

The Effects of Korean Pop Culture on Hong Kong Residents' Perceptions of Korea as a Potential Tourist Destination

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ABSTRACT. The goal of this study is to assess the influences that Korean pop culture has on Hong Kong residents' perceptions of Korea as a potential tourist destination. Among the 500 distributed questionnaires, 456 were collected. Finally, 440 usable surveys were used for data analysis after eliminating 16 questionnaires with multiple missing answers that were deemed unusable. Data analyses produced many meaningful results. For example, respondents who were less educated and tended to spend more on Korean cultural products had a higher intention to visit Korea after they tasted Korean food. Expenditures on Korean cultural products were a significant contributor to Hong Kong residents' intention to visit Korea after experiencing the three types of Korean pop culture used in this study. Results of this study confirm those of previous studies, which found that the media had a significant influence on a person's choice of tourist destination.

KEYWORDS. Pop culture, tourism destination, *Hallyu*

INTRODUCTION

People exposed to visual media are influenced by what they see and hear in the media. What the media display as trendy, attractive, or sensational is often transferred to the perceptions of the viewer. Likewise,

the behavior and emotions portrayed on the television screen by a charismatic actor may be emulated by viewers who identify their ideal self-images with their favorite television star. Whether it is romantic or violent, positive or negative behavior or emotions, medical and psychological studies have

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revealed that people discover their attitudes from a very young age through visual media. These attitudes tend to last (Dalton, Tickle, Sargent, Beach, Ahrens, & Heatherton, 2002; Sargent, Heatherton, Ahrens, Dalton, Tickle, & Beach, 2002; Funk, Baldacci, Pasold, & Baumgardner, 2004; Taveras, Rifas-shiman, Field, Frazier, Colditz, & Gillman, 2004), and are reinforced through mass media (Couldry, 2001; Couldry & McCarthy, 2004a, 2004b).

In today's society, the television set (TV) plays a central role in conveying modern popular culture to all corners of the world. Information on news, sports, games, movies, hobbies, travel, and numerous other topics are broadcasted daily on TV. Remarkable storylines provided by a drama series or movies feed housewives, workers, or family members with gossip or chitchat. In addition, TV pop music channels provide viewers with vivid dance moves and the lyrics to their songs as well as beautiful scenery.

Korean TV dramas are very popular in Asia and have spread to numerous countries including Hong Kong, Japan, China, Thailand, Vietnam, and Singapore. This study identifies the effects of Korean pop culture aired on TV in Hong Kong society. The wave of Korean pop culture that influenced a wide range of entities including music, movies, food, fashion, and other culturally inspired products, was initially called '*Hallyu*' by the Chinese mass media in the late 1990's (Li, 2005). In Hong Kong, the Korean wave was formed by TV dramas or movies as well as Korean pop songs aired on TV.

The most popular Korean drama series displayed on Hong Kong TV is '*Daejanggeum*'. This drama, made up of a series of 70 episodes, tells the story of a palace cooking maid, whose name is '*Daejanggeum*', and who experiences numerous political conspiracies, temptations, and conflicts with her co-workers. By curing the King's disease, '*Daejanggeum*' finally gains his trust. Perseverance, goodwill, friendship, loyalty, the victory of good over evil, pure

love, forgiveness, and a happy ending are just some of the infiltrated spirits appealed to in this plot. With the royal kitchen and a hospital setting the basis of the drama, Korean traditional cuisine and medicine were promoted. The final episode of '*Daejanggeum*' was watched by approximately 47% of Hong Kong viewers. This was a TV viewing record, making it the highest-rated drama series for the past 25 years of Hong Kong's TV broadcasting (Chien, 2006). Because of its popularity, '*Daejanggeum*' was rerun twice after March 2005.

Successful broadcasting of the drama series brought out a variety of effects. First, the leading actress of the drama series, Young-Ae Lee, was voted '*Woman of the Year 2005*' by Hong Kong residents in a mail survey conducted by a TV broadcasting company on December 31 2005. Second, the Korean traditional dress' popularity spread amongst both adults and children in Hong Kong. It was even reported that Hong Kong elementary school students wished to wear the traditional Korean dress to imitate '*Little Janggeum*' in school (Li, 2005). Third, the cognitive gap that had existed between Korean and Hong Kong culture was reduced as the TV drama enhanced Hong Kong residents' understanding of Korean culture (Li, 2005). Fourth, after the drama's airing, the number of Korean restaurants in Hong Kong increased rapidly and so did the interest in Korean food. Fifth, the number of Hong Kong tourists traveling to Korea grew significantly. According to Korea National Tourism Organization (KNTO) (2005), 17,456 Hong Kong tourists visited Korea in July 2005, just two months after the drama series had ended. This is an increase of 33.5% from the number of Hong Kong visitors visiting Korea in July 2004. Their most preferred tourism destination in Korea was reported to be '*Daejanggeum*' theme park in Yangju City of Gyeonggi Province.

