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“The Influence of the Korean Wave on Indian Youth: Media Consumption, Lifestyle Changes, and Cultural Impact”

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ABSTRACT:

This study examines the increasing adoption of Korean culture among young people in India. It demonstrates the rise in media consumption due to the popularity of k-pop and k-drama. The impact of the K-wave on Indian youth's lifestyle and interests. There are differences in eating behaviors, clothing choices, acquiring new language skills, music preferences, and travel locations, among others. Particularly noticeable is the significant increase in the import of Korean food, cosmetics, and skincare products, and many Indian brands now following Korean standards.

KEY WORDS: Koreanisation, Korean wave, Media consumption, K- drama, K- pop, K-culture.

INTRODUCTION:

The research examines the roots and path of Koreanisation, which involves embracing Korean culture, as a result of increased media presence in the globalized society, particularly among Indian youth. Despite the way shared interests bring people together globally regardless of political borders, the K-wave influences our culture. Over time, it has impacted the minds of the youth. The current generation strives to attain Korean glass skin, favours k-pop music over Indian music, and sees a rise in the importation of Korean food and skincare products. This demonstrates the influence of Korean culture. This research seeks to explore how the k-wave is impacting the behaviour, choices, and mind-set of young people today, as well as its influence on our origins, transnational features, and hybrid nature.

OBJECTIVES:

1. To understand the effect of K-wave on today's generation.

2. To know the extent of growing popularity of Korean consumer products including cosmetics, food etc.

3. To comprehend the impact of Korean dramas, movies, K-pop and fashion choices of today's youth.
4. To explore the effect of k-culture to learn Hangul and travelling to Korea on youth.
5. To measure the impact of k-culture on media consumption of this generation.

REVIEW OF LITERATURE:

According to **Pankaj N. Mohan**, His study reveals that although Korea's cultural linkages with India may be traced to the fourth century C.E., India was not exposed to Korean culture in ancient or medieval times. It was only after leading Korean business firms—namely, LG, Hyundai and Samsung—entered the Indian market and became household names in India that the country was exposed to Korean cultural products in the form of television dramas. Korean language teaching in India has about a forty-year history, but Indian scholars have not yet fully succeeded in making average Indians understand the strength and resilience of Korean culture through their works of research or translation. Korea is still an exotic land for a large majority of Indians. Indians know about the legend of Heo Hwang-ok in its romanticized form, and some Indians may also have read Korean literary works that won such prestigious prizes as the Booker Award and may have seen some Korean movies, but Korea is still located at the fringe of their consciousness. The North-eastern states of India are obviously an exception where Hallyu exists in a robust form.

Ingels L. (2020) explores the perceptions of Swedish millennial women towards Korean beauty products and how the origin of the products influences their purchasing intent. Following analysis of the codes and categorization into themes such as Made in Korea, Image, Quality, and Effect, it was evident that image and quality were the primary factors influencing consumer perceptions. The "Made in Korea" label was directly impacting buying decisions. Korea's reputation for cognitive abilities was robust, leading consumers to view it as their top choice for buying beauty products. The perceived product quality from Korea further validated the importance of country-of-origin. Furthermore, consumers who were well-exposed to the Korean Wave exhibited positive attitudes and purchasing behaviour towards K-beauty products. Consumers preferred Korea due to the association of good quality with the country, making quality a crucial factor in their decision-making process.

Lim Li Chen, from Asia Pacific University Kuala Lumpur, conducted a study revealing that L&P Cosmetics a leading South Korean company famous for their high-quality facial masks under the brand name Mediheal. It was created with the aim of revitalizing the local economy. CEO Kwon Oh Sub

created a popular new trend by meeting the beauty needs of the Korean market. The brand dominated the South Korean, Indian, and Chinese markets by creating a specialized line of complementary products for Korean Beauty Steps. Therefore, drawing inspiration from Mediheal's unique approach in the industry, an analysis was conducted on the business model as well as the motivating factors and distinctive features of the Unicorn Company. L&P Cosmetics has successfully distinguished themselves by creating a product that meets specific consumer needs (Mediheal, 2018), attracting a range of customers who, based on the product's pricing, do not prioritize price. The presence of "premium" branding in the product line is a sign that the brand is implementing a differentiation strategy.

