

Korean Trends as a Factor Affecting Academic Performance Among Students in Higher Education Institutions

Carigma, Daphne Francine M., Cruzado, Elizabeth S., Hagos, Michael Josh B., Perater, Kenneth S., Ramos, Denise M., Navarro, Maricar and Galingan, Romalyn

Department of Industrial Engineering, College of Engineering and Architecture
Technological Institute of the Philippines – Quezon City
Cubao, Quezon City, Philippines

Abstract

Korean Culture disseminates rapidly across the globe. The young generation is highly engaged in Korean trends, such as Korean pop music, dramas or movies, fashion, food, and beauty standards. With the use of media, the effects of Korean trends may have resulted in the effects of media on people and society such as addiction, perceptual influence, psychological effect, time consumption, and impulsive spending. The study aimed to determine whether there is a relationship between variable factors affecting the student's academic performance. The proponents used a quantitative approach in the 388 participants at the Technological Institute of the Philippines. This study shows that the Korean Trends and the Effect of Media on People and Society correlated to its variable factors. Moreover, this study may help future research in colleges and universities in the Philippines about how the students in higher education who engage in Korean Trends affect their behavior and academic performance.

Keywords

Korean Trends, Academic Performance, Effect of Media on People and Society, and Addiction

1. Introduction

Students have been impacted by Korean culture as a result of its global popularity. These Korean trends have become a worldwide phenomenon in the age of globalization and the internet. This has led to a devoted fan base actively participating in different facets of Korean culture. Filipinos have great flexibility of adaptability as they easily embrace these trends. Generations of students are part of this generational trend and the researcher aims to provide data on how academic performance is being affected by their behavior according to their hobbies (Korean Culture).

Currently, Filipino youngsters who are the majority of students are the major members influenced by the Korean 'fever' due to the Korean wave's globalization through the media. The content of K-pop which displays young attractive men and women, as well as the creative creation of Korean dramas that intentionally meet the standards of its target viewers, mainly the younger audience. The degree to which Filipino students engage with Korean culture may have two effects on their academic performance. One way to look at it is that this involvement could be inspirational and educational in terms of culture. Conversely, it might result in decreased academic achievement because fandom activities take up study time and cause distractions.

The study aims to analyze how Korean trends impact the academic performance of students by applying the quantitative approach which serves as a tool to validate these effects. It is identified that most students engage in social media wherein Korean trends have always been the top content creators, as well as the most followed idols and actors. Students tend to spend their time scrolling on social media which draws them into an addiction that distracts their performance as well as strains their productivity in school (Munene & Nyaribo, 2013). On the other hand, it is also highlighted by Ko et al. (2014) that when it comes to the Korean Wave, there's no doubt that the media plays a significant role in its immense popularity. Simultaneously, it fosters a sense of escapism for its fans. Therefore, the objective of this study is to investigate and understand the Korean trends of the students, such as watching

Korean novels, video edits containing Korean idols, Kpop trends, Kpop idols, and even their foods and fashion considered trendsetters. By conducting this study, students were able to view their actions and behavior toward the environment.

1.1 Objectives

This study is focused on examining the effects of emerging Korean Trends, on the academic performance of students in higher education settings. The objectives include:

- To identify if there is a relationship between the influence of K-trends and students' academic performance.
- To identify the potential relationship between the engagement of Korean media to people and society to the various demographics such as age, year level, program, and weekly allowance within the students.
- To analyze the impact of exposure to Korean trends on students of higher education, specifically in terms of their tendency to become impulsive buyers of Korean merchandise, their level of addiction to Korean trends, and the amount of time they spend on these trends.

2. Literature Review

2.1 Korean Trends

According to Sin (2020), metrosexual visual media consumption of the Korean Wave and its relationship to grooming behavior have some other practical implications as well. The implication of how the society adapts the foreign culture and effects of entertaining foreign goods and services and people's ways in terms of grooming, speech, behavior, and other variables.

Learning Korean has become more and more popular among younger generations thanks to Korean content such as K-pop, K-dramas, and films. According to a 2022 article from the well-known language learning application Duolingo, Korean is currently the second fastest-growing language globally, after Hindi, and ranks 14th in terms of global usage. The rising appeal of Hallyu, or the Korean Wave, has been partly responsible for the increased interest in studying Korean. As of last December, there were 156.6 million Hallyu lovers worldwide, according to a survey by the Korea Foundation. This Figure 1 has climbed 17 times in the last ten years (Kwak, 2022).

