




# The Impact of Hallyu (Korean Wave) on Indian Youth's Intention to Visit South Korea

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**Abstract.** The Hallyu (Korean Wave) phenomenon has gained significant popularity among the younger demographic on a global scale. The primary objective of this research is to investigate the impact of the Hallyu phenomena on how young people in India perceive Korea as a potential tourist destination. A survey was conducted where data from 153 young participants, consisting of both university and high school students were collected. Data collection was conducted using an online questionnaire utilizing a simple random sampling technique. The study examined the six components of the Hallyu, namely Korean drama, Korean music albums, Korean movies, Korean fashion products and cosmetics, Korean food, and Korean games. The data reveals that Korean Music Albums are consumed at the highest rate among the six elements, with Korean dramas being the second most consumed by the Indian youth. Researcher has used correlation and regression analysis to find the association and relationship between the Korean elements and the visit intention of the Indian youth. All the elements of the Hallyu exhibited a positive correlation, except for Korean Games. The data indicates a strong correlation between Korean Food and the inclination to travel to South Korea. The Korea Tourism Organisation may prioritize the marketing of Korean cuisine as a prominent component while promoting South Korea as a travel destination towards India.

**Keywords:** *Hallyu, Korean wave elements, Indian Youth, Intent to visit South Korea, Korea Tourism*

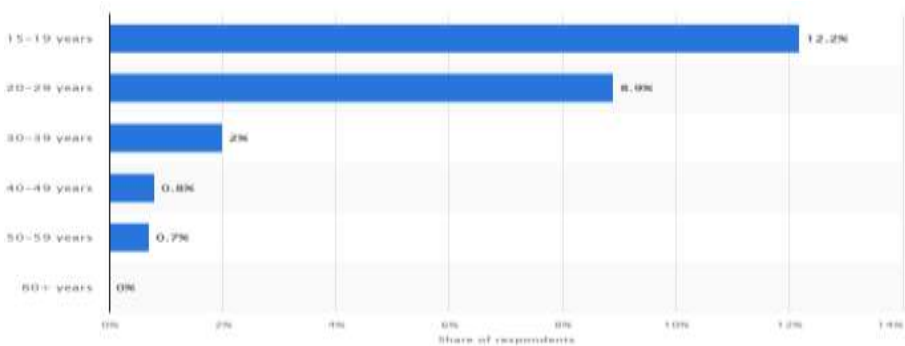
## 1 Introduction

The impressive advancement of South Korea's economic growth, which resulted in its transformation from one of the most impoverished countries in the 1950s to becoming the 12th largest global economy in terms of gross domestic product, is noteworthy. Currently, South Korea holds membership in several prominent international organizations, including the Organisation for Economic Cooperation and Development (OECD), and the Paris Club and the Group of Twenty (G20) [5]. South Korea has emerged as a prominent economic force, demonstrating significant prowess in various sectors such as electronics, telecommunications, shipbuilding, automobiles, chemicals, and steel. Adding to the portfolio is the emergence of the Korean Wave, widely recognised as Hallyu.

The phrase Hallyu, which originates from the Chinese letters 'Han' meaning Korea and 'Ru' meaning Wave, encapsulates a cultural phenomenon. The term "Korean wave" refers to the dissemination of South Korean popular culture, encompassing various forms such as movies, TV shows, computer games, and K Pop songs, across Asia and other regions. This tendency further reinforces Korea's growing reputation as a prominent Asian center for cultural industries [11]. In 2012, the Korea Tourism Organization defined the Korean Wave (Hallyu) as the widespread popularity of Korean popular culture outside of Korea. The cultural phenomena referred to as Hallyu may be divided into two clearly defined phases: Hallyu 1.0 took place from the 1990s until 2007, while Hallyu 2.0 has been ongoing since 2007. The term "second wave of Hallyu" encompasses a diverse range which extends beyond Korean pop culture and includes digital games, cosmetics, and plastic surgery, among other things [9]. South Korea is among the nations that have set a distinct objective of attaining global leadership in the exportation of popular culture [17]. The endeavour serves as a means for Korea to enhance its "soft power," a concept denoting the intangible influence a nation exerts through its reputation and appeal, rather than through coercive means.