Mediheal succeeded in both domestic and neighbouring markets. Having a rich history in Korea, the company has achieved rapid growth by utilizing a mix of innovative product research and development, robust management practices, and strategic sales distribution methods. By enhancing a typical sheet mask, the company created their own special distribution channel and captured the biggest market in China.

Interestingly, **Nolan** (2013) describes that many patients visit the plastic surgery clinics with photos of celebrities, asking surgeons to imitate American noses or eyes. Plastic surgery is a booming business in Korea due to the demand of the service from both national and transnational clients. Lah (2011) reported that plastic surgery are demanded to appear westernize look ranging from their small eyes to look bigger, to reshape their low profile nose to nicer nose to the facial contouring. The surgery is done not only following their conscious mind but also by other external forces. For example, in Korea, a young daughter, although she didn't ask for the surgery, was made to perform the surgery by her mother as the mother thinks she will be prettier. According to Dr Kim Byung-gun, head of Seoul, South Korea's biggest plastic surgery clinic, BK DongYang, his patients' want some westernised like Americans nice faces rather than their Asian faces. The idea of beauty is more westernized recently. Dr Kim's patients composed of about 30% from the international and the remaining 70 percent are from South Korea.

Moreover, Nolan (2013) wrote that at present the South Koreans have more plastic surgery than in any other country particularly among 19 to 49 year old people. In 2011 the International Society of Aesthetic Plastic Surgeons reported that 15 million people across the globe turned to plastic surgery to enhance their facial looks

DETAIL WORK:

1) **FOOD:**

The relationship among Korean Wave Cultural Contents consumption of Korean food, Korean products, and Learning of the Korean language. The survey targeted non-Koreans who were either interested in or experienced Korean Wave Cultural Contents

According to Volza's India Import data, there were **43.3K** Korean food import shipments in India, brought in by 1,331 India Importers from 44 Suppliers.

India brings in the majority of its Korean cuisine from South Korea, China, and North Korea, making it the top importer of Korean food globally.

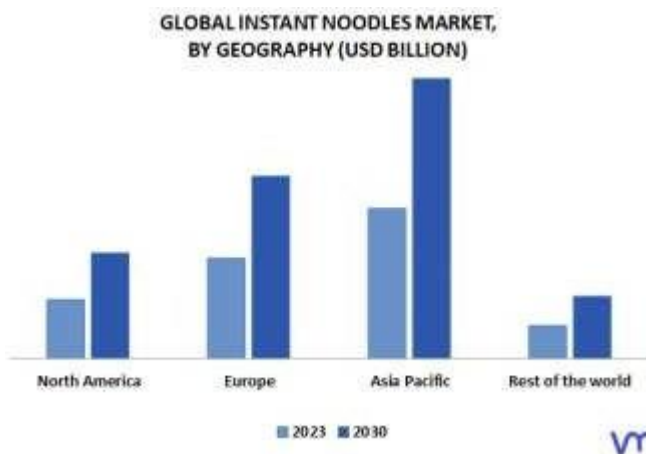
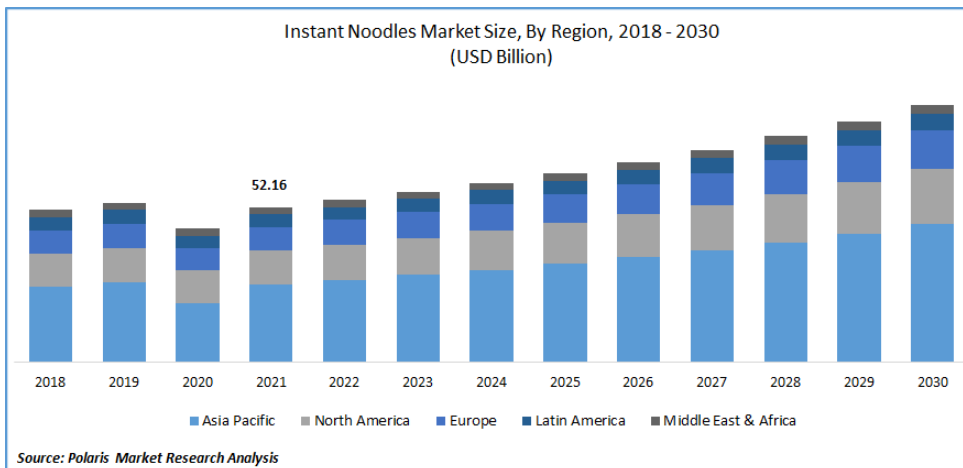
India is the largest importer of Korean food with 43,317 shipments, followed by Vietnam with 4,549 shipments, and the United States in the third spot with 2,974 shipments.