2.2 Social Media Addiction

With the use of social media platforms, Korean trends paved the way to enter the Philippine social media mainstream. YouTube, Instagram, TikTok, and Facebook are the main social media contributors to easy access to streaming Korean trends. According to the study of Sulasula (2023), findings reveal that social media addiction has a detrimental impact on the daily work performance of government employees. The excessive use of social media platforms, such as Facebook, Twitter, and Instagram, leads to decreased productivity, increased distractions, and reduced focus on work-related tasks.

2.3 Korean Influence

Filipinos have used K-pop culture, hence, innovating something from it and claiming that thing as their own. In the same way that Koreans utilized the dominating Western influence, Filipinos mimicked the dominating Korean culture and engraved local elements into it (Domingo, 2021). This is how the Filipinos adapt and use foreign culture in their way of living, and communicating, and bend the Filipino culture itself. The influence of Korean culture is one of the generational trends that most of the young generations are in on the Korean culture rather than its own culture.

According to research by Aporbo et al. (2023), participants acquire knowledge of Korean culture through watching K-drama, listening to K-pop, eating at Korean restaurants, and watching television. The respondents of the said research talked about how they started to adopt Korean fashion and behavior, how they started influencing others to adopt Korean cultural practices, and how they acknowledged that they had a deeper understanding of Korean culture and had firsthand experience with its assimilation in educational environments.

2.4 How Korean Trend Affects Academic Performance

According to Estoque (2022), the Korean Wave as a new phenomenon in Asia causes anxiety about the erosion of the values of the original life of our nation. Because the teens or the wider community often watch the show without a filter to influence the lifestyle and way of thinking of society. This perceived academic motivation and performance incorporated the values, lifestyle, and thinking that the Korean wave influenced the young generation such as students.

3. Methodology

As a means of data gathering, integrating quantitative research methodology enables researchers to leverage the respective advantages of both approaches to attain a more thorough and narrow comprehension of a research issue. Researchers were able to collect data by carrying out survey questionnaires to 388 respondents, who were categorized as the selected students of the Technological Institute of the Philippines, Quezon City who are mostly engaged and exposed to Korean Trends.

To evaluate the data made by the researchers using a quantitative approach, the utilization of Structural Equation Modeling or SEM was used as a statistical tool to analyze the complex relationship between Korean trends and students' academic performance. A Statistical Package for Social Science or SPSS is used in this research for Factor Analysis and Reliability Testing as well.

A. Independent Variables

A.1 Perception Influence

The media possesses the capacity to mold individuals' perceptions of their surroundings. Engaging most of the students' time with Korean trends such as keeping up with the latest products, social issues, and any related Korean content might impact their attitude and behavior which leads them to low academic productivity (Jang & Song, n.d).

A.2 Psychological Effects

Being regularly exposed to violence in media, such as in movies, series, and short videos can lead individuals to become less sensitive or emotionally numb to real-life acts of violence. Having an insight into this independent variable impacts the way the students behave in the school, which leads to being self-centered students who only envision their goals without considering other individuals' emotions (Noor, 2023).

A.3 Addiction

Addiction is a multifaceted and persistent neurological condition marked by the relentless and unmanageable pursuit and involvement in a substance or activity, even in the face of adverse outcomes. It frequently encompasses both physical and psychological reliance and a lack of command over the substance or behavior involved. Persistently focusing on or immersing oneself in Korean trends while at work can prove to be a substantial source of distraction, rendering it challenging for individuals to maintain their concentration on their assigned tasks and projects.

A.4 Time Consumption

Overindulging in Korean trends, including watching K-dramas, keeping up with K-pop groups, or devoting work hours to social media related to these trends, can result in a decline in productivity. This may lead to the failure to meet deadlines, unfinished assignments, and an overall decrease in work output (Sun, 2024).

A.5 Impulsive Spending

Consistently engaging in impulsive spending can result in financial stress and anxiety. Concerns about financial difficulties and increasing debt can serve as distractions, hindering students' ability to concentrate on their academic duties (Perlas, 2013).

B. Dependent Variables

B.1 Academic Performance

As academic performance acts as the dependent variable in this research, it signifies a quantifiable result or effect that is impacted or shaped by the identified independent variables. In this context, academic performance functions as the result or reaction that researchers aim to comprehend or elucidate concerning other contributing factors.

C. Theoretical Framework



Figure 1. Theoretical Framework

4. Data Collection

IPO was used as a conceptual framework for this paper to understand the structural approach to analyzing the data (Figure 2). Researchers commonly utilized the input-process-output (IPO) model as a foundational framework when depicting the conceptual structure of educational research. This model serves as a concise representation that synthesizes findings from multiple interconnected articles explaining the underlying processes (Canonizado, 2021).

