultural boundaries.

Our results highlight how exposure to Korean content causes significant changes in consumer behavior in addition to influencing entertainment tastes. To incorporate aspects of Korean culture into daily life, Indian young are adopting Korean fashion trends, cosmetics, and lifestyle choices at an increasing rate. This pattern demonstrates how cultural consumption may create a feeling of community and belonging among followers, underscoring the influence of global media in forming identities and purchasing patterns.

Digital platforms are essential in facilitating this cross-cultural exchange. Indian viewers may interact with and take part in the Korean Wave in real time because to the availability of Korean content on social media and streaming platforms, creating a lively community of fans. Because of this occurrence, companies and marketers have a rare chance to capitalize on the changing consumer landscape and match their tactics to the tastes and goals of this vibrant group.

Future studies must examine the Korean Wave's long-term effects on regional industry and the possibility of intercultural cooperation in greater detail. The Korean Wave's continued popularity in India is a powerful illustration of how intertwined cultures are and how consumer behavior is ever-changing in a globe that is becoming more interconnected by the day. Stakeholders may better negotiate the intricacies of this changing market and take advantage of the abundant opportunities that lie ahead by comprehending and embracing these cultural currents.

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ANNEXURE

QUESTIONNAIRE

1. What is your age?

18-24

35-44

45-54

55 or above

2. What is your gender?

Male

Female

Other (please specify)

3. What is your highest level of education?

High School

Bachelor's Degree

Master's Degree

Doctoral Degree

Other (please specify)

4. How much do you make each year?

Under ₹2 lakhs

₹2-5 lakhs

5-10 lakhs

10-20 lakh rupees

Over ₹20 lakhs

5. How much do you agree that Korean culture has positively influenced your perception ?

I strongly disagree

I disagree

Indifferent

I concur.

I wholeheartedly concur

6. How often will you consume Korean foods, such as kimchi, bibimbap etc ?

Never,

Seldom,

Sometimes,

Often,

Nearly Always

7. what attracts you to consume the Korean foods, such as kimchi, bibimbap etc?

taste

Rarely,

Infrequently,

Often,

Nearly Always

8. How much will you enjoy listening to K-pop music?

Not at All

A Little

Moderately

Very Much

Extremely

9. How much do you agree that K-pop has increased your interest in visiting South Korea?

I strongly disagree

I disagree

Indifferent

I concur.

I wholeheartedly concur

10. How often do you watch K-dramas or Korean movies?

Never
Rarely
Occasionally
Frequently
Almost Always

11. what attracts you to watch K-dramas or Korean movies? (Select all that apply)

Storyline and plot
Attractive cast
Insight into Korean culture
Influence of friends or social media
Other (please specify)

12.How likely are you to consider visiting South Korea because of its pop culture?

Never
Somewhat Likely
Neutral
Very Likely
Most Likely

13.How would you rate your current level of knowledge about Korean culture and traditions?

Very Little
Somewhat
Moderately
Very Much
Extremely

14.How motivated are you to learn more about Korean culture and its customs?

Not Interested
Bit Interested
Neutral
Very Interested
Extremely Interested

15. How appealing is the idea of visiting South Korea to experience its culture firsthand?

Not at All Likely

Somewhat Likely

Neutral

Very Likely

Extremely Likely

16. To what extent do you agree that South Korea is a desirable vacation destination because of its culture?

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

17. How important is cultural experience when selecting a vacation destination?

Not at All Important

Somewhat Important

Neutral

Very Important

Extremely Important

18. How likely are you to recommend South Korea as a vacation destination to friends and family?

Not at All Likely

Somewhat Likely

Neutral

Very Likely

Extremely Likely

19. To what extent do you agree that the Korean Wave has increased cultural exchange between India and South Korea?

Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree

20. How often do you participate in online communities or forums discussing Korean culture or K-pop?

Never
Rarely
Occasionally
Frequently
Almost Always

21. How much do you feel the Korean Wave has influenced Indian youth culture?

Not at All
Somewhat
Moderately
Very Much
Extremely

22. To what extent do you agree that the Korean Wave has influenced your purchasing decisions, such as buying Korean beauty products or fashion items?

Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree

23. Which "Korean" factors do you consider when choosing a brand or product?

Quality
Popularity
Association with K-pop or K-dramas
Recommendation from friends

Other (please specify):

24. How likely are you to recommend Korean brands to friends and family?

Not at All Likely

Somewhat Likely

Neutral

Very Likely

Extremely Likely

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Summary