As per The Economic Times, India's purchase of South Korean ramen or instant noodles surged from Rs. 10.44 crore in FY20 to Rs .30.63 crore in FY21, showing a more than 150 per cent growth. The increase is largely fuelled by Indian consumers wanting to try out Korean cuisine at home, rather than before when imports were driven by the large Korean community in India. Indian customers are also targeted by domestic companies distributing Korean products in India during this rally. According to Udit Jain from Rama Vision Ltd, a distributor of Nongshim Co Ltd, the biggest South Korean snacks company, some products were stopped in 2014 because of low demand and the Maggi scandal. However, these products are now gaining attention despite the pandemic. Other companies are also looking at the Korean food trends in order to take advantage of their popularity, and are considering launching Korean snacks, such as Indo Nissin, which is the Indian branch of a Japanese company known for selling Top Ramen noodles.

Korean noodles can be readily found on various online shopping websites. Bengaluru and Gurugram have seen the emergence of restaurants that focus on serving Korean cuisine. High-quality Korean items have also caught the attention of customers and can be purchased online or at grocery store chains such as Food hall and Nature's Basket.

According to Euro monitor, the market for Korean packaged food was valued around Rs 18,000 crore in 2020 and is expected to grow about 16 per cent this year. Industry experts predict that Korean food items will be big in the coming five years.

The statistical data released by Polaris Market Research Analysis predicts a growth in the instant noodle market by 2030, with Asia Pacific expected to account for at least 60% of consumption.



Due to the increasing popularity of instant noodles and instant food from countries like Korea, many teenagers are less interested in traditional Indian cuisine and are inclined to not explore their own culinary heritage.

2) **K-BEAUTY:**

Korean beauty, often referred to as K-beauty, is characterized by its emphasis on flawless, radiant skin and minimalistic makeup. In India, the influence of K-beauty began with the advent of Korean dramas and K-pop music, which garnered a massive fan following. As Indian audiences became fascinated with the beauty looks of their favourite Korean stars, the demand for K-beauty products soared. One of the key elements of K-beauty that has influenced Indian beauty standards is the pursuit of "glass skin" or dewy, luminous complexion. In contrast to the Western emphasis on matte finishes, this shift in preference has led to a surge in the popularity of hydrating serums, essences, and sheet masks in the Indian skincare market.

Glass skin is no longer a beauty trend but a beauty standard. Like all beauty standards, glass skin is a physical impossibility and as such, the path to Windexed perfection is paved with products that always need to be repurchased. It's unending. It's addictive. It burrows into the brain. It inspires that specific kind of obsession that comes with coveting the unattainable," writes Jessica De Fino, a beauty reporter specializing in skincare. K-beauty is not good for Indian skin — it has too many steps [that] can actually cause irritation and also a lot of acne. Our skin is oilier, deals with more pollution, and our weather conditions are different than Korea. We cannot handle so many steps," explains Dr. Kiran Lohia, a Delhi-based dermatologist.