The phenomenon known as the Korean Wave is permeating various sectors, resulting in the proliferation of the Korean Wave effect. The Korean Wave directly influences various industries such as cosmetics, beauty, fashion, tourism, and medical tourism. Style and fashion products that are associated with Hallyu stars are being marketed and sold in Asia, particularly in regions where the Hallyu phenomenon holds significant influence, such as China and Southeast Asia. India recognized and started to appreciate Korean Wave a decade later as compared to other Asian countries like Japan, China, Vietnam, Philippines, etc. The northeastern regions of India, particularly Manipur, serve as the focal point for the penetration and deep admiration of Korea's Hallyu culture in India. The region witnessed the imposition of a ban on various forms of Indian entertainment, such as Hindi soap operas, television channels, and bollywood films, by the separatist group referred to as the Revolutionary People's Front which subsequently led to the widespread embrace of South Korean dramas and music among the populace. Presently, even after the relaxation of the ban that occurred several years ago, Hallyu (Korean wave), continues to maintain a strong presence within north-eastern society. Furthermore, the convergence of physical attributes, culinary practices, and fashion preferences has contributed to the growing affinity between the seven sisters and the K-Pop phenomenon [18]. The introduction of K-Pop to the rest of India likely occurred through the emergence of the popular song "Gangnam Style," released by PSY in 2012. Gangnam Style, with its unprecedented achievement in YouTube viewership and rapid acquisition of widespread popularity, served as a catalyst for subsequent endeavours by K-Pop groups to expand their presence in the global arena [20]. Now in India, there exists a significant fan base for musical groups such as BTS, Black Pink, Girls Generation, EXO, Twice, and SHINee. The expansion of Korean wave is not limited to K-Pop videos and Korean dramas but has led to interest of the youth in Korean beauty brands, cosmetics, fashion, Korean food, games, animation etc [1]. According to a survey performed by the Korean government, about 92% of Indian respondents saw K-pop as the most favorable introduction to Korea and its culture. As mentioned in Korea Economic Institute report of the year 2020, there was a notable increase of approximately 36% in the influx of Indian tourists visiting South Korea from December 2017 to December 2019. According to the 2021 Statista research, 12.2% of visitors visiting South Korea

for Korean Wave experiences were between the ages of 15 and 19, while 8.9% were between the ages of 20 and 29.



**Figure 1:** Share of Korean tourists visiting for Korean Wave as per their Age.

**Source:** Statista Report, 2021

In light of the rising popularity of the Korean Wave among young individuals and their growing excitement, the researcher aims to examine the impact of the Korean Wave on the perception of Korea as a viable and favoured tourist destination among Indian youth.

## 2.Literature Review

Based on the most recent Economic Impact Report (EIR) by WTTC, the tourist sector is projected to experience a more rapid growth rate compared to the overall economy in the coming decade [22]. The analysis predicts that South Korea's Travel & Tourism sector would have a 4.8% average annual increase in GDP between 2022 and 2032, outperforming the country's overall economic growth rate of 1.8%. As a result, the tourism sector will now contribute almost 4.6% of the entire GDP. Based on the forecast by the worldwide tourist organization, South Korea's GDP in 2023 is projected to reach around \$83.4 trillion, which is only a slight 4.7% decrease compared to the levels before the outbreak [21]. Undoubtedly, Hallyu has played a significant role in the expansion of the Korea Tourism Industry. Researchers have conducted several research on the impact of Hallyu on the tourism industry in Korea. Studies on individual nations have also been conducted to determine how the Korean Wave has affected people's perceptions of South Korea.

### 2.1 Korean Wave and its impact on Tourism

Numerous research suggest that Korean wave affects South Korea's image. A study examined how Korean pop culture affects Hong Kong citizen views of Korea as a tourism destination and found out that approximately 72% of the participants