Korean pop music also created great attention in Hong Kong. The interest was

caused by two pop singers, 'Rain' (a 24-year-old male) and 'Boa' (a 19-year-old female). 'Rain' expresses his own style with an Asian face and is more sensitive and delicate than American R&B singers. His choreography is more precise and crisp due to the influences of classical dance and martial arts (Yahoo Asia, 2006). In 2005, tickets for 'Rain's' concert in Hong Kong were auctioned on the Internet with minimum bids of HK\$3,000 (Associated Press, 2005). Rain's third album sold approximately 920,000 copies within Hong Kong, Japan, China, Taiwan, Thailand, and Indonesia. Over 130,000 supporters of Rain participated in his Asian tour titled 'Rainy Day,' running from July 2005 until December 2005 (Yahoo Asia, 2006). 'Rain' gained his celebrity status in Hong Kong as a result of his singing and acting in Korean movies and drama series.

'Boa', also known as 'Star in Asia' has been dominating the top of Hong Kong music charts. In 2005, she sold more albums than the American pop star Britney Spears, and because of her star status within Asia, as well as her healthy image, the jeans manufacturer, Levis, chose her as their brand model for Hong Kong, Taiwan, and Macau. Levis strategy was to capitalize on 'Boa's' popularity and use her strong singing talent to appeal to Chinese teenagers who strive to emulate her fashion (Fairclough, 2005). In conclusion, this idolization of Korean pop stars stimulates tourism to Korea and at the same time it increases sales of products.

Altogether, the Korean dramas, movies, and pop music aired on Hong Kong TV screens have resulted in a rapid growth in Hong Kong residents' interest of Korean popular culture. Korean celebrities on TV have fascinated Hong Kong fans, drawing them to concerts or fan meeting events in Korea. Consequently, Korean pop culture, broadcasted through TV, has highlighted the level of interest of Korean culture and has led to an increased number of trips by Hong Kong residents visiting Korea.

LITERATURE REVIEW

According to a literature review, in recent years, approximately 15 academic papers on the effects of film tourism have been published. Riley and Van Doren's (1992) study, which was an initial contributor to this field suggests the use of film to format new images of tourism destinations as an effective tool for destination promotion. For tourists, movies can be a positive conduit for their vicarious satisfaction, without the tourist having to incur costs related to travel, time, health, and distance. Several U.S. and Australian cases of movies functioning as attractive 'pull factors' to more effectively stimulate current tourists and to convert cinema viewers into tourists are also demonstrated by Riley and Van Doren (1992).

The influence of TV films on the English tourism industry was demonstrated by Tooke and Baker (1996) as a result of analyzing data from tourists' visits to four TV film locations. Tooke and Baker (1996) describe the positive impact of films on the screening cities and towns, as well as discussing the negative impact of increased tourism, such as traffic, pedestrian congestion and commercialization. Some factors that were overlooked by their study include subsequent promotional activities by the film destination marketers that may influence visitation growth as well as spin-off events resulting in a favorable economic growth. The study does not clarify visitor characteristics such as what the visitors' main purpose of visiting the locations, whether the respondents were domestic tourists or international, local or out-of-town visitors. The Tooke and Baker (1996) study does demonstrate the positive effects of film on visitor numbers to filmed locations.

The role of film and TV in post-modern society is discussed in Schofield (1996). The deconstruction of space by film or TV and its reconstruction of the image of place occur as a post-tourist experience where a boundary between authentic and unauthentic worlds exists, according to the author. Viewers that are exposed to hyper-reality and simulacra,

which dominate visual media, are influenced to accept scenes and historic events portrayed within film and TV programs through soft filtering. As more viewers become cinematographic history interest-seekers through actual tour experiences, Schofield expects media-induced tourism to rapidly become 'in fashion'. Schofield's study shows a variety of implications from cinematographic images of film destinations from the perspective of a postmodern experience of place, unlike that of other literature that focused on the marketing of destination photographs.