South Korean cultural content in India, 53.7 percent of the respondents stated that Korean beauty was popular in their country. This was a slight increase compared to the previous year at 49.5 percent. K-beauty has continued to gather popularity in India over the last few years, without showing a sign of decrease in interest.

Korean beauty has made a huge impact globally, and India has been embracing the Korean trend for ten years. Only recently have we seen a significant increase in Korean skincare popularity, with the demand for K-beauty in India steadily growing. If you were to ask someone to name a Korean beauty brand or skincare product, they would easily provide you with all the details about it. Yes, that is the extent of everyone's excitement over it. Yes, we attribute it entirely to the Hallyu Effect, but definitely in a positive manner. Hallyu is a term of Chinese origin which, when translated, means "Korean Wave" literally. It is a term used to describe the impressive expansion of Korean culture and popular culture, which includes music, movies, dramas, online games, and Korean cuisine. From BB creams to facial masks made of fabric

A study written by Young-Seاون Park on Does the Rise of the Korean Wave Lead to Cosmetics Export?

The rapid expansion of the Korean cosmetics industry is attributed to the growing focus on health among the population and the rising investments in cosmetic manufacturing. As per the information provided by the Korea Health Industry Development Institute (KHIDI), the production value of cosmetics in Korea increased from 4049 million dollars in 2009 to 7280 million dollars in 2013, showing a yearly growth rate of 16.0%, which was much higher than the average GDP growth rate of 3.2% during the same time frame. Despite the financial crisis negatively impacting many industries in 2009, the Korean cosmetics market experienced a significant growth of 11.8% during the same year.

The major export destinations of Korean cosmetics are Asian countries such as China, Hong Kong, Japan, Taiwan and South East Asian countries. The top 10 export destination countries occupy 90% of the total Korean cosmetics export and among them only The United States and The Russian Federation are not Asian countries. Among the South East Asian countries Thailand, Singapore, India, and Malaysia are included in the top 10 export destinations. There might be several explanations why Korean cosmetics are highly preferred among Asian people rather than people in the other part of the world. Firstly, Korean companies' efforts on satisfying domestic consumers paid off not only in the domestic market but also in the overseas market. Korean women are very conscious of the skin care and so the majority of the product development of cosmetics companies thereby focuses on skin care products, the ten step skin routine

3) **LANGUAGE:**

The early stage of Hallyu starting in 1997 was based on television dramas and films circulated within Asia, the recent Korean Wave beginning in the late 2000's has expanded towards fans in North America, Europe, Latin America, the Middle East, and Africa. Particularly notable are K-pop idols, webtoons, manga's and digital games that have attracted many Westerners in their teens and twenties, encompassing powerful consumers and users for Korea's local popular culture. This is a phenomenon barely presented in the first stage of Hallyu, which targeted Asia as its largest market (Jin 2016; Lee and Yi 2020). The global circulation and consumption of Hanguk has been particularly influenced by the use of social media by youth all over the world. Via social media and digital platforms such as smartphones, young fans encounter and engage with the cultural content developed in Korea; no longer are these experiences limited to the television or living room. The social media-saturated aspect of Hallyu has thus become a symbol of the contra-flow of locally produced popular culture towards global markets. As the surge of local popular music (K-pop) and the webtoon goes to show, powerful storytelling plays a vital role in developing local culture and augmenting the global popularity of Korean cultural content. As McLaren and Jin (2020) point out in this special issue, BTS's promotion on the world stage is made possible in part by their effective integration of storytelling in the creation of their music.