indicated that their perception of Korea underwent a positive transformation subsequent to their exposure to Korean popular culture. Approximately 72%, 64%, and 69% of the participants expressed a favorable change in their perception subsequent to their exposure to television dramas/movies, popular music, and Korean cuisine, respectively. The findings present compelling evidence regarding the beneficial impacts of Korean popular culture, particularly its televised content, within the context of Hong Kong [12]. A study was done on the Japanese tourists visiting Korea to analyse the influence of the Korean television drama series "Winter Sonata". The findings of this study suggest that the transformation of a tourism destination's image can be attributed to the influence of television dramas. The individuals included in this research who were aged 40 and above exhibited a preference for Korean TV drama series and displayed a heightened inclination to engage in Hallyu tourism. Furthermore, the attitude of older Japanese individuals towards Korea underwent a more positive transformation as a result of exposure to Korean television dramas. In relation to the contemporary tourism preferences exhibited by young Japanese individuals visiting Korea, there is a noticeable inclination towards engaging in various activities, such as actively participating in fan clubs or associations, attending live concerts, and procuring merchandise associated with music [10]. This finding suggests that individuals belonging to younger age groups exhibit a higher propensity for favouring tourism programs that involve more active engagement [13]. A study was also carried out with the purpose of determining the factors that influence the propensity of Vietnamese nationals to travel to Korea. The findings of the study demonstrated that there is a direct correlation between the amount of investment made by Korean filmmakers in various factors, such as topics, actors, music, backgrounds, culture, tradition, and humanistic content, and the likelihood that Vietnamese tourists will express a desire to visit to Korea. In the course of the research, it was discovered that there is a clear connection between the variables of "perception changes regarding the image of the Korean country" and "frequency of watching Korean films" and the intention to travel to Korea. Furthermore, the empirical research revealed that a variety of factors, such as the movie's subject matter, actors, music, and scenery, as well as culture and tradition, had a significant influence on the amount of times that people watched the movie and how their perceptions of the country changed [8]. Another study investigates the motivations behind Singaporean women's visits to Korea, who are enthusiastic consumers of Korean TV dramas. It explores the role of emotions and experiences derived from watching these dramas in driving viewers' desire to travel to Korea. The study revealed that there was no direct correlation between visiting Korea and developing an interest in Korean TV dramas. However, individuals who had a positive experience during their visit to Korea were more inclined to exhibit an interest in Korean TV dramas upon their return to their home country. The participants expressed an affinity for natural landscapes as settings for television dramas, as opposed to artificial film sets. In light of this, the author advises against excessive commercialization and artificiality in the presentation of filming locations [4]. Another study was conducted to investigate the variables influencing Peruvians' inclination for K-pop, how they view Korea's image in general as a result of consuming K-pop, and whether or not

they are interested in traveling to Korea. The results suggested that many factors associated with artists and songs had a favorable influence on the national image of Korea. However, the results suggest that K-pop has a predominantly favorable effect on how Peruvians perceive Korean culture. Nonetheless, it does not immediately affect their inclination to visit Korea. It is too premature to make firm judgments regarding how K-pop will directly improve the perception of Korea abroad and increase travel there. The effectiveness of Korean pop culture in Latin America and Korea may be influenced by geographical and cultural disparities between these regions [3]. Another study attempts to provide a thorough examination of Hallyu tourism, which includes film tourism, tourism influenced by celebrities, food tourism, and cultural tourism. The objective is to offer a full comprehension of the different aspects of Hallyu tourism. The research paper provides empirical evidence that demonstrates the positive impact of Hallyu's growth, as measured by the exports of the content business, on the total number of inbound tourists, particularly those from Asia that visit Korea. The extensive expansion of Hallyu can be attributed to the aggressive engagement of the Korean government in leveraging Hallyu as a means to advance Korean interests on the global stage [15]. A separate study investigating the influence of Hallyu on tourism in Korea revealed a noteworthy correlation between the Korean Wave, GDP, exchange rate, and tourism demand. The researchers conducted an analysis on the influence of the Korean Wave, CPI, GDP and exchange rate on the increase of international tourists from United States, Japan, China and Hong Kong visiting Korea. The quantity of Hallyu-related content that is sent to each of the four countries is used as a measure of the Korean wave. The United States, China, Japan, and Hong Kong account for almost 70% of all overseas tourists to Korea [2]. The information mentioned earlier clearly and indisputably shows that the Korean Wave has a positive impact on people's impressions of Korea, resulting in a majority of them expressing an interest to come to the country.

## **2.2 Korean Wave in India**

India has demonstrated a strong fondness for the Hallyu wave. This phenomenon is evident in the multitude of fan communities, events, gatherings, and discussions that revolve around the Korean Wave. The forerunners of this phenomenon were films and dramas; however, the Korean entertainment sector has since expanded and offered a wide range of audio-visual content. The growing accessibility of Korean entertainment to Indian customers has led to the rise in prevalence of the Hallyu wave among Indian audiences [6].