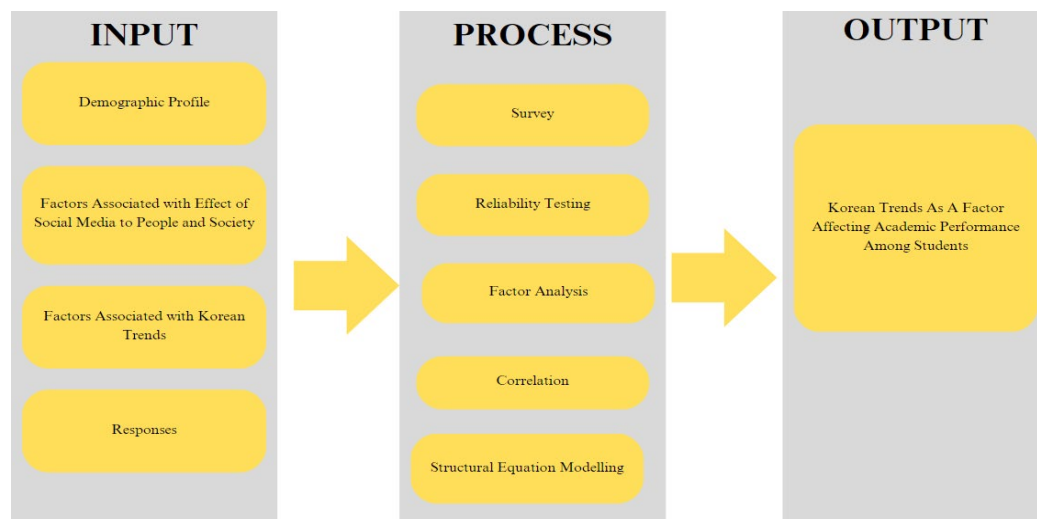


Figure 2. Conceptual Framework

5. Results and Discussion

5.1 Numerical Results

Table 1 shows the data of the component factors prior to the factor analysis. The reliability testing uses Cronbach's Alpha to measure how well the items within the component factors are correlated with each other. The component factors such as the effect of media on people and society (C1), Korean trends (C2), and Academic performance (C3) are above the standard cut-off of 0.7, having acceptable remarks with scores of 0.989, 0.891, and 0.992, respectively.

Table 1
RELIABILITY TESTING

Factors	Cronbach's Alpha	Cut-off	Remarks
Effect of Media on People and Society	0.989	≥ 0.7	Acceptable
Korean Trends	0.891	≥ 0.7	Acceptable
Academic Performance	0.992	≥ 0.7	Acceptable

5.2 Graphical Results

Figure 3 shows the structural equation modeling where the three (3) resulting component factors are used to create a model that illustrates the correlation between component factors and items present in the data. Each item is associated with the component factors of the Effect of media on people and society (C1), Korean trends (C2), and Academic Performance (C3). The component factors are associated with a set of items with the same input itself. The C1 is associated with sixteen (16) sets of items, C2 with three (3) sets of items, and C3 with three (3) sets of items.

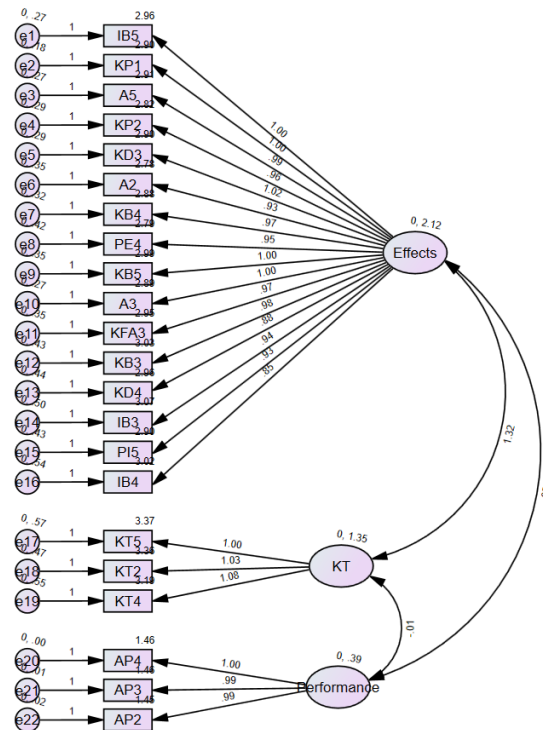


Figure 3. Hypothetical Model

Table 2. DIRECT EFFECTS

Direct Effects				
Endogenous Variable	Exploratory Variable	Unstandardized Estimate	Standardized Estimate	P-Value
Effects	K Trends	1.322	.123	***

*Note: *** means significant*

Table 2 shows the exploratory variable (Effects) has a direct positive effect on the endogenous variable (K Trends).