Travel to backdrop sites seen on the movie screen is caused by a number of factors, such as intimate and humane storyline themes, dramatic conversion, and the attractiveness of characters in movies according to a study by Riley, Baker and Van Doren (1998) demonstrated through an analysis of visitation to 12 U.S. film locations. A movie icon was defined as a movie's symbolic meaning or theme, featured event, physical characteristics, historical or cultural traits viewed in cinema according to their study. An estimated 43% increase in visitation was demonstrated five years after the movie release compared to pre-release history according to a comparison of the 12 tourism film locations used in their study.

A study by [Kim and Richardson \(2003\)](#) using an experimental design method found that those who are exposed to a movie report more favorability on the destination image of the film location city than those not exposed to the location. These findings are consistent with those of image studies that show the effects of promotional efforts on a potential tourists' image ([Gunn, 1972](#); [Jenkins, 1999](#); [Perry, Izarel, & Perry, 1976](#)). When comparing the experimental group with the control group, the interest in visiting the filmed city was found to be higher among the experimental group. Because film viewers learned from involvement with the film as compared to non-viewers, the results are understandable. However, on the other hand the degree of familiarity with the city and the level of empathy to the location were significantly

different between the two groups. Although it is limited in terms of its simple experimental design rather than a field study of actual tourists to the film location, this study contributes to our understanding of the impact of the cinema on image change.

The children's TV program, '*Balamory*', was examined by [Connell \(2005a, 2005b\)](#) to see if it attracts families with young children to Tobermory, Isle of Mull, Scotland. Five months after the program was released compared to the same season one year before broadcast of this children's program the city filmed saw a significant improvement in the number of customers with a 43.3% increase in the average per capita spending resulting in a profit for local businesses. The two studies by [Connell \(2005a, 2005b\)](#) regarding '*Balamory*', revealed that 80.8% and 52.7% of respondents respectively, believed that the pre-school soap contributed to converting the city to a more appealing tourist destination. This children's soap opera presented a positive image of the local surroundings to visitors according to an assessment of tourism operators from the area.

In general, a movie or TV drama can be a medium to attract tourists to filming, actor-related, or original work-related locations as was demonstrated as the common idea of these studies. The previous studies were classified in the following way. The majority of the studies were in the area of the economic contributions to the filming destination ([Beeton, 2001a, 2001b, 2005](#); [Busby & Klug, 2001](#); [Connell, 2005a, 2005b](#); [Hsu, Agrusa & Park, 2006](#); [Perdue, 2005](#); [Reily et al., 1998](#); [Tooke & Baker, 1996](#)). The second most popular issue referenced in previous studies was the enhancement of the intangible value to the host community ([Connell, 2005a, 2005b](#); [Frost, 2006](#); [Hsu et al., 2006](#); [Kim and Richardson, 2003](#)). The third and fourth most cited themes were negative impacts ([Beeton, 2001b](#); [Connell, 2005b](#); [Reily et al., 1998](#); [Rothman, 2003](#); [Tooke & Baker, 1996](#)) and movie tourism from the perspective of post-modernism ([Frost, 2006](#); [Riley et al., 1998](#); [Schofield, 1996](#)) respectively.

Three elements of Korean pop culture, Korean TV dramas/movies, Korean pop music, and Korean food were examined on Hong Kong society during this study. Interestingly, the most influential mode of spreading modern Korean culture in Hong Kong is through TV. Cable companies and satellite companies provide numerous TV channels that offer viewers the opportunity to watch Korean dramas/movies and listen to Korean pop music. By viewing the Korean TV drama series titled '*Daejanggeum*' it has provided one area where the residents of Hong Kong have gained information about Korean food. This study will focus on the effects that Korean TV has on tourism from Hong Kong.

The goal of this study is to explore the effects that Korean pop culture has on Hong Kong residents' perceptions of Korea as a potential tourist destination. More specifically, four objectives are involved. The first objective is to identify the effects of the 'Korean wave' in Hong Kong using reports or comments released by the mass media. The second objective is to assess the image change of Korea after experiencing Korean TV drama series/movies, pop music, or food. The third objective is to investigate the intention to visit Korea after experiencing a TV drama series/movies, pop music, or food. The final objective is to explore whether there are reasons for preferring any of the three elements of Korean pop culture of this study and if there are any perceived differences according to demographic variables. These objectives will be helpful in understanding the linkage of popularity of pop culture aired on TV screens, image change on the culture-producing host country and finally the intention to visit the pop culture host country.