The phenomenon of Hallyu made its way into India via the Northeast region. In 2000, a proclamation was issued by the Revolutionary Peoples Front (RPF) prohibiting the screening of Hindi movies and the transmission of Hindi-language shows on satellite television in Manipur [23]. Subsequently, there was a notable surge in the expansion of a regional digital film "sector" and the appearance of illicit optical discs carrying content from Asia, namely South Korean films and television programmes. In regions like Mizoram, Nagaland, Arunachal Pradesh, and Sikkim, where Hindi films were not prohibited, the Korean Wave gained popularity, particularly among the youth, because of the availability of local cable television and

illegally copied VCDs and DVDs [14]. Reimeingam's in the study mentions that despite the notable cultural disparities between Manipur and Korea, there is a distinct inclination towards the proliferation of Korean culture in Manipur. This preference is mainly driven by the extensive consumption of Korean media in the region. The promotion of Korean culture has resulted in a thriving industry that has increased the export of Korean cultural products, including the film industry, TV programs, music, and plastic surgery. This has had an advantageous influence on the Korean economy and has also helped to the improvement of international ties [19].

The Korean Wave took its time to spread all over India. The prevalence of K-Dramas subsequently expanded. According to a feature published in the Hindustan Times in October 2017, Orlinda Fernandes, the president of the India-Korea Friends Mumbai, recalled that prior to the release of the famous drama 'Descendants of the Sun', Korean dramas were already being broadcasted on Indian television. Specifically, Reliance Big TV had provided its subscribers with access to KBS World, a South Korean channel, during the period of 2009-2010. In the year 2014, Puthuyugam TV, a Tamil television channel, commenced broadcasting a K-serial block consisting of Korean dramas that had been dubbed into the Tamil language. The channel has shown a number of hugely popular Korean romantic dramas. Based on research conducted by the Korean Cultural Centre, Delhi, the viewership ratings for Descendants of the Sun reached a significant figure of 55,920,000 [18]. Undoubtedly, K-Dramas have established a lasting presence.

When it comes to Korean music, it was with the virality of Psy's Gangnam style that the rest of India got introduced to K pop. Gangnam Style, through its breaking of YouTube records and swift growth served as a catalyst for subsequent endeavors by K-Pop groups to expand their presence in the global arena. In India, certain musical groups such as Girls Generation, EXO, Twice, Blackpink and SHINee gained significant fan bases. However, the emergence in the realm of international K-Pop, BTS (BangtanSonyeondan), appears to have gained substantial attention and popularity. In India, there are various platforms for fans of the popular South Korean boy band BTS, who are commonly referred to as the 'ARMY'. Within this group, members engage in discussions pertaining to various aspects of BTS and their associated content. The internet's availability and accessibility have expanded the industry's reach, attracted a larger audience and created a larger fan base. The genre of K-pop is increasingly establishing its presence and gaining substantial recognition within the Indian market. The growing popularity of K-pop in India is demonstrated by the rising number of appearances by smaller groups in the country and the widespread organization of K-pop competitions nationally. K-pop enthusiasts exhibit an elevated level of fandom through various practices. For instance, they engage in fan chants, wherein they vocally express specific chants to demonstrate their unwavering support for the idol groups they deeply admire. Additionally, they utilize custom-made light sticks, which possess distinctive shapes and colors corresponding to each individual band, further exemplifying their dedication to the K-pop community.

As mentioned earlier now Korean Wave is not restricted Korean Dramas, Movies or K-pop songs but has expanded to encompass other realms of Korean

fashion, cosmetics, games, food etc. According to the findings of a survey reported in Hindustan Times, respondents stated that their individual fashion preferences were influenced by Korean content. Specifically, respondents indicated that they drew inspiration from the attire worn by their beloved idols, as well as the outfits showcased in K-dramas. The appeal of fans is not solely limited to their fashion sense. The Korean entertainment industry effectively engages new audiences by showcasing a distinctive aesthetic sensibility in its fashion choices and visually captivating music videos.