Duolingo language learning app states that Korean, the **second fastest** growing language in the world, is ranked worldwide at #7 for most popular language to study. In 2019, Korean was already the most popular language in one country (Brunei), and this year Korean's popularity has boosted it to #1 in Bhutan, Malaysia, and the Philippines, in addition to Brunei. The largest number of Korean learners can be found

in the U.S., China, India, the Philippines, and Indonesia. The impressive growth in Korean learners around the world can be attributed to similarly rapid growth in worldwide interest in Korean culture and media, including K-pop, drama series, and movies. In 2023, Korean overtook Italian in the global language ranking, bringing it to #6. Korean ranks among the top 10 languages studied in some of the biggest countries around the world, including India, where it has grown 75% year-over-year.

Specifically, Indians between the ages of 17 and 25 were also responsible for the rise of Korean learning in the country. The report revealed that Korean has become one of the most popular languages to learn in India ranking at number 5 on the charts of the most popular languages on Duolingo. It is also the fastest growing language in the country.

The report states this rise in Korean's popularity can be attributed partly to the release of Squid Games and also the country's growing affinity for Korean entertainment and K-Pop. According to a survey conducted by Duolingo, 56 per cent of the respondents said that were influenced by pop culture (like movies, OTT shows, web series, etc.) to learn a new language. It is now a known fact that there is a strong interest among people to learn Hangul, primarily influenced by Korean culture. Despite not being fully proficient in their native language, many teenagers opt to learn Korean instead. This highlights the prevalence of k culture in India.

4) TOURISM:

The influence of the Korean Wave on international fans is something that cannot be ignored. But has this influence impacted the country's outbound or inbound tourism? Some scholars argue that in 1962, South Korea was viewed as an unfavourable tourist destination. This was due to student riots and perceptions of political instability, further enhanced by overseas news media reports that showcased only the ongoing tensions between North and South Korea. However, this changed after the 1988 Seoul Olympics which allowed a larger audience to witness Korea differently. Tourism increased but the government did not fully recognise its potential until after further economic growth following co-hosting the 2002 soccer World Cup with Japan.

Since the late 1990's, Hallyu tourism has trended across the globe and attracted more and more foreign fans to visit Korea. 'Hallyu tourism' refers to those foreigners who visit Hallyu tourist attractions due to the influence of this Korean wave. The cultural influences brought by the Korean Wave have proven to be an essential component of South Korean tourism. The wave brought Hallyu stars, which include Korean actors, pop stars, and athletes, to a world platform, and their popularity became an effective

and profitable method to attract tourists. According to Martin Roll, the Hallyu effect has been tremendous, contributing to 0.2 percent of Korea's GDP in 2004, amounting to approximately USD 1.87 billion. In 2019, Hallyu had an estimated USD 12.3 billion boost to the Korean economy.

The Government's Involvement:

The Republic of Korea became a sought-after tourist destination both regionally and internationally since the Korean Wave started being used by the Korean government to increase its tourism efforts. The promotion of Korean stars by the government through various campaigns led to an increased desire to travel to Korea and increased attention to Korean culture. Whether it is South-east Asia or the world, the concept of the Korean Wave has increased the cultural exportation of the brand 'Korea' and increased the influx of tourists to Korea. Hallyu's power to attract can be seen not only in Southeast Asia but across the world as well. It has led to K-pop/K-drama-based tours that take die-hard fans to the best K-pop/K-drama locations around the country. The Korean government, through its Ministry of Culture, Sports, and Tourism (MCST) has used the Korean Wave to not just increase tourism to South Korea but also to encourage the purchase of Korean cultural products, as well as national goods like Samsung and LG electronics. All of it leads to increased GDP.

K-pop Or K-drama Locations:

Various universities in South Korea were assigned to produce the next generation of directors, producers, and actors. Film studios were actively promoted by the government and additionally, budgets were allocated to creating agencies (Hallyu agencies under the umbrella of South Korea's Ministry of Culture, Sports and Tourism) that primarily focused on promoting tourism based on Korean culture and K-Drama locations such as movie sets and television sets as tourist destinations.

