

Effect of popular culture on the Lifestyle of the Viewers of OTT Platform

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Abstract- With the advent of technology, busier, hectic schedules with almost no time for entertainment, and then the outbreak of the pandemic in recent years, there has been a sharp rise in the viewing of dramas, movies, and shows using various OTT platforms like Netflix, Amazon Prime, Disney+ Hotstar and many more. In addition, ever since the outbreak of the Hallyu waves in the 90s, the consumption of Korean dramas, music, and lifestyle has only seen an increase with globalisation playing an important role in it. And this paper tries to look at the various reasons why people prefer watching, listening to, and using Korean dramas, music, and products. Furthermore, the paper will also try to see ‘watching these Korean dramas or listening to Kpop relt also tries to understand the effects of these Korean dramas, music, and products on young adults who are one of the biggest consumers of this Korean media and its products..

Keywords- OTT, Korean Dramas, lifestyle, young viewers/adults, reasons.

I. INTRODUCTION

1. What is a Web series?

“A **web series** (also known as a **web show**) is a series of scripted or non-scripted online videos, generally in episodic form, released on the Internet, which first emerged in the late 1990s and became more prominent in the early 2000s.” Wikipedia contributors. (2023). An episode of a web series is called a ‘Webisode’, however, the term is not very often used, and instead people stick to calling it a web series or episode of a web series when referring to an episode. It is also called a web series because can be watched from anywhere if one has an internet connection using various streaming websites/apps like Netflix, Amazon Prime, Zee, and Disney+ Hotstar on their laptop, desktop, or even mobile phone.

Web series first came into play in the year 1995, when in April 1995; an episode of ‘Bloomington’ an Indiana-based public access program Rox was uploaded and made available on the internet for the public en masse.

Thus, making the start of the era of web series. However, it was not until the 2000s when broadband started gaining speed and quality the spread and use of web series gained momentum, and sharing high-quality videos on the internet became a reality. Moreover, with the further invention of apps like YouTube, Netflix, and Amazon Prime, the never ending era of web series started.

2. What are OTT Platforms and their evolution?

OTT Platforms: OTT Platform; full-form Over the Top Platform is a media service that allows users to watch/access content directly using the internet.

3. How is OTT different from traditional TV?

While OTT platforms deliver content to the viewers directly using the internet, traditional TV needs the viewers to have cable and satellite dish connections for it to deliver content. Moreover, people can access the OTT platforms from anywhere anytime, given they have the internet connection; which they do in today’s developing 5G world. However, that is not the case with traditional TV.

4. Evolution of the OTT platforms:

Technology has come a long way and the same is the case with OTT platforms. It is the transition from traditional TV that gave way to the emergence of OTT platforms. Conventional or traditional TV was introduced to the market in the 1930s in the US. However, it only gained popularity during the 1950s, which was two decades later when a lot of radio programs started converting into TV programs. Moreover, even though quite shocking, Netflix did first come into the market in 1997, approximately four decades after TV gained popularity.

Nevertheless, back then Netflix started out as renting DVDs to customers via mail, followed by monthly online subscriptions two years later, and then finally emerged as one of the biggest OTT platforms. Furthermore, it was the rapid digitization and convenience that gave rise to the increased adaptation of the OTT platforms amongst people.

5. Evolution of OTT Platforms in India:

With only celebrating 75 years of Independence this year, India has come a long way when it comes to the advancement of technology. TV came to India close to the

1960s which was three decades after it was first introduced in America. However, since then TV has been a constant source of entertainment for the Indian public until the pandemic that hit three years ago. OTT platforms like Netflix, Amazon Prime, and Disney+ Hotstar were already present in the market but did not see a lot of traffic because TV sufficed the entertainment needs of the people.

But it was only during the pandemic, that the Indian market saw a rise in the usage of OTT platforms. With the pandemic, most of the content was released on these OTT platforms, even Bollywood films, making it an event of a huge transition for the public to switch from traditional TV to OTT platforms.

6. Influence of Web Series and OTT Platforms on the Lifestyle of Youths:

Web Series has become the new normal of today's entertainment world, which leads to youths developing 'Web Series Obsession Disorder.' A mental health condition where the youths are obsessed with Web Series and make them a huge part of their lives. And, all of these affect the lives of youths in many ways, whether it be socially, psychologically, or health.

"The Internet has also brought a radical change in the television industry around the world. Web series and streaming content are having a significant impact on our society, especially amongst youth." (Dhiman, B. (2021).) The advent of the Internet gave rise to the digitalization of everything available out there and the world of entertainment is no different. And this rise in digitalization saw a significant increase in the users of OTT platforms all over the world, especially among the youth.