The South Korean government has been actively engaging in cultural diplomacy initiatives to enhance the marketing of Korean cultural products. The Korean government is strategically using culture as a means to enhance a nation's brand image and advance its national interests. The goal of the 2012 opening of the Korean Cultural Center (KCC) in New Delhi was to improve India-Korea diplomatic ties. A multitude of Korean language and culture centers, institutes, and fan groups have formed, playing a crucial part in the widespread dissemination of the Korean wave within India. The positive brand image will lead to the interest and intentions of travellers to consider the country as a potential tourist destination.

### **3. Research objectives and hypotheses**

This paper focusses on evaluating the Korean Wave elements like Korean drama, Korean Music, Korean Films, Korean Fashion products and cosmetics, Korean Food, and Korean Games on the perception of Indian Youth's mind and their impact on intention to visit South Korea. The six Korean wave elements were taken as the independent variables whose association and relationship were seen on the intent to visit South Korea as a tourist destination. The objective of the study was to find which variable of Korean elements shows the greatest variation in the intent to visit South Korea. Second was to identify the variable which has the highest degree of association with intent to visit South Korea. And the final objective was to identify the variable that has the greatest rate of change with intent to visit South Korea. To satisfy the objectives, 12 hypotheses were formed.

1. There is no statistically significant relationship between Korean Dramas and intent to visit South Korea
2. There is no statistically significant relationship between Korean Music Albums and intent to visit South Korea
3. There is no statistically significant relationship between Korean Movies and intent to visit South Korea
4. There is no statistically significant relationship between Korean Fashion Products & Cosmetics and intent to visit South Korea
5. There is no statistically significant relationship between Korean Food and intent to visit South Korea
6. There is no statistically significant relationship between Korean Games and intent to visit South Korea
7. There is no correlation between Korean Drama and intent to visit South Korea
8. There is no correlation between Korean Music Albums and intent to visit South Korea
9. There is no correlation between Korean Movies and intent to visit South Korea



10. There is no correlation between Korean Fashion Products & Cosmetics and intent to visit South Korea
11. There is no correlation between Korean Food and intent to visit South Korea
12. There is no correlation between Korean Games and intent to visit South Korea

#### 4. Data Collection and Analyzation

The study focused on the Indian youth population residing within the geographical boundaries of India. The researchers employed a simple random sampling technique to distribute an online questionnaire among students enrolled in selected Indian universities and schools. The online survey was administered during the month of May in the year 2023. A total of 158 responses were collected during the period from the 1st to the 31st of May. Out of these, 153 responses were deemed suitable for statistical analysis using SPSS, while the remaining 5 were excluded due to their incomplete nature.

Demographic information namely gender, age, occupation, and family income were collected. It was observed that female participation was way more than that of males. Female respondents were 85.4% vs. 14.6% males. As the target population was the youth, it was observed that the maximum number of respondents (46.5%) were from the age bracket 15 to 19 years which means students at high school and initial years of under-graduation. Followed by it were from the age bracket 20-24 years which means the students from under-graduation and graduation programs which constituted 43.7% of total respondents. The occupation also shows that the maximum population is of university students which constitutes of 86.1%. Approximately half of them fall under the family income category of 5 lacs-15 lacs, i.e., 41.6% followed by the family income category of less than 5 lacs, which is 36.8%.

**Table 1:** Socio-demographic Characteristics of the respondents

<b>Socio-demographics</b>		
<b>Section</b>	<b>Subsection</b>	<b>Percentage</b>
<b>Gender</b>	Male	14.60%
	Female	85.40%
<b>Age</b>	Less than 15	2.80%
	15-19	46.50%
	20-24	43.70%
	25-29	4.20%
	30 and above	2.80%
<b>Occupation</b>	School Student	9.70%
	University Student	86.10%
	Working	2.10%
	Others	2.10%

Family Income		
	Less than 5 lacs	36.80%
	5 lacs- 15 lac	41.60%
	15 lacs-25 lacs	10.40%
	25 lacs-35 lacs	6.30%
	Above 35 lacs	4.90%

When asked from where the respondents got to know about the KoreanWave-Hallyu, 46.4% said through online sources like youtube, VH1 kpop’d, music channels etc. 27.4% mentioned that they were introduced to Hallyu by their friends. 17.6% said that through their school and university and 5.2% said through family. The remaining 3.2% mentioned as other sources.

