

**~~K~~OREAN DRAMAS: ITS INFLUENCE ON THE KNOWLEDGE,
ATTITUDE AND BEHAVIOR OF RESIDENTS IN
MENDEZ, CAVITE**

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ABSTRACT

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This study was conducted to determine the Korean dramas' influence on the knowledge, attitude and behavior of residents in Mendez, Cavite. The study found that Korean drama was very influential on the participants' attitude with a mean of 3.71. Meanwhile, Korean drama had "somewhat influence" on their knowledge (3.37) and behavior (2.81).

Descriptive correlational method and analysis of variance were used to analyze the relationship of three variables. A total of 299 residents of Mendez, Cavite served as the participants of the study. A four-part survey questionnaire was used as the instrument of the study.

Results revealed that there is no significant relationship between the age, sex and educational attainment and the type of Korean drama viewer. While the other variables have a significant relationship. Finally, there is no significant relationship between the type of Korean drama viewer and the level of influence in terms of attitude and behavior.

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