METHODS

Measurements

A questionnaire was first developed that included peoples' preferences regarding the

three types of Korean pop culture, as well as the Korean wave products that Hong Kong tourists tend to buy. A selection of 18 items relating to Korean movies and TV drama series were selected from previous studies on '*Hallyu*' and Korean culture (Hsu et al., 2006) and in-depth interviews were carried out with 20 Hong Kong residents. Questions in Cantonese were then reviewed by 10 Hong Kong residents who had frequently experienced Korean popular culture in Hong Kong. Through the review process, a few questions were modified and some questions were added, while the reviewers suggested items of Korean food and Korean wave tourism products that would lure potential Hong Kong tourists.

The questionnaire, written in Cantonese was pilot tested on 20 Hong Kong residents who were taking Korean language classes, as well as 50 Hong Kong diners eating at Korean restaurants. From the pilot test, some Cantonese questions were amended because their meaning was misinterpreted. In addition, some questions with specific wording such as 'due to the 2002 FIFA World Cup,' or vague wording such as 'a variety of Korean food,' or duplicated meanings such as 'a well-balanced combination of nutrition in Korean food' or 'operation of Internet portal sites relating to '*Hallyu*' tourism products' were deleted. Likewise, some questions such as 'preference for accommodation types' and 'preferred gift items' were introduced as alternatives.

The responses to all questions were measured on a 5-point Likert-type scale (1=strongly disagree, 3=neutral, and 5=strongly agree). In regard to gauging preferences for different Korean wave travel products, categories were developed such as the frequency with which residents experienced the three types of Korean pop culture used in this study, their change of image, intention to visit Korea, the most influential thing that leads to a trip to Korea, major information sources where knowledge on Korean culture was obtained, expenditure on Korean pop cultural products in 2005, the most important reason for preferring

Korean culture, and socio-demographic variables.

Data Collection

The population drawn upon for this study was Hong Kong residents who could be potential tourists to Korea. Amongst Hong Kong's 7 million residents, those who visited Korean restaurants were considered to be potential 'Hallyu' tourists for various reasons. As mentioned above, the popularity of a few Korean TV drama series released in Hong Kong evoked interest in Korean culture and in particular the drama series, 'Daejanggeum' in 2005. As a result of this drama, an interest in Korean cuisine is directly linked to an increased patronage of Korean restaurants in Hong Kong. The Korean restaurants participating in this study provide their customers with traditional Korean food, and current information on pop culture, such as Korean pop music and recent news about pop stars. They also provide information on Korean history or culture by displaying photos, miniature statues of cultural items, gifts, books, as well as by airing a Korean global overseas TV channel, or by playing a Korean video tape or DVD. Thus, these Hong Kong diners are immersed in Korean traditional and pop culture, as well as tasting Korean food in the restaurant.

The survey was carried out at five Korean restaurants, four situated on Hong Kong Island and one situated in Tsim Sha Tsui. These locations are well known to Hong Kong residents as areas for shopping and dining and as tourist attractions. Four out of the five restaurants are large enough to accommodate 100 guests at one time. Permission was given by the owners of these Korean restaurants to carry out these surveys on site largely due to the owners' curiosity about Hong Kong residents' responses in regard to their preferences for different Korean food. Data collection was conducted by both graduate students of the Hong Kong Polytechnic University and employees working in Korean restaurants.

The survey was conducted from March 6 to April 28 2006 by dividing weekdays and weekends equally. The questionnaires were distributed while diners waited for their food after placing their order. This proved successful as most respondents who were asked to fill in a questionnaire showed a high level of willingness to accept the survey and to answer each question carefully. Also, to encourage people to complete the questionnaire, respondents who did so were given either a gift set of a calculator and a pen, or a key holder with '2008 Beijing Olympics mascots' engraved. The value of both gift sets was equivalent to US\$3, but they were sufficient to satisfy the respondents due to their usefulness and the symbolism of the upcoming 2008 Olympic Games. Of the 500 distributed questionnaires, 456 were collected, and 440 usable surveys were analyzed after 16 questionnaires with multiple missing answers were unusable.

