

The Development of Korean Pop Culture in Vietnam

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Abstract:

Korean pop culture has gradually become a global phenomenon, it has a unique way of development, shows a distinctive appeal, and is widely loved by the world. However, through in-depth research, it is found that more research centers focus on the development of Korean pop culture in South Korea and China, and there is a lack of analysis of its development in other countries in East Asia. Taking K-pop and Wear as examples, this paper analyzes the development and influence of Korean pop culture in Vietnam and analyzes the reasons for its success from three aspects: export mode, social media, and platform supply. It is concluded that when other countries enhance their cultural soft power, they can learn from the perspective of attaching importance to the development of media and cross-cultural integration. Based on this, this paper puts forward the following suggestions: In the current trend of the prevalence of the Internet and social media and the development of globalization, the development and dissemination of culture must rely on media platforms to gain wider visibility, and it is also necessary to carry out cross-cultural integration to reduce cross-cultural conflicts and make it easier to be accepted.

Keywords: Korean pop culture, K-pop, dress culture, cultural communication

1. Introduction

As of right now, it is evident that Korean pop culture has not only become widely accepted across Asia but has evolved into a truly pan-Asian genre [1]. Although remarkable progress has been made in the research on the development of the Korean Wave, there is still a lack of research on how the Korean Wave is affected. This study will focus on how the Korean Wave is so widespread in Vietnam, and the article also discusses K-pop and dress culture respectively, to fill the gap in the development of the Korean Wave in other East Asian countries. A comprehensive understanding of the trend and development of the Korean Wave in Vietnam provides a full explanation of pan-Asian pop culture. Different from other studies, this study discusses the development of the Korean wave in Vietnam from two aspects that are currently more popular in Korea. Explore the development of the Korean wave in other parts of East Asia.

2. The Visual Representation of Korean Pop Culture in Vietnam--Take K-Pop and Wear for Example

2.1 k-Pop

As one of the most important countries in East Asia, Vietnam is also one of the countries with a large number

of K-pop fans in the world. A study shows that Vietnam has the third highest number of K-pop fans in the world [2]. According to the Korea Foundation's annual report "Global K-Wave Report 2022", of the approximately 178 million K-wave fans worldwide, 13.3 million are in Vietnam, with China ranking first with 84 million fans and Thailand second with 18.6 million. Since the early 2000s, K-pop has appeared in the public eye, and as a unique cultural phenomenon, it has set off a global craze. In terms of music style, k-pop combines Western pop, hip-hop, R&B, electronic dance music, and other elements, forming distinct musical characteristics. With the advancement of globalization, Korea's ability to export culture has been enhanced, and K-pop has risen to become a global phenomenon. The Asianization of K-pop in Vietnam began in the 2000s and has intensified since the 2010s [3]. A survey conducted among urban residents in Vietnam over the age of 18 found that 51 percent liked K-pop, 68 percent liked Korean dramas, and 70 percent had a positive opinion of Korea [3]. Not only that, many members of Korean idol groups have artists from Vietnam, whether male or female artists, they have gained a lot of people's love, with a strong support team.

Therefore, Korean pop culture has a high degree of acceptance and recognition in Vietnam. People are often willing to enjoy and learn all kinds of popular music.

2.2 Dress Culture

Secondly, the influence of Vietnamese clothing in South Korea is relatively extensive, according to the survey 45% of Vietnamese respondents said that the design preference of Korean clothing is the main reason for the popularity of Korean clothing in Vietnam. 32% of global respondents also said that Korean fashion products are very popular in their country. As of February 2022, 72.1 million individuals in Vietnam used the Internet, making up approximately 73.2% of the country's entire population. The typical person uses the Internet for six hours and forty-eight minutes per day [4]. This data shows that Vietnamese people spend more time on the Internet, and they can learn a lot of Korean pop culture content through the Internet. In addition, Vietnam's economy has been strong enough to support the cross-border purchase of Vietnamese people, Vietnam's economy has grown from 420 US dollars to 2,343 US dollars in the past 40 years [5]. So more and more Vietnamese people are interested in buying Korean products.

