

INFLUENCES OF KOREAN WAVE ON THE INTENTION OF VISITING KOREA IN GENERATION Y MALAYSIA

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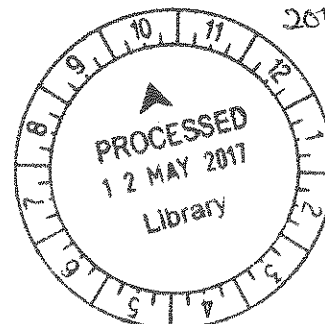
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ABSTRACT

Recently, Korean Wave had become one of the popular cultures through globalization. The purpose of the study is investigating the relationship between the influences of Korean Wave on the intention of visiting Korea in Generation Y Malaysia. There is a limited literature review which is regarding the consumer behaviour of Generation Y based on the influence of Korean Wave especially in Malaysia.

According to Lee-Yook et al. (2014) that Korean Wave mainly refers to few predominant types to reflect the Korean popular culture which are television drama series (K-drama), Korean popular music (K-pop), Korean idol group, actor and singer (K-artist) and Korean food (K-food). Korean wave had been figured as West-centred globalisation and proved that the globalisation is a two-way flow but not just only a one-way traffic (Yoon, 2016).

The research methodology is used correlation which is a quantitative survey to study the relationship between the independent and dependent variables in order to get the extent of the relationship whether the relationship exist. The data collection had been conducted through online questionnaire and 250 respondents had been acquired with the snowball sampling method. From the research findings, K-pop is the only factor that unable to create the intention for the Gen Y Malaysia for visiting Korea. The K-drama has the highest influence as a factor for attracting Gen Y for visiting Korea. Therefore, the hypothesis that regarding the K-pop will create the intention for Gen Y Malaysia for visiting Korea had been rejected. The rest of the factors will have a significant relationship towards the intention for visiting Korea.

Key Words: Korean Wave, Intention, Visiting Korea, Generation Y, Malaysia

TABLE OF CONTENTS

List of Tables	viii
List of Figures	ix
List of Abbreviations	x
CHAPTER 1: INTRODUCTION	1
1.1 Chapter Overview	1
1.2 Background/ Rationale study	2
1.3 Problem Statement	3
1.4 Research Objectives	6
1.5 Research Questions	7
1.6 Significance of study (Academy & Industry)	7
1.6.1 Contribution to Academia	7
1.6.2 Contribution to Industry	7
1.7 Scope of study	8
1.7.1 Geographical Focus	8
1.7.2 Demographic Focus	8
1.8 Limitation of study	9
1.8.1 Sample size limitation	9
1.8.2 Geographic limitation	9
1.8.3 Time limitation	9
1.9 Operational Definition	10
1.10 Organisation of Chapter	11
CHAPTER 2: LITERATURE REVIEW	13
2.1 Chapter Overview	13
2.2 Generation Y	13
2.3 Intention	16
2.4 Korean Wave	18
2.4.1 K-drama	23
2.4.2 K-pop	26
2.4.3 K-artist	29
2.4.4 K-food	32
2.5 Theoretical Framework	33

2.5.1 Theory of Planned Behaviour	33
2.5.2 Decision Making Process Model.....	33
2.5.3 Hypothesis Development	35
2.6 Chapter Summary.....	35
CHAPTER 3: RESEARCH METHODOLOGY.....	37
3.1 Chapter Overview	37
3.2 Research Design.....	37
3.3 Unit of Analysis.....	38
3.4 Data Collection & Analysis Method	39
3.5 Sampling Design.....	40
3.6 Measurement Instrument	42
3.6.1 Pilot Test.....	42
3.6.2 Analysis Tool	43
3.6.3 Descriptive Analysis.....	43
3.6.4 Preliminary Test	44
3.6.6 Summary of Data Analysis.....	45
3.7 Development of Questionnaire	46
3.8 Ethical Consideration.....	47
3.9 Chapter Summary.....	48
3.9.1 Gantt Chart.....	49
CHAPTER 4: RESEARCH FINDINGS.....	50
4.1 Chapter Overview	50
4.2 Demographic Analysis.....	51
4.3 Normality Test	54
4.4 Descriptive Analysis.....	55
4.5 Validity and Reliability Test.....	59
4.6 Multiple Regressions	64
4.7 Summary of Findings.....	66
4.8 Conclusion.....	66
CHAPTER 5: LIMITATION AND CONCLUSION	67
5.1 Chapter Overview	67
5.2 Findings and Discussion.....	68
5.3 Contribution to Academia.....	70

5.4 Recommendation to the Industry.....	71
5.5 Limitation of the study.....	72
5.6 Future Study Recommendation.....	72
5.7 Personal Reflection.....	73
5.8 Conclusion.....	74
References	76
APPENDICES.....	89
Appendix A: Initial Research Proposal of Project (IRPP).....	89
Appendix B: UH Ethics Form.....	134
Appendix C: Questionnaires.....	136
Appendix D: MBA Project log.....	144
Appendix E: Turnitin.....	149
Appendix F: Others	150