Analysis Methods

A series of factor analyses, using varimax rotation, was undertaken to validate the factor structures of the reasons for preferring certain Korean TV drama series/movies, pop music, and food. Then, the extracted domains, socio-demographic variables, experience of tourism in Korea, and the expenditure on purchasing Korean cultural products in 2005, were used as independent variables to predict the influence of the three types of Korean pop culture in changing Hong Kong residents' perceptions of Korea and influencing their decisions to visit Korea. T-tests and one-way ANOVA tests were conducted to identify the mean differences between the socio-demographic variables in perceiving reasons for preferring one of the three types of Korean pop culture influences. When significant differences in the one-way ANOVA tests were found at $p < .05$, Duncan's multiple range test was used to examine the source of these differences across the respondent subgroups.

RESULTS

Profile of Survey Respondents

Table 1 summarizes the demographic profile of the respondents. Just over one half (52.4%) were female, 70.7% of them were in their 20s and 30s, 27.4% worked as business people, and 66.2% of the respondents had a college degree or higher education. Approximately 72.0% of the respondents reported an annual income of less than HK\$500,000. Slightly more than 50% of the respondents were married. Just over one half of them had visited Korea previously.

General Information on Hong Kong Residents' Preference for 'Hallyu'

The major information source that the respondents indicated in reference to learning about Korean pop culture was 'TV/radio' (60.9%), followed by 'newspaper/magazine' (21.4%), then 'PC/Internet' (9.7%). The amounts of expenditure used to purchase Korean pop culture products in 2005 were 'HK\$100–500' (27.6%), 'HK\$1,001–2,000'

(22.6%), 'more than HK\$2,000' (18.8%), 'HK\$501–1,000' (17.3%), and 'below HK\$100' (13.7%). When the respondents were asked what was their most important reason for preferring Korean pop culture, the answers were: 'It is suitable for my taste' (28.9%), 'It is in vogue' (23.7%), 'The level of access to the culture is easy because it is in Asia' (19.1%), 'There is something to learn from Korean culture' (16.4%), and 'It has less heterogeneity than Western culture' (11.8%).

Approximately 73% of the respondents were in agreement that Korean pop culture has led to a greater friendliness toward Korea than before. When questioned about the image change of Korea due to Korean TV drama series/movies, 72.2% of the respondents reported a positive image change. About 64% of the respondents agreed that there had been a positive image change after they had listened to Korean pop music. Likewise, about 69% of the respondents agreed that there had been a positive image change of Korea after they had experienced Korean food. In regard to the

TABLE 1. Profile of Respondents (N=436)

Socio-demographic variables	%	Socio-demographic variables	%
Gender		Educational level	
Male	47.6	Primary school	3.4
Female	52.4	Junior high school	7.7
Age		Senior high school	22.8
10–19	8.0	Some college or college graduate	34.8
20–29	32.7	Graduate school or above	31.4
30–39	38.0	Annual income	
40–49	15.5	Less than HK\$300,000	43.5
50 and above	5.9	300,000–499,000	28.5
Occupation		500,000–699,999	14.8
Company employee	27.4	700,000–899,999	5.5
Businessman	5.4	900,000 and above	7.7
Civil servant	12.7	Marriage	
Professional	11.8	Single	51.1
Housewife	6.6	Married	46.6
Technician	6.3	Other	2.3
Student	10.4	Number of visits to Korea	
Sales/Service employee	8.8	0	47.0
Teacher	0.7	1	34.2
Other	9.9	2 or above	18.8

question 'frequency of watching Korean TV drama series/movies,' the respondents predominantly answered 'often' (59.6%) and 'frequently' (17.0%). When asked "Have you ever listened to Korean pop music, the respondents showed the highest percentage on 'often' (47.2%) as apposed to 'most not' at (24.6%). Regarding the frequency of using Korean restaurants, the majority of respondents indicated 'often' (52.0%) and then 'frequently' (22.0%).

In terms of the factor most influential in the respondents' decisions to go to Korea, the majority agreed that it was 'Korean food' (55.7%), followed by 'Korean TV drama series/movies' (28.3%), and 'Korean pop music' (15.8%). Around 72% of the respondents said that their intention to visit Korea was encouraged by watching Korean TV drama series/movies, whereas more than 60% of the respondents indicated that Korean pop music was influential in inspiring a visit to Korea. Finally, 62% of the respondents felt that their experience of Korean food in Korean restaurants was influential in their decision to visit Korea. General information on Hong Kong residents' preference for 'Hallyu' is reported in Table 2.