"It is already understood that youths are more likely to imitate and adapt one's behavior to their own because they can easily relate to what is shown on online web shows and other video content. As a result, it develops a lot of behavioural changes in youth today." Dhiman, B. (2021).

This exactly shows how and why the Web Series have influenced the youth rather than any other group of the population. It showcases how it affects the lifestyle of the youth whether mentally or physically.

"It is already understood that youths are more likely to imitate and adapt one's behavior to their own because they can easily relate to what is shown on online web shows and other video content. As a result, it develops a lot of behavioural changes in youth today. It not only makes them aggressive in both their behavior and in their thoughts, but it is also likely to influence them with what they have seen regularly like smoking, drinking, drugs, nudity, and vulgarity, which are shown frequently in these online web shows." (Dhiman, B. (2021).)

7. The increasing impact of Hallyu among youngsters in Pune/India:

Hallyu: Hallyu is the word standing for waves in Korean, and is a cultural phenomenon that indicates the global popularity of South Korean popular culture in the world. The Hallyu wave started in the 1990s with the advent of the internet and the start of globalization.

"Hallyu refers to the international diffusion of South Korean culture since the 1990s, following the end of military rule and the liberalization of the culture industry. The term primarily refers to the spread of Korean television, pop music, film, and fashion, but can also include animation, video games, technology, literature, cosmetics, and food." (Wikipedia contributors. (2023b). Korean Wave.)

However, even though this term was first used by China to mention its people's growing liking toward South Korean pop culture and its product, now it is a term widely used to show the global popularity of South Korean pop culture. While it can be divided into two generations; the first (1990s until the first decade of the 2000s) and the second which is also known as 'Hally 2.0 (2008 until the present day), India belongs to the second generation. The Hallyu wave in India started with the popularity of PSY's 'Gangnam Style' in or around 2012-13. Nevertheless, the popularity of South Korean pop culture only seemed to increase, and with the strike of the pandemic in 2020, India saw a ground-breaking rise in the Hallyu wave and consumption of its products. "K-dramas, especially in recent years, and also owing to the pandemic, have found a huge fan base across India. Their relatable content, storylines, luring soundtracks, and superior visual and production quality are major aspects that have made them a rage...Netflix India saw a spurt in the viewership of Korean drama by 370 percent in 2020 with even Bollywood stars acknowledging them and professing to be ardent fans of the same." (Raj, S. S. (2021, August 30). The Whirlwind of 'Hallyu'- The Korean Wave in India - Dhaara.)

8. Research Problem:

Impact of Korean webisodes on preference towards Korean lifestyle with special reference to wardrobe, home décor and food among young viewers from Pune.

9. Research Questions:

- Does the Korean web series on OTT platforms affect the young viewers' lifestyle regarding wardrobe?
- Does the Korean web series on OTT platforms affect the young viewers' lifestyle regarding home décor?
- Does the Korean web series on OTT platforms affect the young viewers' lifestyle regarding food?
- To what extent does the watching time of Korean web series on OTT platforms affect young viewers' lifestyles in relation to wardrobe, home décor and food?

10. Hypothesis:

The Korean dramas/web series on OTT platforms affect the lifestyle of young viewers in reference to wardrobe, home décor, and food.

11. Significance of the study:

With the start of the pandemic in 2020, and people forced to lock up in homes, they had the time to explore, which led to the rise of consumption of international media in general, as it was easily available through the OTT platforms. Already famous in other countries, Korean dramas also found their way into the Indian media. Known for its amazing plots, stunning visuals, and mind blowing cinematography, it also grappled with the Indian public and soon India was under the spell of the Hallyu wave. It had a huge impact on the youth and soon enough the Indian youth started changing their lifestyle based on these Kdramas and Kpop bands, which was noticeable. This led it to be an important topic of discussion.

II. REVIEW OF LITERATURE

Bharat Dhiman, Pawan Singh Malik. (January 2022) talks about the increase in the viewership of online content in India followed by its impact on the Indian Youth. The study also found that Netflix is the most famous OTT platform used for streaming content online. It talks in detail about the various impacts it has on the lives of Indian Youth. (Drugs, violence, use of slang, and so on.)

Indo Asian News Service (October 2019) talks about the increase in the viewership of content on OTT platforms and its easy availability to consumers. Furthermore, it also talks about the change from traditional media platforms to modern ones and how it is going to keep on increasing year by year. It has also approximated a significant rise (75%) in the consumption of the OTT platform by 2023 for India and how India is already the third largest consumer of OTT.

Abdul Qadir Sohail and Afzal Ali Khan (2020) discuss the psychological and health issues faced by youth as an impact of the rise in the trend of Web Series. It also talks about how the increasing consumption of these Web Series gives affect the youth's communication leading to a poor understanding of everything in general.