List of Tables

Table 1: Top 10 World Tourism Arrivals and Receipts.....	4
Table 2: The World Economic Forum's Travel & Tourism Competitiveness Index 2015 Ranking.....	5
Table 3: Definitions of Key Terms.....	11
Table 4: Organisation of Chapter.....	12
Table 5: Global Generation Overview.....	14
Table 6: Decisional Patterns of Gen Y Compared With Baby Boomers.....	15
Table 7: Framework of Resign Design.....	41
Table 8: Guidelines of KMO values.....	44
Table 9: Summary of Data Analysis.....	46
Table 10: Table of Summary for Questionnaire Adoption / Adaptation.....	47
Table 11: Gender * Income Cross tabulation.....	52
Table 12: Gender * Race Cross tabulation.....	52
Table 13: The Skewness and Kurtosis Test for Normality.....	54
Table 14: Race * Q.10 Cross tabulation.....	56
Table 15: Income * Q.25 Cross tabulation.....	58
Table 16: Validity and Reliability of K-pop.....	59
Table 17: Validity and Reliability of K-artist.....	60
Table 18: Validity and Reliability of K-drama.....	61
Table 19: Validity and Reliability of K-food.....	62
Table 20: Intention for Visiting Korea.....	63
Table 21: ANOVA ^a	64
Table 22: Model Summary.....	64
Table 23: Coefficients ^a	64

Table 24: Summary of the results	67
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List of Figures

Figure 1: Government Expenditure and Budget on Hallyu (KRW billion).....	20
Figure 2: Future Goals of Elementary School Students in Korea.....	31
Figure 3: Model of Meaning Transfer by McCracken	31
Figure 4: Five Stages of Buying Decision Process Model	33
Figure 5: Proposed Theoretical Framework.....	35
Figure 6: Framework of Research Design	37
Figure 7: Respondents by Gender.....	51
Figure 8: Respondents by Religion.....	53
Figure 9: The graph that showed the relationship between the gender and the respondents listening to K-pop music every day.....	55
Figure 10: The graph that showed the relationship between the gender and the agreement of K-drama is attractive with the K-characters.	57

List of Abbreviations

Gen Y: Generation Y

K-artist: Korean Artist

K-drama: Korean Drama

K-fashion: Korean Fashion

K-food: Korean Food

KMO: Kaiser-Meyer-Olkin

K-pop: Korean Pop

K-restaurant: Korean Restaurant

MSA: Measure of Sampling Adequacy

SPSS: Statistical Package for Social Science

VIF: Variance Inflation Factor

CHAPTER 1: INTRODUCTION

1.1 Chapter Overview

In the Chapter 1, there are several scopes that will be discussed like background of the study, problem statement, research objectives, research questions, significance of study, scope of study, limitation of study, operational definition and organisation of chapters. All of these will show the fundamental issues of study the research title which is regarding "Influence of Korean Wave on the Intention of Visiting Korea in Generation Y Malaysia". In the background of study will briefly discuss about the history and definition of the Korean Wave. At the same time, the various kinds of Korean Wave will influence the Generation Y in Malaysia for the intention to visit Korea. The problem statement will usually refer what the gap is in this study for example less research had been done in Malaysia which may lead the researcher has less relevant information as supporting evidence. Research objectives usually regards to the aim or purposes to study this research therefore the research question will be set to continue the process of the research. Through this research, there are several contributions in the academy and industry that will be discussed in the significance of the study. The scope of the study will conclude the context of the research topic like the focus of the research title, sample size, target of the population and so on. Besides, there will be some limitation will be faced by the researcher during the study for data collection and analysis part. The operational definition will discuss some important key words which will be used frequently in the research. The last part of the chapter 1 will be referred to the plan of the following chapters for the project. It will be a guideline for the researcher to do her project and the organisation of the chapters may have some changes when the researcher does her own works.