A question was asked on how frequently the respondents use these Korean Wave elements in their day-to-day life. The Korean wave elements usage frequency was asked in 6 parameters, every day, weekly, fortnightly, monthly, rarely or not at all. People watching Korean dramas every day were around 37.9%, weekly 26.1%, fortnightly 13%, monthly 14.3%, rarely 7.8%, and 0.65% mentioned not watching Korean dramas at all. For Korean music albums, 52.9% said that they listen to Korean music albums every day, followed by 22.8% weekly, 9.15% rarely, 6.5% monthly, 5.8 % fortnightly, and 2.6% do not hear them at all. For Korean movies, 28.7% mentioned rarely, 23.5% monthly, 20.2% weekly, 14.3% fortnightly, 7.8% every day, 5.2% mentioned not at all. As far as Korean fashion products and cosmetics are concerned, 26.8% mentioned rarely, 20.3% said every day, 15.6% said not at all, 15% mentioned fortnightly, 11.7% weekly, and 10.4% mentioned monthly. For Korean Food, 29.4% said rarely, 16.9% mentioned every day, 11.7% said weekly and 11.7% fortnightly, 13.7% mentioned monthly. For the Korean Games majority that is around 64% mentioned that they do not play Korean games at all or hardly play. 15% said that they play fortnightly, 11.1% mentioned every day, 7.1% mentioned monthly, and 3.2% mentioned weekly.

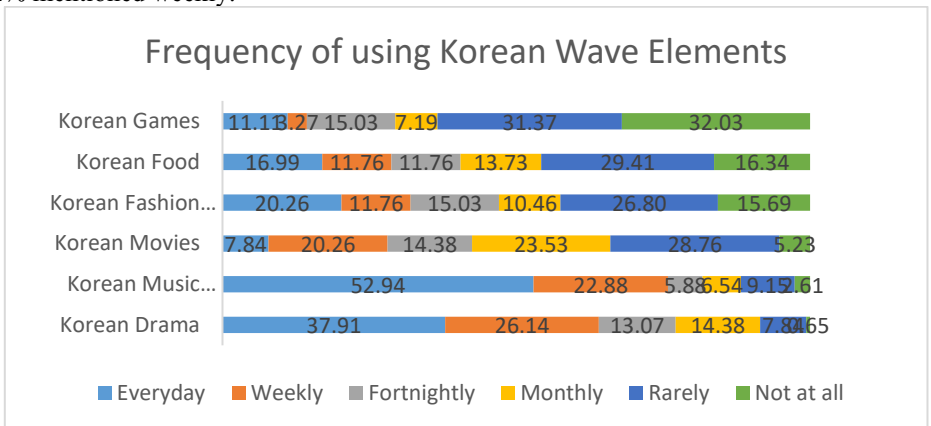


Figure 2: Frequency of using Korean Wave Elements by Respondents

Source: Author

Correlation analysis was first used to quantify the degree to which Korean elements are related to the intent to visit South Korea. By evaluating the correlation coefficient, whether the intent of the visit to Korea changes with the change in Korean elements or not can be found. The correlation coefficient needs to have a value between -1 to 1, with a value of -1 meaning a total negative linear correlation, 0 being no correlation, and + 1 meaning a total positive correlation. The correlation is taken to be significant at 0.05. i.e.  $p < 0.05$ . Korean Drama, Korean Music, Korean Movies, Korean Fashion Products and cosmetics all show low degree of positive correlation with the intent to visit Korea. The R-value of Korean Drama, Korean Music, Korean Movies, Korean Fashion Products and cosmetics are 0.169, 0.274, 0.168 and 0.167 respectively. There is a moderate degree of positive correlation between Korean Food and intent to visit South Korea as the R value is 0.336. There is no connection between visit to South Korea and the Korean Games as the R-value is at 0.082, which is closer to 0.

**Table 2:** Correlation Analysis

<b>Correlation Analysis</b>				
	R	R Square	Adjusted R Square	Std. Error of the Estimate
<b>Korean Drama</b>	.169 <sup>a</sup>	0.029	0.022	0.233
<b>Korean Music</b>	.274 <sup>a</sup>	0.075	0.069	0.228
<b>Korean Movies</b>	.168 <sup>a</sup>	0.028	0.022	0.233
<b>Korean Fashion Products &amp; Cosmetics</b>	.167 <sup>a</sup>	0.028	0.021	0.234
<b>Korean Food</b>	.336 <sup>a</sup>	0.113	0.107	0.223
<b>Korean Games</b>	.082 <sup>a</sup>	0.007	0	0.236

\*. Correlation is significant at the 0.05 level (2-tailed).