Vidushi Negi, Dr. Subhash Gupta (2022) yet again focuses on the impact of the OTT platform on the changing lifestyle of youth but particularly those only residing in Uttarakhand. Moreover, this study also explains how females are more easily affected by OTT platforms, rather than male. However, upon further research, it also finds out that when it comes to lifestyle, woman's clothing and wardrobe change quickly whereas for men it is their language and behaviour. It also focuses

on the things that change a part of lifestyle change, like communication, dressing, language, and behaviour.

Anindita Chattopadhyay (2020) explains how web series and web movies in India have always or more often portrayed negative things, leading to a negative impact on the netizens watching it. It also talks about how the content shown in Indian Web Series and movies tend to have a negative connotation attached to it, leading to it having a negative psycho-sociological impact on the audience.

Kritika Sharma (November 2021) talks about the portrayal of negative content like sex, nudity, and violence on Indian Webseries, which gives rise to emerging gender roles and hate speech amongst consumers. It also specifies how language is affected because of the consumption of these Web Series with content appreciating negativity and bad lifestyle.

Unnimaya P Devan and Mekha Babu (2021) talk about how a web series viewer's life is affected because of excess consumption of the media. It explains how an individual's academic and work is affected because of daydreaming and thinking like everything can be achieved easily. It also tells how web series don't necessarily make people accept the negative content and apply it in real life; instead, it enriches one's life leading to increased family bonding.

Rahul Ahuja (2020) talks about the negative effect of Web Series on the health of Indian Youth, psychologically and physically. Because of the consumption of such content, the Indian youth has high expectations from life leading them to develop insecurity, insomnia, and psychological disorders. It shows how these Web Series with negative content such as violence and nudity also affect an individual's behaviour social liking and manners.

Zee Media Bureau (January 2022) talks about the increase in viewership for content available on OTT platforms during the pandemic. It also explains how this gave rise to the concept of individual entertainment rather than family entertainment. However, it also paved the way to educate the masses with certain social concepts and ideas that should be accepted by every modern family out there.

Dr. S. Shyam Prasad (May 2021) explains how the rise in the consumption of OTT media leads to an increase in the gap between families. It also states that men are double the number of consumers when compared to females due to the content shown on OTT media, which is usually absent in daily soaps played on traditional media like TV. This in general not only affects the family life but also the life of an individual, as to how they live and o things in life.

III. METHODOLOGY

The research was a Quantitative research methodology and the data was collected through google forms. The samples were selected through convenience sampling. The sample size for the research was 45. There was a total of 1 independent variable, 3 dependent variables and 4 supporting variables. The procedure and details of the data collection and data analysis have been explained in the later phase of the topic.

1. General Idea about Korean Lifestyle:

Korean people are generally known for their unique fashion sense and their incredible skincare routine, which applies to anyone irrespective of their gender. Also, South Korea is a country that hails its beauty standards very high, and each and every person lives up to it by always staying in fashion. Moreover, they are also very polite and kind-hearted people, always surrounded by positive energy. Although, a very modern and digitalized world, actually one of the most successful countries in the world, South Korea still holds onto its culture very strongly. Always finding ways for an amalgamation of the two.

2. Operational Definition of Variables:

2.1 Independent variable: Korean webisodes

Korean dramas more popularly known as k-dramas are television shows of South Korea made in their native language i.e Korean language (Hangul).

2.2 Dependent variable: lifestyle in ref. To wardrobe, home decor, and food

2.3 Korean wardrobe: The wardrobe is inspired by the Koreans, like what they prefer to wear, how to apply makeup, which accessories to be used and everything.



Fig 1. Text Here Your Fig Title.



Fig 2. Text Here Your Fig Title.

2.4 Korean home decor: Korean home decor is how Koreans prefer kitchen set, bedding, and decoration and also the way they use each and every space meaningfully.



Fig 3. Text Here Your Fig Title.



Fig 4. Text Here Your Fig Title.

2.5 Korean food: people in Korean have appealing foods and also a wide range of foods that make people crave to have it. Korean eat those foods on regular basis on their home country as staple food of the country.



Fig 5. Text Here Your Fig Title.



Fig 6. **Text Here Your Fig Title.**

2.6 Supporting Variable: Time, Budget, Physical Efforts, Upgrading DIY.

- **Time:** It is the amount of time spent watching and how fast it affects in reference to time.
- **Budget:** Money is also a factor that affects the changing of any lifestyle.
- **Physical efforts:** It is something that a person has to put in to change something or adapt something.
- **Upgrading DIY:** Do It Yourself means one has all the ingredients available and the person needs to sit and put all the elements together to get the final product.
- When all these factors work together a change or adaptation can be seen in an individual.