1.2 Background/ Rationale study

In today's world, Korean Wave ("Hallyu" in Korean) has already become the hot issue and one of the popular cultures in recent years (Lee, 2015). Korean Wave usually refers to the culture, language, music (K-pop), dramas & movies and food (Jang and Paik, 2012). Korean Wave has become a global sensation since the beginning of the 1990s and now the wave had been spread out to everywhere in the world like the United States, Latin America, Europe, Middle East, Australia and Asia (Lee, 2011). In late 1999, Chinese media first time described the sudden surge in the popularity of Korean Culture as Korean Wave (Lee, 2015). The global emergence of the Korean Wave can be said as a cultural tsunami which can also describe and express in the way of exploding, sweeping or vigorous of its products with the relevant popularity (Lee, Yum and Kim, 2014). In 2012, the Korean singer Psy with his hottest song "Gangnam Style" which acquired 2 billion views from YouTube of his official music video caused a new period of huge influencing of Korean Wave to the world (Park, 2015). The Korean dramas such as the most famous in the beginning of 2000s "Winter Sonata" and "Autumn Fairy Tale" until the current hottest drama "You who came from the Stars" and "Descendants of the Sun" also influenced the people around the world want to understand more about the Korean Wave (Ainslie, 2016). By all the influencing of the area of the Korean Wave, it also influences people have various types of behaviour when they choose to purchase their clothes, shoes, cosmetics and others. Therefore, through the research, the factors of the Korean Wave are able to be found. There are many scholars who had a different opinion of the age range of the generation Y, some of them said gen Y is started from year 1977- 1993, others may feel it should be started from 1980-1999. In this research, the Generation Y will be having the age range that is born between 1985 to 1999 (Lee, 2012) due to the reason of some of them have just only entered the workforce or having several years of the working experience at the same time they are the first batch grew up with the new technologies and used all the devices on everyday basis. Gen Y is the generation that will like to enjoy themselves due to the different mindset and perspective. Therefore, through the influence of Korean Wave, it indirectly

influence the behaviours of Gen Y such as purchase Korean products, electronic device and even create their interest for visiting Korea in the recent years. Hence, within the survey, identification of the intention of visiting Korea of Generation Y in Malaysia through the factors of Korean Wave will be conducted too.

1.3 Problem Statement

Emergence of the Korean Wave through these 20 years has really brought various kinds of influences to the economy, social and the political. For instance, in India, the Korean Wave only popular in India since the beginning of the 21st century in North east India due to the popular cultural content of the Korea (Asem, 2014). This phenomenon can be called as the concept of the cultural hybridity in order to expand and continue the cultures of Korea in the world of India (Oh and Park, 2013). Culture is something that describes the current way of life which express some useful values and meanings not only in art or learning but also in the organisations and individual (William, 1961). Most of the people still do not understand what is Korean Wave and with its results of implication. Korean Wave is not Japan and Chinese even though it is part of Asian, however, it seems like more global and more western (Lie, 2012).

Malaysia is a Muslim country because there are roughly 58% of the major population is Malay and Malaysia also plays a leading role from 2003-2007 in the worldwide Islamic community as chair of Organisation of the Islamic Conference (OIC) (Cho, 2010). Malaysia as a various kinds of ethnic groups also had been developed with diverse way of thinking and modes of living due to the successfully taken root of Korean Wave (Park, 2004). Therefore, the Korean Wave usually attracted not only ethnic-Chinese population in the region even though there is similarity between the Chinese and Korean due to the Chinese pop culture had been established longer time than Korean Wave (Chua, 2014). The elements of the Korean Wave which go through globalise that can easily attract Malaysian due to the pretty landscape and scenery of

Korea at the same time the unique of Korea living cultural with the traditional customs and foods that had not always been seen in Malaysia (Cho, 2010).

Rank	Country	US\$ (Billion) Yr. 2014
1	United States	117.2
2	Spain	65.2
3	China	56.9
4	France	55.4
5	Macao (China)	50.8
6	Italy	45.5
7	United Kingdom	45.3
8	Germany	43.3
9	Thailand	38.4
10	Hong Kong (China)	38.4

Table 1: Top 10 World Tourism Arrivals and Receipts

Source From: Statistics.unwto.org. (2016)

Tourism had been ranked as fourth as worldwide export category after fuels, chemicals and foods at the same time it also ranks for the first in many developing countries (Associates, 2016). Therefore, the international tourism can be said as the leading industry in the service sector and become of the largest and greatest of the growing industries in this global economy (Baker, 2013). From the Table 1, The World Tourism Organisation had been showed that there are 4 Asian countries which included China, Hong Kong, Macao and Thailand as the Top 10 of the tourists for visiting.

Country	2009 Rank (133 countries)	2015 Rank (141 countries)
Cambodia	108	105
China	47	17
Hong Kong	12	13
India	62	52
Indonesia	81	50
Japan	25	9
So. Korea	31	29
Laos		96
Malaysia	32	25
Myanmar		134
Philippines	86	74
Singapore	10	11
Thailand	39	35
Vietnam	89	75

Table 2: The World Economic Forum's Travel & Tourism Competitiveness Index 2015 Ranking

Source From: Statistics.unwto.org. (2016)

From Table 2, we can see that the ranking of the South Korea had been improved a little bit. However, the countries that around South Korea like Japan and China obviously had attracted more tourists to visit throughout these 7 years. From the data analysis, the Myanmar had 51% growth, Japan grew with 29% and South Korea grew with 17% in 2015 compare to the previous year (Statistics.unwto.org., 2016). From all the statistics supported, South Korea seems like had a very strong competition with the countries around. Therefore, the Ministry of Tourism in Korea wants to understand what the factors are for the tourists for visiting South Korea. From my finding, it will help the Ministry of