The coefficient of determination, R squared shows how well the data fit the regression model (the goodness of fit). It is a statistical measure in a regression model that determines the proportion of variance in the dependent variable that can be explained by the independent variable. A regression line describes how a response variable y (intent to visit South Korea) changes as an explanatory variable x (6 elements of Korean Wave) changes.

Regression Equations for all independent variables are as follows;

The regression line for explanatory variable “Korean Drama” of Korean Wave is

$$Y = 1.781 + .038X$$

The regression line for explanatory variable “Korean Music Album” of Korean Wave is

$$Y = 1.705 + .055X$$

The regression line for explanatory variable “Korean Movies” of Korean Wave is

$$Y = 1.825 + .032X$$

The regression line for explanatory variable "Korean Fashion Products or cosmetics" of Korean Wave is

$$Y = 1.824 + .030X$$

The regression line for explanatory variable "Korean Food" of Korean Wave is

$$Y = 1.652 + .068X$$

The regression line for explanatory variable "Korean Games" of Korean Wave is

$$Y = 1.903 + .013X$$

In the variable intent to visit South Korea, 2.9% variation is explained by Korean Drama of Korean Wave, 7.5% variation is explained by Korean Music Album of Korean Wave, 2.8% variation is explained by Korean Movies of Korean Wave, 2.8% variation is explained by Korean Fashion Products or Cosmetics of Korean Wave, 11.3% variation is explained by Korean Food of Korean Wave, 0.7% variation is explained by "Korean Games" of Korean Wave.

**Table 3:** Analysis of Variance

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
<b>Korean Drama</b>	0.243	1	0.243	4.455	.036 <sup>b</sup>
<b>Korean Music</b>	0.636	1	0.636	12.264	.001 <sup>b</sup>
<b>Korean Movies</b>	0.24	1	0.24	4.404	.038 <sup>b</sup>
<b>Korean Fashion Products &amp; cosmetics</b>	0.235	1	0.235	4.316	.039 <sup>b</sup>
<b>Korean Food</b>	0.959	1	0.959	19.271	.000 <sup>b</sup>
<b>Korean Games</b>	0.057	1	0.057	1.03	.312 <sup>b</sup>

The beta coefficients can exhibit either positive or negative values and are accompanied by a t-value, which in turn has a corresponding level of significance. The beta coefficient represents the magnitude of the effect on the outcome variable when the predictor variable changes by 1 unit. The t-statistic quantifies the number of standard errors by which the coefficient deviates from zero. Typically, any t-value that exceeds +2 or falls below -2 is considered acceptable. As the t-value increases, our confidence in the coefficient as a predictor also increases. Here the t value for Korean Drama, Korean Music, Korean Movies, Korean Fashion Products and

cosmetics and Korean Food is greater than 2 as 2.11, 3.50, 2.09, 2.07, 4.39 respectively therefore all these elements are acceptable. Only the t value of Korean games is less than 2, which is not acceptable.

**Table 4:** Analysis of Coefficients

<b>Coefficients</b>					
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
<b>Korean Drama</b>	0.038	0.018	0.169	2.111	0.036
<b>Korean Music</b>	0.055	0.016	0.274	3.502	0.001
<b>Korean Movies</b>	0.032	0.015	0.168	2.099	0.038
<b>Korean Fashion Products &amp; cosmetics</b>	0.03	0.015	0.167	2.078	0.039
<b>Korean Food</b>	0.068	0.016	0.336	4.39	0
<b>Korean Games</b>	0.013	0.013	0.082	1.015	0.312

To reject the null hypothesis with a significance level of 0.1, a minimum F statistic of 3.95

is necessary. As the F value of all the Korean elements except Korean Games (1.03) is more than 3.95, null hypotheses of all the other elements Korean Drama (4.45), Korean Music (12.2), Korean Movies (4.4), Korean Fashion Products and cosmetics (4.3) and Korean Food (19.2) are rejected.

Hence hypotheses number 6 and 12 are accepted and all other null hypotheses are rejected.