3. Cause Analysis

3.1 External Export

South Korean entertainment companies are adept at using locally adapted strategies to reduce cross-cultural conflicts and ensure that products can meet the international market. YG, one of the four major entertainment companies in South Korea, trained all five members of the boy group in Japanese language and culture before introducing them to the mainstream market in Japan. In addition, to attract foreign markets, entertainment companies have also adopted the strategy of collaborating with local artists, for example, a girl group and an American female singer collaborated on a song that achieved great success in the United States and around the world. The adoption of such strategies by Korean entertainment companies is sufficient to cope with cross-cultural challenges, thus expanding overseas markets and enhancing attractiveness.

There are also many well-known designer brands in South Korea, whose fashionable designs attract the attention of a large number of young people. The fashion business in South Korea has shaped the nation's image by forming reliable alliances with the entertainment, industrial, film, and lifestyle sectors. [6]. As the domestic economy slows, designers have begun to promote their work abroad. According to an interview with Yoon Kyung Lee, SFCS was launched in Dongdaemun in 2009 by the South Korean government to promote emerging young Korean designers and Korean fashion brands [7]. Secondly, manufacturing is also very important for young designers. During this period, total manufacturing employment in South Korea

increased significantly from 2.2 million to 2.8 million [6]. Another opportunity for young Korean designers is through fashion shows such as Generation Next, Indie Brand Fair, and Korea Style Week at Seoul Fashion Week, as well as TV shows and social media such as Facebook, Twitter, and websites. According to recent digital media research, 66.7 percent of Korean smartphone users engaged in mobile purchasing, indicating that a new generation of designers is using the Internet to market their creations [7]. From this point of view, Korean designers have also played a non-negligible role in the development of the Korean wave.

3.2 Social Media

Since the mid-2000s, with the rise of various kinds of social media, it has gradually become a new platform for disseminating culture, and the Korean government has also committed itself to formulating new policies to adapt to the new media environment [8]. A leader has focused on the integration of culture and digital technology, and he believes that investment is important to help Korea's cultural industries become more globally competitive [8]. Another leader is also focusing on formulating policies related to the cultural industry. The speaker stressed during the 2014 World Economic Forum Annual Meeting that "K-pop, Korean dramas and movies are gaining popularity everywhere and creating new value." She additionally said that "the possibilities for generating greater added value become truly limitless when the cultural values and information technology of each country are combined."

An online panel study of 400 Vietnamese consumers between the ages of 18 and 40 revealed that South Korea's sentiments were positively impacted by the level of social media use [6]. Thanks to the development of social media, Korean products are being promoted globally. As social media is a network platform frequently used by many young people, the notes published by some famous bloggers will have a more powerful impact. Vietnamese buyers are now interested in Korean culture in a variety of ways, including celebrities, fashion, beauty, music, movies, theater, food, and gaming [6]. The strong development of South Korean social media has provided great convenience for South Korean pop culture and has also become a bridge for South Korean pop culture to go global, making more people pay attention to South Korean pop culture at the same time. In China, Korean dress has become more popular in recent years, with many young people learning how to dress Korean women through social networking platforms such as Xiaohongshu and Douyin. The social media platform of choice is Instagram, which is favored by young Vietnamese people who use it to follow celebrities and potentially take fashion cues from them [5].

Furthermore, 86% of Vietnamese women use social media before making a purchase, and 24% of influencers use Instagram as their main platform for information-seeking and brand collaboration [6]. Therefore, social media is having a positive impact on the Korean wave and Korean clothing. More and more people are learning to dress in a Korean style.

The study compared the gender, age, number of friends on social media, amount of time spent on social media on average each day, and the number of accounts associated with South Korea and Vietnam among individuals who used social media [5]. The survey's findings indicate that female customers are more likely to have more Korean friends on social media and to spend more time on the platform. Furthermore, the more recent a Korean connection is on social media, the more intensely they use it [6].