3. Samples:

The Sample of 45 for the study was chosen using Convenience Sampling from a Bachelor's Degree course based in Pune.

- **Demographics**
- **Gender:** Female
(Because females make changes faster than males)
- **Platform:** It was based on Amazon, Netflix, and Hotstar dramas/web series.
- **Genre:** Korean dramas
- **Area:** MIT-WPU
(It is an educational hub and getting a sample for the research would be easy to get.)

4. Tool:

For supporting the topic as well as to get unbiased data Google Forms was adapted as a tool. Each sample had to attempt a total of 23 questions based on the following. Each question had two options, Option A was Korean style-based, and Option B was another style based. Each sample had to select from these two as their preferences. Each question was time-based so they didn't have much time to think, and just select quickly. The tool was designed such that, the whole test took around 4 minutes and it showcased that when a person starts liking something they tend to notice it quickly and opt for so. So Google Forms helped to get accurate data from the sample. The Google form included these types of

questions. This is a sample question and the rest of the questions can be found in the appendix. What kind of ornaments would you prefer?



Fig 7. **Text Here Your Fig Title.**



Fig 8. **Text Here Your Fig Title.**

Scaling:

- **For apparel:** Aspiring- mix & match of available clothes- starts buying little- moderate buying- buying according to trend
- **For Home Decor:** Aspiring-rearrange-change some elements- changing bits and parts in rooms-re-decor
- **For Food:** Aspiring-trying with available materials at home- ordering some food online- going to particular restaurants- buying online and visiting restaurants according to taste.

5. Procedure of Data Collection:

The procedure followed for the collection of data was a Google Form-based questionnaire regarding the lifestyle that people prefer after watching dramas. The questionnaire was photo based so it made it easy for the sample to understand the context quickly and select answers accordingly. First Year, Second Year, Third Year & Fourth Year of the School of Visual Art was taken into consideration for the test. As a part of Research Ethics consent was also taken as the first part of the Google form, the sample saying yes would only take them to a further part of the research.

The following steps were followed for the test.

- Step 1: Creating Google Form under the guidance of special experts
- Step 2: Considering the Entire Class from each year according to the Demographics. Step 3: Sharing the Google Forms with the respected class teachers to be shared in the group.
- Step 4: Asking students to fill out the Google Forms under a strict atmosphere to avoid bias formation.
- After taking the test
- Step 5: Evaluating the tests

The following steps were conducted in all the classes and the data was collected from 50 samples overall.

6. Data Analysis:

The data was collected through Google Forms. There was a total of 15 questions related to wardrobe, home décor, and food in which each question had 2 picture form as options, one from Kdrama and the second from the other and the participants had to select it from those which was marked as 1 and 0. When the participant chose option 1 it was marked as 1 and if the participant chose option 2 it was marked as 0. The data collected also analyzes how long people are watching K-dramas and also which platforms they prefer to watch those dramas. The responses of 45 people have been analyzed in form of frequencies and have been presented graphically.

IV. RESULTS

The Google Forms converted the survey answers into pie diagrams. Those are as follows:

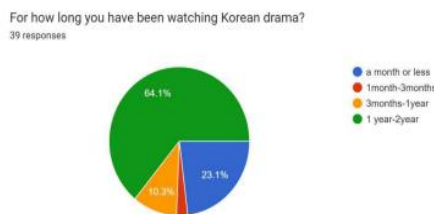


Fig 9. Text Here Your Fig Title.

The chart shows that most of the people are watching for 1-2 years now with 64.1% gradually decreasing to a month or less for 23.1% then 3 months to 1 year for 10.3% and lastly for 1 month to 3 months for 2.6%.

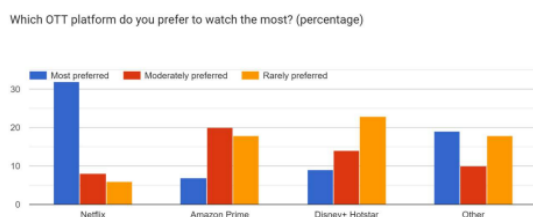


Fig 10. Text Here Your Fig Title.

People prefer to use Netflix more with more than 30% followed by Amazon Prime of around 20% then Disney+ Hotstar more than 20% and the 10% is with others.

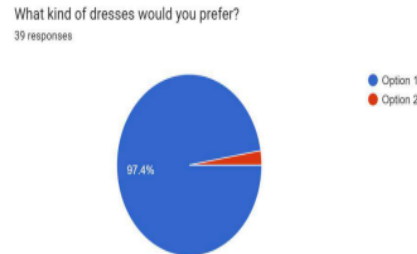


Fig 11. Text Here Your Fig Title.