Factor Structures of Reasons for Preference for Korean TV Dramas/ Movies, Pop Music, and Food

As shown in Table 3, the factor analysis of 16 items indicating the reasons for preferring Korean TV drama/movies can be categorized into four underlying domains. These domains are labeled: (1) 'lyric/appearance,' (2) 'various and realistic topics and contents,' (3) 'humanism contents,' and (4) 'traditional cultural or historic contents.' All factors had values greater than 1.0 and explained 52.4% of the total variance. All factors also had relatively high reliability coefficients, ranging from 0.69 to 0.70. They were closer to, or higher than, the standard of 0.70 recommended by Nunnally (1978). Moreover, all factor loadings higher than 0.41 indicate a reasonably high correlation

between the delineated factors and their individual items.

The first domain, 'lyric/appearance,' consists of six items and indicates the importance of the 'beautiful background and stars' appearance to the respondents. This result is understandable because the TV media tends to stimulate viewers' interest through focusing on the visual. The second domain, 'various and realistic topics and content,' contains four items, representing the interest in the diversity and realism of topics and general content covered in Korean TV dramas/movies. The third domain, 'humanism contents,' includes three items that characterize the humanistic contents of Korean TV dramas/movies, such as family matters that are routine in everyday life. The fourth domain, 'traditional cultural or historical contents,' comprises three items that emphasize traditional Korean culture and history.

To validate a scale indicating the reasons for preferring Korean pop music, a factor analysis with varimax rotation was undertaken. The 11 items yielded two factors with eigenvalues greater than 1.0 (Table 4). These two factors, 'interest in realistic lyric lines' and 'interest in culture and singers,' explained 45.8% of the variance. All 11 items had factor loadings of over 0.44. The reliability alphas, which are designed to check the internal consistency of items within each dimension, were 0.74 and 0.78, showing that they were higher than the standard of 0.70 recommended by Nunnally (1978).

A factor analysis for the 13 items indicating the reasons for preferring Korean food resulted in three factors that had eigenvalues greater than 1.0 (Table 5). The factors 'food ingredients and health,' 'exploration of a new culture,' and 'reasonable price and familiarity' accounted for 55.1% of the variance. Factor loadings for the 13 items ranged from 0.40 to 0.83. The reliability alphas for the three dimensions were closer to, or greater than, 0.70, meeting Nunnally's (1978) criterion.

TABLE 2. General Information on Hong Kong Residents' Preference for 'Hallyu'

Items	%	Items	%
Information sources to receive knowledge about Korean pop culture		Watched Korean TV dramas/movies?	
TV/radio	60.9	Never	1.3
Newspaper/magazine	21.4	Mostly not	6.1
PC/Internet	9.7	Seldom	15.9
Theatre/concert hall	3.7	Often	59.6
Restaurant	3.0	Frequently	17.0
Other	1.2		
Expenditure on Korean pop cultural products in 2005 (including movies, concert admissions, magazines, CDs, DVDs, food, language courses)		How often do you listen to Korean pop music?	
Below HK\$100	13.7	Never	5.2
HK\$100–500	27.6	Mostly not	10.4
HK\$501–1,000	17.3	Seldom	24.6
HK\$1,001–2,000	22.6	Often	47.2
More than HK\$2,000	18.8	Frequently	12.6
The most important reason for preferring Korean pop culture		How often do you dine at Korean restaurants?	
It is in vogue.	23.7	Never	1.3
It is suitable for my taste.	28.9	Mostly not	4.9
It has less heterogeneity than Western culture.	11.8	Seldom	19.7
There is something to learn from Korean culture.	16.4	Often	52.0
Access to the culture is easy because it is in Asia.	19.1	Frequently	22.0
After experiencing Korean pop culture, do you think you have a more positive image of Korea than before?		The most influential thing that leads to a trip to Korea	
Disagree	8.1	Korean TV drama series or movies	28.3
Neutral	19.1	Korean pop music	15.8
Agree	72.8	Korean food	55.7
Image change of Korea after experiencing Korean TV dramas or movies		Effect of Korean TV dramas/movies on intention to visit Korea	
Became very unfavourable	0.2	Strongly disagree	3.6
Became somewhat unfavourable	3.1	Somewhat disagree	6.5
Same	24.4	Usual	18.4
Became somewhat favourable	49.3	Somewhat agree	49.8
Became very favourable	22.9	Strongly agree	21.7
Image change of Korea after experiencing Korean pop music		Effect of Korean pop music on intention to visit Korea	
Became very unfavourable	0.0	Strongly disagree	5.2
Became somewhat unfavourable	1.8	Somewhat disagree	7.9
Same	34.2	Neutral	26.5
Became somewhat favourable	40.0	Somewhat agree	40.0
Became very favourable	24.0	Strongly agree	20.4
Image change of Korea after experiencing Korean food		Effect of Korean food on intention to visit Korea	
Became very unfavourable	0.4	Strongly disagree	4.0
Became somewhat unfavourable	2.9	Somewhat disagree	6.3
Same	27.4	Neutral	27.4
Became somewhat favourable	40.4	Somewhat agree	37.4
Became very favourable	28.8	Strongly agree	24.9