Table 3. INDIRECT EFFECTS

Indirect Effects				
Endogenous Variable	Exploratory Variable	Unstandardized Estimate	Standardized Estimate	P-Value
Performance	Effects	-.021	.047	.659
Performance	K Trends	-.007	.039	.865

Table 3 shows the exploratory variable has an indirect effect on the endogenous variable (Performance) through the mediator variable, but this effect is not statistically significant. This means that the relationship between the exploratory variable and the endogenous variable is likely due to chance and not to a causal effect of the exploratory variable on the endogenous variable.

5.3 Proposed Improvements

Based on the findings and conclusion of the study, the following recommendations are proposed:

Awareness campaigns: Educational institutions might run awareness campaigns aimed at educating students about the potential repercussions of being exposed to Korean trends for an extended period of time.

Balancing academic life and leisure activities: Educational institutions can encourage students to find a balance between their academic and leisure activities. This can be accomplished by giving students the chance to participate in extracurricular activities like athletics, the arts, or community service that have something to do with Korean trends.

Curriculum Integration: Educational institutions may find it beneficial to students' motivation and interest in these trends by integrating Korean trends into their educational programs.

Counseling Services: Educational institutions have the capacity to offer counseling services to students who may be experiencing issues with addiction, excessive spending, or time consumption associated with Korean trends.

Undertaking Additional Research: Additional investigation is warranted to dig deeper into the correlation between Korean trends and academic performance. Research that examines the effects of particular Korean trends on academic achievement, experimental research, or longitudinal studies can all fall under this category.

6. Conclusion

Based on the statistical results, it appears that Korean trends do not directly influence academic performance. Statistical calculations show that contrary to original predictions, Korean trends have no direct impact on these students' performance in school. This important finding highlights the variety of cultural phenomena' influence on academic performance and suggests that students' broad exposure to Korean culture need not be detrimental to their academic success.

A closer look at the data reveals a weak but positive relationship between the amount of time students spend watching Korean media and certain demographic variables including age, year level, and weekly allowance. This association shows that although there is some relationship between the socioeconomic status of the students and their exposure to Korean culture, it has little bearing on their academic achievement. On the other hand, a more robust positive association was found between students' engagement with Korean trends and their perceptions of the impact of Korean media on society. Although it has no direct bearing on academic achievement, this relationship shows how important cultural involvement is in forming students' social experiences and identities.

This study's limitations include its dependence on self-reported data, which could be biased, and its focus on higher education students, which might prevent it from applying to other demographic groups. Furthermore, although the quantitative technique is helpful in finding connections, it falls short in examining the qualitative components of students' interactions with Korean culture and the complex ways in which these interactions affect their personal and academic lives.

In conclusion, by demonstrating the intricate and nuanced relationship between students' engagement with Korean culture and their educational achievement, this research adds to the continuing conversation about the effects of global cultural trends on academic performance. It demands more investigation into the qualitative aspects of this involvement and its consequences for practice and policy in education.