In this question, the option was given to select a normal dress from there two options. Option A was a korean style of normal dress and Option B was another style of normal dress. And the graph shows that people have opted for Option A i.e korean style with a percentage of 97.4% and Option B is calculated at 2.6%.

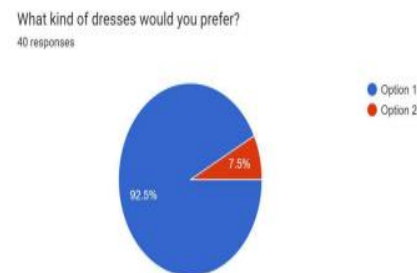


Fig 12. Text Here Your Fig Title.

In this question, the option was given to select a normal dress from there two options. Option A was korean style night dress and Option B was another night normal dress. And the graph shows that people have opted for Option A i.e korean style with a percentage of 92.5% and Option B is calculated with 7.5%.

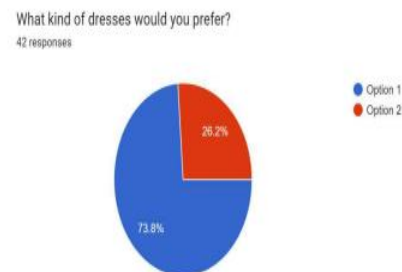


Fig 13. Text Here Your Fig Title.

In this question, the option was given to select a normal dress from there two options. Option A was a korean style winter dress and Option B was another style winter dress. And the graph shows that people have opted for Option A i.e korean style with a percentage of 73.8% and Option B is calculated with 26.2%.

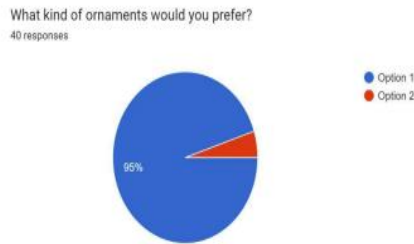


Fig 14. **Text Here Your Fig Title.**

In this question, the option was given to select a normal dress from there two options. Option A was korean style earrings and Option B was another style of earrings. And the graph shows that people have opted for Option A i.e korean style with a percentage of 95% and Option B is calculated at 5%.

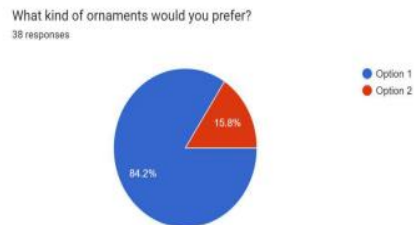


Fig 15. **Text Here Your Fig Title.**

In this question, the option was given to select a normal dress from there two options. Option A was Korean style hairpin and Option B was another style of hairpin. And the graph shows that people have opted for Option A i.e Korean style with a percentage of 84.2% and Option B is calculated at 15.8%. In this question, the option was given to select a normal dress from there two options. Option A was Korean style necklace and Option B was another style necklace. And the graph shows that people have opted for Option A i.e Korean style with a percentage of 92.7% and Option B is calculated at 7.3%.

In this question, the option was given to select a normal dress from there two options. Option A was Korean style sandals and Option B was other-style sandals. And the graph shows that people have opted for Option A i.e Korean style with a percentage of 51.3% and Option B is calculated with 48.7%.

In this question, the option was given to select a normal dress from there two options. Option A was Korean style shoes and Option B was other style shoes. And the graph shows that people have opted for Option A i.e Korean style with a percentage of 70.7% and Option B is calculated with 29.3%. In this question, the option was given to select a normal dress from there two options. Option A was Korean style slippers and Option B was another style of slippers. And the graph shows that people have opted for Option A i.e Korean style with a percentage of 65% and Option B is calculated with 35%.

In this question, the option was given to select a normal dress from there two options. Option A was Korean style sling bag and Option B was another style sling bag. And the graph shows that people have opted for Option A i.e Korean style with a percentage of 65% and Option B is calculated with 35%. In this question, the option was given to select a normal dress from there two options. Option A was Korean style backpack and Option B was another backpack. And the graph shows that people have opted for Option A i.e Korean style with a percentage of 64.1% and Option B is calculated with 35.9%.

In this question, the option was given to select a normal dress from there two options. Option A was Korean style suitcase and Option B was another another-style suitcase. And the graph shows that people have opted for Option A i.e Korean style with a percentage of 73.7% and Option B is calculated with 26.3%. In this question, the option was given to select a normal dress from there two options. Option A was Korean style makeup and Option B was another style of makeup. And the graph shows that people have opted for Option A i.e Korean style with a percentage of 59.5% and Option B is calculated at 40.5%.