In analyzing the 14 items relating to the preferred 'Hallyu' products, a factor analysis with varimax rotation was conducted. Three factors that had an eigenvalue greater than 1.0 were obtained (Table 6). These factors, 'audio/visual products,' 'tourism package

TABLE 3. Factor Analysis for Reasons for Preferring Korean TV Dramas/movies

Reasons for preferring Korean TV dramas/movies	Factor loadings				Communalities	Item means
	1	2	3	4		
Lyric/Appearance (Domain 1)						
Because scene backgrounds are beautiful.	.76				.64	3.61
Because the dramas are lyrical.	.73				.64	3.61
Because the actors or actresses are good looking.	.65				.52	3.70
Because the customs of star actors or actresses are attractive.	.56				.56	3.46
Because the background music and theme song are good.	.48				.40	3.80
Because drama star actors or actresses provide a friendly image to TV viewers	.47				.52	3.67
Various and realistic topics and contents (Domain 2)						
Because there is a diversity of topics and contents.		.65			.57	3.31
Because their topics are so realistic.		.63			.50	3.34
Because they provide free environments.		.54			.42	3.39
Because contents and topics of the dramas focus on human life or society.		.41			.40	3.42
Humanism contents (Domain 3)						
Because contents and topics of the dramas are oriented to family togetherness.			.70		.58	3.61
Because the dramas are centred on humanism.			.67		.49	3.20
Because they are not oriented to commercialism.			.67		.52	3.29
Traditional cultural or historic contents (Domain 4)						
Because scene backgrounds show advanced culture.				.75	.65	3.36
Because they reflect unique Korean situations (e.g., Korean War)				.68	.53	3.24
Because of the appeal of Korean traditions				.55	.48	3.75
Eigenvalue	2.31	2.26	1.95	1.87		
Variance Explained	14.4	14.1	12.2	11.7		
Reliability Coefficient	.69	.69	.70	.70		

TABLE 4. Factor Analysis for Reasons for Preferring Korean Pop Music

Reasons for preferring Korean pop music	Factor loadings		Communalities	Item means
	1	2		
Interest in realistic lyrics (Domain 1)				
Because of realistic lyrics.	.74		.40	3.28
Because of the lack of strong commercialism.	.71		.40	3.21
Because lyrics focus on society and life.	.63		.41	3.39
Because of different topics and contents in lyrics.	.51		.42	3.37
Because of free environments.	.49		.40	3.78
Because of fresh and uncontaminated topics and contents.	.44		.40	3.41
Interest in culture and singers (Domain 2)				
Because of curiosity in a foreign country.		.73	.48	3.48
Because of interest in Korean traditional culture.		.72	.46	3.47
Because of liking singers' costumes and dancing skill.		.71	.43	3.59
Because of having similar emotional empathy.		.61	.43	3.58
Because of the beauty of the image in music videos.		.57	.42	3.52
Eigenvalue	3.45	2.51		
Variance Explained	26.53	19.29		
Reliability Coefficient	.74	.78		