3.3 Supply of Korean Platform

The economy of Vietnam has experienced a radical shift from a centrally planned economy with subsidies to an open market one [5]. The country's lifestyle and material culture have also changed dramatically over the past four decades with a wave of economic reforms and increased trade, with the average wage rising dramatically from \$420 in 1986 to \$2,343 in 2018 [4]. Along with the substantial increase in wages, the standard of living in Vietnam has also been greatly improved. In this case, with the rise of the Korean wave, the trend style of South Korea has already attracted the attention of the public, especially in the young town is having a profound impact. Vietnamese are active multinational consumers in South Korea, and some young Vietnamese women, have actively integrated Korean products into their lives and become an essential part of their lives, thus driving the economy. When Vietnamese women want to buy Korean products, they must do so through a multinational platform. Over the past few decades, this behavior has become more diverse and complex due to increasingly globalized external influences and the attendant transnational media and cultural flows [5]. Globalization, modernization, and economic progress are strongly associated with the development of consumer culture, particularly in developing nations where these concepts are typified by the inflow of foreign goods and cultures [4]. Based on statistical data, the Korean wave has spread to the Middle East, North America, and South America since the late 2000s. This expansion is mostly attributed to the increased usage of social media and the Internet [5]. The rise of these transnational platforms and their widespread use have brought great benefits to Korean pop culture and will make more people aware of Korean products and clothing.

With the increasing acceptance of Korean Wave culture

in Vietnam, in addition to showing love, support, and pursuit of K-pop idols, Vietnamese people yearn for a bigger stage to realize their ideals and also hope to debut as idols. Entertainment companies, as operators, provide a platform for those who wish to list as K-pop idols. With the global spread of Korean pop culture, South Korean entertainment companies are also looking internationally for potential trainees, and they have selection points in many parts of the world. The strict recruitment and training system of Korean entertainment companies can ensure the professional level of their debut artists and ensure their competitiveness. It also provides opportunities and paths for those who dream of idol careers in Vietnam to realize their dreams

4. Discussion

The growth of Korean media is largely responsible for the popularity of Korean pop culture around the world. Some academics have proposed in recent years that the popularity cycle of Korean pop culture among Asian media consumers peaked [9]. So how did South Korea's pop culture become such a global influence? The poll indicates that Korean media material in the US has historically focused on urban operations in big cities like Los Angeles, Chicago, and New York, where the majority of Korean immigrants reside.

South Korea promotes its popular culture on a global scale. The Korean public television network KBS began providing broadcasting services to Korean populations in Los Angeles, New York, Hawaii, and Toronto in 2003 under the names KBS World Broadcasting and KBS USA [9]. It is precisely because of the propaganda of South Korean media that South Korean pop culture spreads more and more widely. New media platforms became the main way to spread ha Korean pop culture throughout the Western world. Other countries can learn from Korea in terms of media operators [9].

In addition, the development and dissemination of Korean pop culture also attaches great importance to cross-cultural communication and integration. Korean pop culture showcases the diversity between different cultures, which not only creates unique styles and works but also meets the needs of consumers in different cultural contexts across the globe. Whether it is the fusion of European and American styles and Asian traditional elements in the fashion industry, or the fusion of multiple musical styles in the music field, Korean pop culture has gradually formed a unique and attractive global phenomenon. Thus, intercultural dialogue and integration are essential to the growth and dissemination of culture, providing a means by which a particular culture might become more widely

known and influential on a worldwide level. Not only to inject new vitality into their own culture but also to contribute to the diversity of global culture.

5. Conclusion

There are many reasons for the popularity of K-pop culture among young people. In terms of fashion culture, the contribution of Korean designers to the development of Korea, the dissemination of K-pop culture to the public through social media, and the rise of transnational platforms have all become an integral part of the development of K-pop culture. From a K-pop standpoint, the Korean government's policies regarding the country's cultural sector are seen alongside the allure of the singers themselves. The emergence of these two typical pop cultures not only shows their unique style but also attracts the eyes of young people in various ways, making Korean pop culture widely loved.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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