

**KOREAN WAVE: ITS INFLUENCE ON THE KNOWLEDGE, ATTITUDE  
AND BEHAVIOR OF SELECTED FRESHMEN STUDENTS IN  
CAVITE STATE UNIVERSITY- MAIN CAMPUS**

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## ABSTRACT

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The study was conducted to determine the influence on the knowledge, attitude and behavior of selected freshmen students in Cavite State University- Main Campus. Specifically, it aimed to determine the characteristics of selected freshmen students in Cavite State University- Main Campus in terms of age, sex and course taken, to determine the frequency of consuming Korean contents such as drama and movie, music, variety shows and products, to determine the ways of consuming Korean contents such as drama and movie, music, variety shows and products and to determine the effects of Korean Wave in the knowledge, attitude and behavior of the participants.

The participants of the study consisted of 375 freshmen students. A survey questionnaire was used to gather data needed in the study. Seventy- one percent of the participants were female and almost half (49%) were 16 years old and taking up engineering and related courses (38%).

Out of the four Korean contents, dramas and movies were the most consumed content by the participants followed by music, product and variety show. They watch dramas and movies one to three times a week (54%), listen to music everyday (40%), and watch variety shows three to five times a day (51%). However, 70 percent of them do not purchase Korean products.



The participants consume Korean dramas and movies through free TV channels like ABS- CBN and GMA7, listen to music and watch variety show through YouTube and buy Korean products in malls.

The influence of Korean Wave in selected freshmen students' attitude has a little influence but none in terms of knowledge and behavior.



## TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA.....	iii
ACKNOWLEDGMENT.....	iv
ABSTRACT.....	vi
TABLE OF CONTENTS.....	viii
LIST OF TABLES.....	x
LIST OF APPENDIX TABLE.....	xi
LIST OF APPENDICES.....	xii
INTRODUCTION.....	1
Statement of the Problem.....	4
Objectives of the Study.....	4
Significance of the Study.....	5
Time and Place of the Study.....	5
Scope and Limitation of the Study.....	5
Definition of Terms .....	6
REVIEW OF RELATED LITERATURE.....	8
METHODOLOGY.....	20
Research Design .....	20
Sources of Data.....	20



Participants of the Study.....	20
Sampling Technique.....	21
Data Gathered.....	22
Statistical Treatment of Data.....	22
<b>RESULTS AND DISCUSSION .....</b>	<b>23</b>
Characteristics of the Participants.....	23
Consumption of Korean Contents.....	24
Frequency of Consuming Korean Contents.....	25
Ways of Consuming Korean Contents .....	26
Effects of Korean Wave in terms of Knowledge, Attitude and Behavior of Selected Freshmen Students of Cavite State University.....	30
<b>SUMMARY, CONCLUSIONS AND RECOMMENDATIONS.....</b>	<b>35</b>
Summary .....	35
Conclusions .....	36
Recommendations .....	37
<b>REEFERENCES.....</b>	<b>39</b>
<b>APPENDICES .....</b>	<b>42</b>