In 2019, South Korea accounted for a total of 17,502,623 international visitors due to the Hallyu Wave, a 14 percent increase as compared to 2018, and a tourism expenditure of US\$28,855,400,000 was made during this year – an impact of Hallyu Wave. East Asia and the Pacific countries still make up for 83.1 percent of tourists visiting South Korea

5) MEDIA CONSUMPTION:

Today's teens are all about Korean dramas. Korean Drama is a popular pastime for teenagers. Teenagers' busy lives, including many classes and mountains of homework, can make them feel drained and uninspired, so they try to relieve boredom by watching movies when they have free time.

Many young people see “Korean dramas “not for no reason but to spend the duration and avoid boredom, but for some people, watching dramas is a daily ritual. Teenagers who spend too much time absorbed in Korean dramas risk losing touch with their peers and with society at large. Indeed, a large number of students choose entertainment over study.

The selection of the review Journal entitled” The Influence of Korean Drama impressions on adolescents” was motivated by the fact that Korean dramas are very popular among Korean drama fans, have an interesting plot, and make the audience feel the emotions depicted on the screen. In addition to the stunning cinematography and storyline, especially the ending, fans of Korean dramas often cite the quality of the actors as the main reason for the genre's widespread popularity, improved the ability of reviewers to make meaningful comments. Comments in scientific journals. The question then becomes what effect it has on the lives of students who spend a lot of time watching Korean dramas rather than focusing on their studies. When she chooses to postpone schoolwork and avoid her responsibilities to watch the next episode of one of these Korean movies or dramas, it's natural to wonder what effect it has on her academic performance.

RESEARCH METHODOLOGY:

The research paper methodology relies on a quantitative survey method. The methodology used for the research comprised. Google Forms questionnaire was sent out to a group of young individuals in Hyderabad, Bengaluru, Pune to gather information on impact of the Korean Wave on their behaviour and attitudes toward Korean culture.

The layout of the study utilized is a descriptive design to examine the present impact of the Korean Wave on young people. The study involved 60 participants, aged between 16-25. The analysis of the survey involved the use of descriptive statistics such as mean, standard deviation, and frequency. Results from the research indicated that the Korean Wave had a notable influence on people's actions and attitudes. The youth in Hyderabad, Bengaluru and Pune shows a growing fascination with Korean culture, language, music, and fashion, choices about how we live our lives. The research approach offers valuable information on the influence of the Korean Wave on Young people can serve as a point of reference for future research in the area.

RESULTS AND DISCUSSION:

Age

60 responses

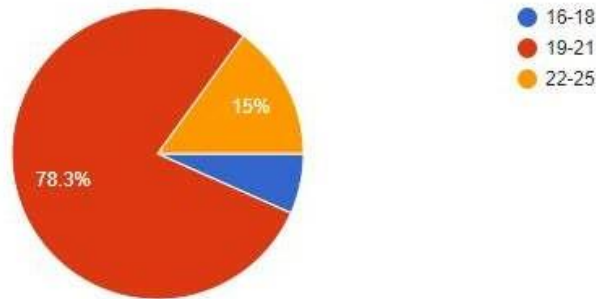


Figure 1: The study has a sample size of 60 respondents from diverse age groups ranging from 16-25 years. The majority of the sample is between 19-21 years old (78.3%), 16-18 years old has the lowest representation (6.7%).

Did you ever purchase products that are manufactured in South Korea?

60 responses

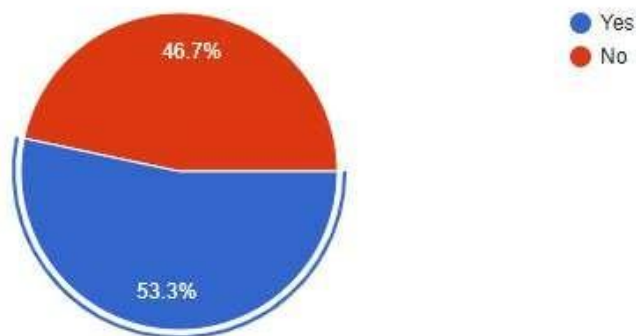


Figure 2: Buying of Items 53.3% have bought items made in South Korea. 46.7% have yet to make any purchases.