References

- Aporbo, R., Catingan, D. C., Logronio, A., & Quezada, J. S. B., The influence of Korean wave among the social studies students of UM Tagum College: A qualitative inquiry, 2023. [www.academia.edu. https://www.academia.edu/97121628/The_Influence_of_Korean_Wave_Among_the_Social_Studies_Students_of_UM_Tagum_College_A_Qualitative_Inquiry](https://www.academia.edu/97121628/The_Influence_of_Korean_Wave_Among_the_Social_Studies_Students_of_UM_Tagum_College_A_Qualitative_Inquiry)
- Canonizado, I. C., Input-Process-Output model. HubPages., 2021 <https://discover.hubpages.com/education/IPO-Model-of-Research>
- Cronbach's Alpha: Definition, Interpretation, SPSS - Statistics How To. Statistics How To, 2024. <https://www.statisticshowto.com/probability-and-statistics/statistics-definitions/cronbachs-alpha-spss/>
- Domingo, L. Z. P., Korean Pop Music a Threat to Contemporary Filipino Identity? Globalization, Nation, and Interrogation in Philippine Culture and Identity. *아시아리뷰*, 11(2), 247-265, 2021. Retrieved from <https://doi.org/10.24987/SNUACAR.2021.8.11.2.247> on September 17, 2023.
- Jang, W. & Song, J.E. , The Influences of K-pop Fandom on Increasing Cultural Contact, 2023. Retrieved from: https://barnettcenter.osu.edu/sites/default/files/2019-08/the_influences_of_k-pop_fandom.pdf?fbclid=IwAR0DsEFn2Sps7eZh8yJkP5tYQ6A1AayDU0zCqMMZWunwGlvPIYSUrTPeIEg
- Kim, J.-N., Simeos, R., Ko, Ñ. C., & No, S., The Korean Wave Hallyu in Looking at Escapism in Peruvian Society. <https://doi.org/10.1163/15691497-12341305>, 2014
- Kwak Yeon-Soo., Popularity of K-content drives boom in Korean language learning. *Koreatimes*, 2022. https://www.koreatimes.co.kr/www/culture/2022/03/199_325603.html
- Noor, L. A., The Dark Side of K-Dramas: Unraveling the toxicity and unrealistic expectations. *Medium*, 2023. <https://medium.com/@lomatalnoor/the-dark-side-of-k-dramas-unraveling-the-toxicity-and-unrealistic-expectations-ceb5ed1694a0>
- Perlas, C., Korean Culture Invasion: A Positive and Negative Influences on Filipinos, 2013. <https://www.termpaperwarehouse.com/essay-on/Korean-Culture-Invasion-L-Positive-And/23230>
- Sin, L. M., The Impact of Korean Wave on Malaysian Metrosexual Grooming Attitude and Behaviour: The Moderating Role of Visual Media Consumption. *Media Watch*, 2020. Retrieved From <https://doi.org/10.15655/mw/2020/v11i2/195647> on September 17, 2023.
- Sulasula, J., Effects of social media addiction on daily work performance of government employees. Retrieved from <https://mpr.ub.uni-muenchen.de/117995/> on September 16, 2023.

Sun, D., Is K-Pop a bad influence? Daily-sun, 2024. <https://www.daily-sun.com/printversion/details/466813/Is-KPop-A-Bad-Influence?fbclid=IwAR3kj41LeZHZAqIASZ04IkkeGfdQ0RMJNjQmMbQoHkeggB79kxZmhimBlEY>

Biographies

Francine Daphne Carigma is a diligent undergraduate student pursuing a Bachelor of Science in Industrial Engineering at the Technological Institute of the Philippines - Quezon City. She is a proud member of the Organization of Industrial Engineering Students on their local campus. Her commitment to academic excellence is demonstrated through joining conferences, where they can demonstrate the findings of their paper.

Elizabeth Cruzado is a diligent undergraduate student pursuing a Bachelor of Science in Industrial Engineering at the Technological Institute of the Philippines - Quezon City. She is a proud member of the Organization of Industrial Engineering Students on their local campus. Her commitment to academic excellence is demonstrated through joining conferences, where they can demonstrate the findings of their paper.

Michael Josh Hagos is a diligent undergraduate student pursuing a Bachelor of Science in Industrial Engineering at the Technological Institute of the Philippines - Quezon City. He is a proud member of the Organization of Industrial Engineering Students on their local campus. His commitment to academic excellence is demonstrated through joining conferences, where they can demonstrate the findings of their paper.

Kenneth Perater is a diligent undergraduate student pursuing a Bachelor of Science in Industrial Engineering at the Technological Institute of the Philippines - Quezon City. He is a proud member of the Organization of Industrial Engineering Students on their local campus. His commitment to academic excellence is demonstrated through joining conferences, where they can demonstrate the findings of their paper.

Denise Ramos is a diligent undergraduate student pursuing a Bachelor of Science in Industrial Engineering at the Technological Institute of the Philippines - Quezon City. She is a proud member of the Organization of Industrial Engineering Students on their local campus. Her commitment to academic excellence is demonstrated through joining conferences, where they can demonstrate the findings of their paper.

Dr. Maricar Navarro is an esteemed professor at the Technological Institute of the Philippines who specializes in the Engineering Programme majoring in Industrial Engineering. She has over 15 years of academic and research experience, and she holds a PhD in Doctor of Philosophy in Industrial Engineering. As an advisor, she has assisted the proponents in carrying out significant research, encouraging critical thinking and intellectual development.

Dr. Romalyn Galingan is a distinguished faculty member and expert in the Industrial Engineering Program at the Technological Institute of the Philippines. She has many years of expertise in the field and a master's degree as well. Ms. Galingan plays a vital role in influencing students' academic journeys, as seen by her dedication to academic success and her enthusiasm for mentoring aspiring researchers.