In this question, the option was given to select a normal dress from there two options. Option A was Korean style kitchenware set and Option B was another style kitchenware set. And the graph shows that people have opted for Option A and Option B equally i.e Korean style with a percentage of 50% and Option B is calculated with 50%. In this question, the option was given to select a normal dress from there two options. Option A was Korean style stationary and Option B was another style of stationery. And the graph shows that people have opted for Option A i.e Korean style with a percentage of 51.4% and Option B is calculated at 48.6%.

In this question, the option was given to select a normal dress from there two options. Option A was Korean-style bedding and Option B was another type of bedding. And the graph shows that people have opted for Option A i.e Korean style with a percentage of 94.6% and Option B is calculated with 6.4%. In this question, the option was given to select a normal dress from there two options. Option A was Korean style mirror and the Option B was another style mirror. And the graph shows that people have opted for Option A i.e Korean style with a percentage of 89.2% and Option B is calculated with 10.8%.

In this question, the option was given to select a normal dress from there two options. Option A was Korean-style home decor and Option B was another style of home decor. And the graph shows that people have opted for Option A i.e Korean style with a percentage of 57.9% and Option B is calculated with 42.1%. In this question, the option was given to select a normal dress from there two

options. Option A was Korean-style noodles and Option B was other-style noodles. And the graph shows that people have opted for Option A i.e Korean style with a percentage of 72.7% and Option B is calculated at 27.3%.

In this question, the option was given to select a normal dress from there two options. Option A was Korean-style fried chicken and Option B was other-style fried chicken. And the graph shows that people have opted for Option A i.e Korean style with a percentage of 63.6% and Option B is calculated with 36.4%. In this question, the option was given to select a normal dress from there two options. Option A was Korean style-flavored drink and Option B was another style-flavored drink. And the graph shows that people have opted for Option A i.e Korean style more with a percentage of 63.6% and the Option B is calculated with 36.4%.

In this question, the option was given to select a normal dress from there two options. Option A was Korean-style kimchi and Option B was another style of kimchi. And the graph shows that people have opted for Option A i.e Korean style with a percentage of 60.6% and Option B is calculated with 39.4%. In this question, the option was given to select a normal dress from there two options. Option A was Korean-style pancakes and Option B was other-style pancakes. And the graph shows that people have opted for Option A i.e Korean style with a percentage of 54.3% and Option B is calculated at 45.7%.

V. DISCUSSION

The questions are set up according to the order of how people start changing their lifestyles once they start watching dramas. So the hypothesis says that people first start changing with wardrobe then home decor and lastly adapting food.

1. For how long you have been watching Korean drama?

People have been watching Korean dramas the most is for a year and two which counts 64.1%. People came across these Korean dramas during the lockdown and they started watching eventually they started liking these dramas because of their cast, storyline, plot and the list can go on. So now they are attracted to it so continuing till now.

2. Which OTT platform do you prefer to watch the most? (percentage)

People often use Netflix followed by Amazon Prime and Disney+Hotstar and others dividing the ratio to 30:20:20:10 approximately. The reason people are using these OTT platforms more than traditional platforms (T.V) is that nowadays the sim card company's have this marketing strategy where they provide the subscriptions

along with the sim card for a certain period of time and eventually once it is over people tend to buy the subscription again and share the account and money as well so the budget gets divided. All three listings were divided and from there each listing had five questions and some questions had sub-question to it.

3. What kind of dresses would you prefer?

This is the first main question about the wardrobe and this question is divided into 2 more sub-questions, in total having 3 questions related to dresses. For a normal dress, people opted for option A i.e: Korean style (97.4%) more than other styles (2.6%). It clearly shows the impact of the dramas on the youth and also these normal dresses are adopted more because it is easily available in shops and online markets at a cheaper price and also one can definitely mix and match to follow the trend.

4. What kind of dresses would you prefer?

This was the 1 sub-question of dresses. The option was for night dresses and here also people opted for option A (92.5%) more than option B (7.5%) clearly shows interest in hiking up for Korean style as it was comfortable, easy and free to wear.

5. What kind of dresses would you prefer?

This was the second sub-question for dresses. The question was about night dresses and here also people selected Option A (73.8%) more than Option B (26.2%). There the difference is 70-30 because climate definitely plays a role in buying behaviour. And Pune is a cold city but not more than South Korea so people only opt for those winter clothes which they can wear in Pune.

6. What kind of ornaments would you prefer?

This is the main question about wardrobe and this question is divided into 2 more sub questions, in total having 3 questions related to ornaments. The question gives options about earrings and again people opt for Option A (95%) more than Option B (5%). People are opting for the Korean style because they have a minimalist design that can be worn anywhere and everywhere.