If yes, what influenced you?



46 responses

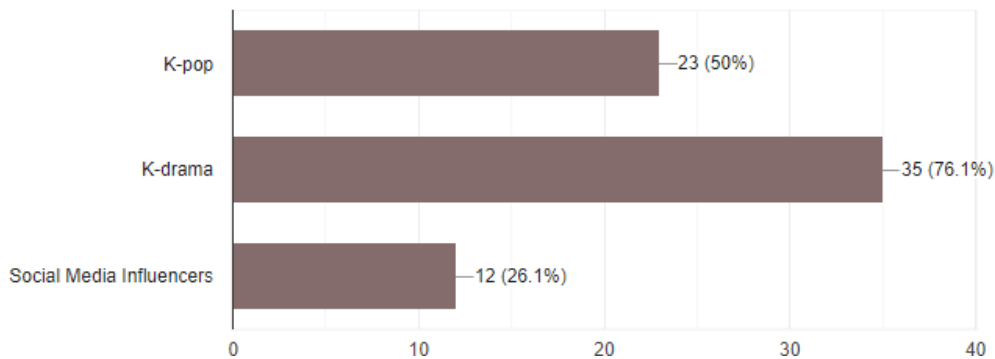


Figure 3:

46 out of a total of 60 respondents are swayed by the Hallyu trend. Of the 60 participants, 46 were impacted. The highest percentage, at 76.1%, said they were influenced by k drama to buy products. K-Pop influenced 50% of the buyers to purchase products which were manufactured from Korea.

Is your style inspired by K fashion?

60 responses

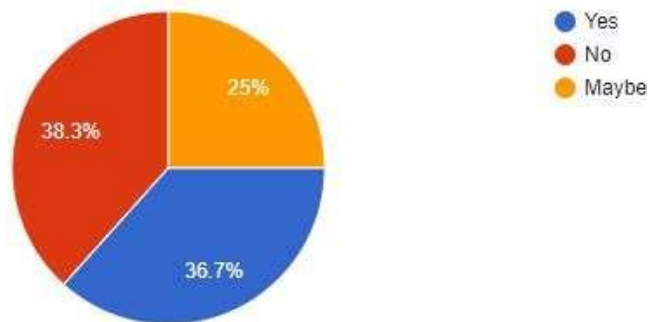


Figure 4:

38.3% of respondents claim that k fashion does not affect them. 36.7% say that their fashion has been inspired by Korean fashion.

On an average how much time do you spend in a day on watching K content (such as K-drama, K-pop)?

60 responses

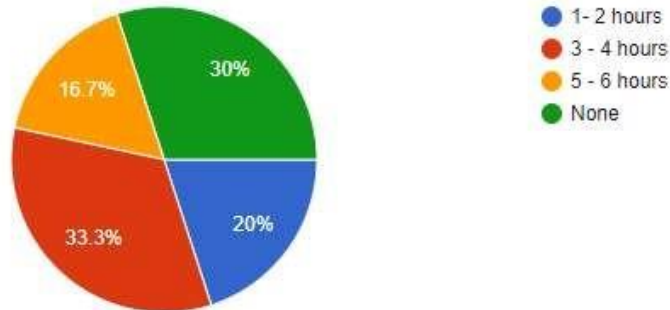


Figure 5:

33.3% of participants watch content for 3-4 hours daily, while 16.7% watch for 5-6 hours. However, 30% of people do not devote any effort to exploring the content.

Have you ever been to South Korea?