H0 6: There is no statistically significant relationship between Korean Games and intent to visit South Korea

H0 12: There is no correlation between Korean Games and intent to visit South Korea

Hence, apart from Korean games, all other Korean Wave elements show a positive correlation as well as a significant relationship between Korean Wave elements and the intent to visit.

## 5. Conclusion

Unlike other Asian countries, India too shows clear evidence that the Korean Wave has a positive impact on people's impressions of Korea, resulting in a majority of them expressing a desire to travel there. In India also, the craze for Korean Wave is increasing rapidly, especially among the young girls in university and high school. The status and income of the family have no link to the interests of the youngsters. Most of these youngsters get introduced to Korean Wave through online sources like YouTube, VH1 kpop'd, music channels etc. The other major sources are the friends and the school and university they attend. Korean Music Albums are the ones that are consumed maximum on a daily basis followed by Korean Dramas. This finding aligns with a study conducted on Japanese visitors, which indicated that the younger generation in Japan is more drawn to Korean music through live performances and fan clubs, while the older age is more influenced by Korean dramas [13]. Korean movies are generally watched occasionally, 23.5% said they watch them monthly whereas 20.2% mentioned weekly. As far as using Korean products and cosmetics is concerned, there are 26.8% said rarely whereas 20.2% said on everyday basis. The variation may be because of the reason that few people like to use cosmetics on a daily basis while others use it only occasionally. Korean Food is one element where the youngsters may not be consuming it daily but reflects a lot of interest in Korean Food. Korean Cuisine has consistently been a prominent factor in the Korean Wave. A study on the impact of Kpop culture on Hong Kong inhabitants revealed that 69% of the positive shift in their image of Korea may be attributed to their exposure to Korean food [12]. The majority of Indian youngsters stated that they either do not play Korean games at all or play them infrequently.

All six elements of Korea have shown a positive correlation between the Korean wave elements and the intent of Indian youth's visit to Korea. Only the Korean element of Games has shown no correlation. Korean Drama and intent to visit has a low degree of positive correlation. Korean Movies and intent to visit have a low degree of positive correlation. Korean Fashion Products or Cosmetics and visit to intent have a low degree of positive correlation. Korean Food and intent to visit has a moderate degree of positive correlation. There is no connection between the intent to visit and the Korean Games. As per the objectives of this study,

1. "Korean Food" has the highest relationship with intent to visit South Korea.
2. To the greatest extent, the variation in "Korean Food" explains the variation in the "Intent to visit South Korea"
3. Intent to visit South Korea has the highest rate of change due to Korean food.

## 6. Discussion and Limitation

Prior studies on the Korean Wave, also known as Hallyu, have primarily concentrated on the interests of Asian individuals, the assessment of Korea's national image, and the propensity to travel to Korea. The impetus for this research was generated from the findings made in previous studies on Hallyu, with a particular emphasis on India. This study aimed to determine the factors that influence the preferences of Indians towards K-pop, their perceptions of Korea's national image,

and their propensity to visit the country. This study is pioneering research that investigates the correlation and connection between the components of the Korean wave and the aspirations of the Indian youth to visit South Korea. The findings of this study were intriguing since Indians exhibited both common and distinct attributes that impacted their perception of the national image and their inclination to travel, setting them apart from participants in other research endeavors. The research findings will assist the Korean government, specifically the Korea Tourism Organization (KTO), in gaining a deeper understanding of the impact of the Korean Wave on the travel preferences of Indian tourists, particularly the young generation. It is obvious that "Korean Food" would be a popular tourist attraction for Indians; this may be effectively marketed to draw in the Indian populace.

This study has only included the association and relationship between the Korean Wave elements with their intent to visit South Korea. It is recommended to undertake additional research to examine the elements that lead to Indians' interest for these specific characteristics of the Korean Wave, as well as to evaluate the influence of the Korean Wave on their personalities, attitudes, and other features. Additional research might also encompass the examination of how the aspects of the Korean wave influence the formation of Korea's destination image. Additionally, it is crucial to take into account the possible constraints of the sampling technique utilized in this study. One could argue that the selection method may have added bias, thus leading to the formulation of erroneous results. More precisely, the notable discrepancy in the quantity of male and female participants gives rise to issues over the adequacy of the sample's representation. The gender composition of the K-pop audience has been reported to be predominantly female [16]. However, it is recommended that future sampling be carried out with greater caution and a systematic approach.

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