7. What kind of ornaments would you prefer?

This was the 1 sub-question of ornaments. The option was for hairpins and here also people opted for option A (84.2%) more than option B (15.8%) clearly shows interest in hiking up for Korean style as it matches any style of dress and also looks elegant and readily available in any local and online shops.

8. What kind of ornaments would you prefer?

This was the second sub-question for ornaments. The question was about necklaces and here also people selected Option A (92.7%) more than Option B (7.3%). There the difference is 90-10 because necklaces are something that should match the outfit. They are also

opting for the Korean style more because it matches all types of outfits and helps to maintain a minimal look.

9. What kind of footwear would you prefer?

This is the main question for wardrobe. The question talks about sandals and the sample selects Option A (51.3%) a bit more than Option B (48.7%). Now people tend to adopt the Korean style because the footwear design follows elegance and minimalism.

10. What kind of footwear would you prefer?

This is the first sub-question of footwear, here also they selected Option A (70.7%) more than Option B (29.3%) as these shoes give comfort along with fashion. The shoes are also readily available in the market as well.

11. What kind of footwear would you prefer?

This is the second sub-question of footwear showing options for slippers, yet again people selected Option A (65%) more than Option B (35%). These sleepers are soft and comfortable and also available in use & throw forms which are provided in the hotel for the very same reason to maintain hygiene and cost.

12. What kind of bags would you prefer?

This is the main question for wardrobe and showing options for sling bags. Option A (65%) was selected more than Option B (35%). The availability of these bags in the Indian market makes a difference in buying behaviour.

13. What kind of bags would you prefer?

This is the first sub-question for Bag talking about backpacks. Most of the participants selected Option A (64%) and the remaining selected Option B (35.9%). People are gradually changing their lifestyle so one can see a gradual decrease in percentage also.

14. What kind of bags would you prefer?

This is the second sub-question for bag speaking about suitcases. Our findings show that respondents had selected Option A (73.7%) more than Option B (26.3%), hence proving our hypothesis.

15. What kind of make-up would you prefer?

This is the main question for wardrobe. Here again the samples selected Option A (59.5%) more than Option B (40.5%). Korean makeup is minimal and can be used for regular occasions be it office, school, college, party, etc making sample slowly changing their lifestyle for so.

The overall data collected in the wardrobe section proves the hypothesis of the research which says that young adults' lifestyle changes after watching kdramas and the wardrobe are the first and foremost thing that gets changed with dresses, then ornaments followed by shoes and lastly bags. Every section of wardrobe changes but gradually with availability, upgrading DIY and cost-effective.

16. What kind of kitchenware would you prefer?

This is the first question under home decor. The respondents selected Option A (50%) and Option B (50%) equally showing that the people still need time to get used to using chopsticks and other utensils but then to try for it as they are so fascinating.

17. What kind of Stationery items would you prefer?

This is the second question under home decor. Most of the respondents selected Option A (51.4%) than Option B (48.6%) because cost becomes an issue here as also the availability for so. Korean stationery hasn't yet reached all the local shops and online markets so the options become limited.

18. What kind of bedding would you prefer?

This is the third question about home decor. Our findings show that the samples have used Option A (94.6%) and the rest Option B (5.4%). As for Pune nowadays bungalows are getting converted into flats and flats have constrained spacing so opting for Korean-style bedding will definitely save space and also look ethereal.

19. What kind of Mirrors would you prefer?

This is the fourth question related to home decor. Mirrors are an important part of getting oneself ready and girls nowadays have a trend going on to click full-image mirror selfies, the Korean-style mirrors definitely help you to get those pictures. So yet again the girls opted for Option A (89.2%) more than Option B (10.8%).

20. What kind of home decorations would you prefer?

This is the last question in context with home decor. The option ratio was 60:40 in depth saying samples did choose Option A (57.9%) more than Option B (42%) showing that changing home decorations comes with cost, time and permission of the home members. So the change is a bit slow from the rest of the questions. The wardrobe changes first and secondly, changes in home decor. The home decor percentage is a bit low than wardrobe because changing home decor is not a self-made decision but includes family members' consent also. Budget & Time is also a factor in changing particular elements of home decor.

21. What kind of Noodles would you prefer?

This is the first question based on food. Noodles are something that first comes to mind when thinking of Korean food. So selecting options also goes accordingly, as Option A (54.3%) suppressing Option B (45.7%). The availability of noodles causes buying behaviour along with the cost.

22. What kind of Fried Chicken would you prefer?

This is the second question about food. Fried Chicken has a lot of variety of flavours all over the world like sweet, spicy, tangy, sour, etc. But in Korea, they have this fried chicken which includes all these tastes in a single dish, so

it's gaining popularity in the world. Our findings also show that Korean fried chicken opted by (Option A) 72.7% more than Option B (27.3%).