60 responses

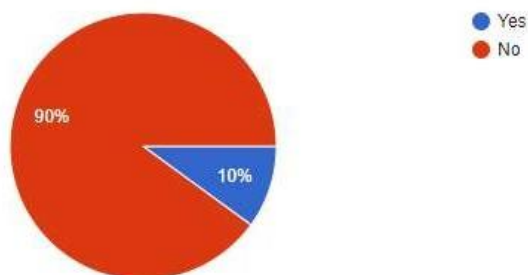


Figure 6:

Out of 60 respondents 90% have not been to South Korea, only 10% (6 members) have been to South Korea.

If you would like to visit ,what would be your inspiration?

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60 responses

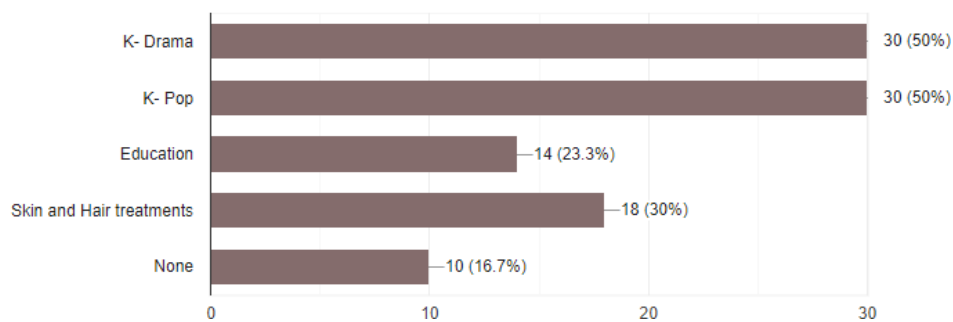
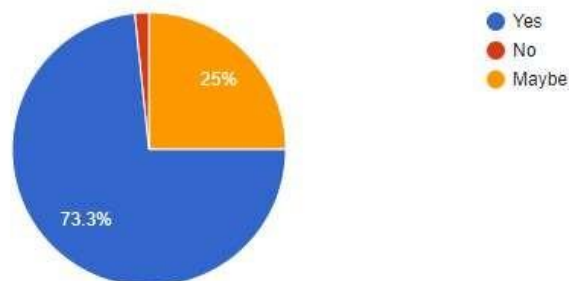


Figure 7:

In the previous survey, 90% of participants expressed interest in traveling to South Korea. Within this group, 50% cited K drama and K pop as their motivation for wanting to visit. 30% of the individuals

Have you ever felt that K culture is having huge impact on our culture , especially on teens?

60 responses



desired to visit in order to receive Skin and Hair treatments.

Figure 8:

73.3% respondents felt k culture is having a huge impact on our (Indian) culture especially on teens.

25% respondents was felt it might or might not be having a culture dominance.

According to the research results, a majority of the younger population in India (53.3%) has been impacted by the Korean Wave, particularly through exposure to K-pop, K-dramas, and K-beauty, leading them to buy related products. The study discovered that the Korean Wave has led to a change in the lifestyle and behavior of young people in Hyderabad, Bangalore, and Pune. The respondents

have shown that they have developed a curiosity about Korean culture. The findings show that the Korean Wave has caused notable shifts in the actions and way of life of young people. Young people have fully embraced the growing popularity of Korean pop culture, which encompasses K-pop, K-dramas, and K-beauty. The trend of K-beauty is growing in India, with many young people using Korean beauty products to enhance their skin and hair. The fashion sense of young people has been influenced by K-pop, with many adopting the stylish and attractive K-pop look. Some participants shared that they spend a couple of hours consuming Korean media

CONCLUSION:

The research findings suggest that a rise in the consumption of K-pop and K-dramas has influenced the Indian youth to embrace Korean culture in different ways. There has been a rise in the importation of food items from Korea. The effort to attain Korean glass skin is in vain as it is not suitable for the majority of Indian skin types. The increasing number of individuals studying Hangul has led India to become one of the top countries for learning about it. Today's youth show the impact of k- drama and k- pop on fashion, food choices, and beauty trends. Today's generation's lifestyle clearly shows the impact of K-wave.

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