23. What kind of Kimchi would you prefer?

This is the third question in the food section. In Korea, kimchi is a side dish that goes along with kind of main dishes. Kimchi also has a variety of flavours. Here again, the participants chose Option A (60.6%) more than Option B (39.4%). Making kimchi is easy and the raw ingredients are readily available in the market so people tend to have a liking towards the kimchi.

24. What kind of Drinks would you prefer?

This is the fourth question about the food part. Here also the samples have chosen Option A (63.6%) more than Option B (36.4%). Flavored drinks are now getting available in the market making people taste them.

25. What kind of pancakes would you prefer?

This is the last question in this section and also in the questionnaire as well. The ratio for pancakes is almost 50-50 because some people selected Option A (54.3%) and some people selected Option B (45.7%). Well Korean pancakes are spicy, salty and oily and other pancakes are sweet so it depends on the taste buds of the person.

So the hypothesis confirms how the change in lifestyle takes place gradually and how the supporting variable also affects the change of lifestyle. But seeing the results it can be concluded that the hypothesis is true.

VI. SUMMARY

1. Summary:

To summarize, Korean web series contribute to the change of lifestyle in young adults. Most young adults have been watching Korean dramas for over one year now and they are very much aware of the trends going on related to it in the current times. They have been using various OTT platforms to watch dramas, while the most used OTT platform is Netflix.

Moreover, it also shows how watching Korean dramas creates an interest in changing their lifestyle in reference to wardrobe, home decor, and food, eventually, they start changing it with wardrobe first then home decor, and lastly food.

Changing a wardrobe is much easier because it is readily available and cost-effective and one can also use DIY to upgrade the wardrobe they already have. Second, comes home decor because changing this will need the consent of every member living in the house but they also re arrange and convert into the desired results. Lastly, they start opting for food, but the food has slow change because of the availability and the cost of the food product.

2. Findings of the study:

- The findings of the study were that people nowadays watch Korean dramas for quite a period of time.
- People use Netflix more than other OTT Platforms, following the lead with Amazon Prime then Disney+ Hotstar lastly followed by Other OTT platforms.
- Watching Korean dramas does affect the lifestyle in reference to wardrobe, home decor, and food. People start changing with wardrobes gradually moving towards home decor and lastly towards food.
- Young adults spend a good amount of time on OTT platforms watching dramas.

3. Implications of the study:

Although it is a given that with the advent of the internet and the rise of digitalization, OTT platforms saw a huge rise in their viewership, it was only during the pandemic that it saw an outburst and Korean Web series and dramas being at the centre of them. However, this paper tried to find out, whether these Korean web series affected the lifestyle of youth in India or not and which is the most used OTT platform. And based on the findings, future researchers can understand that the Korean Web series does affect the lifestyle of the Indian youth, leading to changes in their wardrobe, home decor, and food taste. It will also confirm to South Korea how strong their Hallyu wave (a soft power) can make anyone sway to its tune. It also portrays how any brand can make sure of the rising Hallyu wave to gain profits (advertisements).

4. Limitations of the Study:

- No matter what there will be doubt of truth, whether questions were answered truthfully or just tampered with to gain the desired results.
- Also, it is specific sampling and not the other way around. This was done so because it was convenient.
- Moreover, the choices given may also be slightly biased based on the researcher's personal choices.

5. Suggestions for further study:

The data can be collected using different methods such as psychometric tests. Over the period of time, this test can be conducted for adults (people between 25-35) as well. Future researchers can also see how these Korean Web series (Hallyu) have given rise to Korean language learning.

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Appendix:

- For how long you have been watching Korean drama?
- a month or less
- 1month-3months
- 3months-1year
- 1 year-2year
- Which OTT platform do you prefer to watch the most? (percentage)
- What kind of dresses would you prefer?
- What kind of dresses would you prefer?
- What kind of dresses would you prefer?
- What kind of ornaments would you prefer?
- What kind of ornaments would you prefer?
- What kind of ornaments would you prefer?
- What kind of footwear would you prefer?
- What kind of footwear would you prefer?
- What kind of footwear would you prefer?
- What kind of bags would you prefer?
- What kind of bags would you prefer?
- What kind of bags would you prefer?
- What kind of makeup would you prefer?
- What kind of kitchenware would you prefer?
- What kind of Stationery items would you prefer?
- What kind of bedding would you prefer?
- What kind of mirror would you prefer?
- What kind of Home decorations would you prefer?
- What kind of noodles would you prefer?
- What kind of fried chicken would you prefer?
- What kind of flavored drinks would you prefer?
- What kind of kimchi would you prefer?
- What kind of pancakes would you prefer?