TABLE 5. Factor Analysis for Reasons for Preferring Korean Food

Reasons for preferring Korean food	Factor loadings			Communalities	Item means
	1	2	3		
Food ingredients and health (Domain 1)					
Because of diverse food ingredients.	.83			.70	3.24
Because of feeling high class with a lot of efforts unlike instant food.	.76			.63	3.74
Because of the low calories.	.68			.53	3.54
Because of providing a diverse combination of food.	.53			.63	3.72
Because of healthy food.	.45			.57	3.60
Because of the good diet due to a range of vegetables.	.40			.49	3.72
Exploration of a new culture (Domain 2)					
Because of unique and exotic relish due to having food different from that of other countries.		.78		.65	3.76
Because of experiencing traditional culture through Korean food.		.70		.56	3.78
Because of liking pungent, salty, and spicy food.		.64		.53	3.87
Because of the Korean TV drama series, <i>Daeganggum</i> .		.50		.40	3.70
Reasonable price and familiarity (Domain 3)					
Because of the reasonable price.			.69	.53	3.58
Because of eating other side dishes with rice.			.43	.50	3.68
Because of feeling a familiarity with Asian food.			.41	.46	3.70
Eigenvalue	3.02	2.10	2.04		
Variance Explained	23.25	16.13	15.71		
Reliability Coefficient	.80	.70	.67		

products,' and 'event products,' accounted for 51.9% of the variance. Factor loadings for the 14 items ranged from 0.41 to 0.76.

The reliability alphas for the three domains were all above, or close to, 0.71, as recommended by Nunnally (1978).

TABLE 6. Factor Analysis for Preferred 'Hallyu' Products

Preferable products	Factor loadings			Communalities	Item means
	1	2	3		
Audio/visual products (Domain 1)					
Internet portal site including <i>Hallyu</i> products	.76			.66	3.79
TV Korean language learning program development	.71			.63	3.86
TV Korean cuisine lecture program	.70			.63	3.76
Mobile phone text services	.42			.40	3.73
Visual products such as video tape, DVD	.41			.40	3.77
Tourism package products (Domain 2)					
Long-stay tourism programs at the filming destinations		.66		.51	3.62
Ordered package tourism product		.60		.41	3.65
Incentive tourism product		.59		.62	3.55
Experiential package rather than once-see		.59		.51	3.69
Honeymoon tourism product		.47		.40	3.56
Event products (Domain 3)					
Support for <i>Hallyu</i> stars' fan clubs			.72	.62	3.52
Fan sign ceremony			.72	.55	3.55
Concerts			.68	.60	3.63
<i>Hallyu</i> performance			.65	.54	3.56
Eigenvalue	2.90	2.52	2.36		
Variance Explained	19.35	16.79	15.76		
Reliability Coefficient	.75	.71	.77		

Multiple Regression Analyses to Assess the Change in Image of Korea after Respondents Had Experienced Korean TV Dramas/Movies, Pop Music, or Food

The results of multiple regression analysis on the change in the image of Korea among Hong Kong residents after experiencing three types of Korean pop culture are displayed in Tables 7, 8, and 9. Tolerance values and variance inflation factor values (VIF) were examined for each regression to determine whether or not there was multicollinearity. The scores from these tests indicated that levels of multicollinearity were

met within acceptable limits, showing tolerance values higher than 0.48 and VIF values lower than 2.10.

The regression model examined the image change of Korea after the respondents watched a Korean TV drama series or movie, using 11 independent variables. The final regression equation revealed an adjusted R^2 of 0.23. 'Lyric/appearance' was the most important contributor in predicting the image change of Korea after respondents had watched a Korean TV dramas/movie ($\beta=0.25$, $p<.000$). Four other independent variables were significant at the 0.05 or 0.1 level; these were 'traditional culture or

TABLE 7. Multiple Regression Analysis to Assess Image Change of Korea after Experiencing TV Dramas/Movies ($N=408$)

Independent variables	Beta	t-value	p-value
Expenditure on Korean cultural products	.11	2.40**	.017
Experience of tourism to Korea (first=0, revisit=1)	.01	.25	.805
Age	-.03	-.56	.578
Marital status (0=single, 1=married)	.02	.32	.746
Gender (0=female, 1=male)	.03	.75	.451
Yearly income (1=>HK\$.3 million; 2=.3-.49 million; 3=>0.5 million)	-.03	-.65	.515
Educational level	.10	2.01**	.046
Lyric/Appearance (Domain 1)	.25	4.29**	.000
Various and realistic topics and contents (Domain 2)	.10	1.74*	.083
Humanism contents (Domain 3)	.02	.27	.787
Traditional cultural or historic contents (Domain 4)	.18	3.32**	.001

Adjusted $R^2 = .23$, * $p<.1$, ** $p<.05$
Tolerance values>.61, VIF values<1.65

TABLE 8. Multiple Regression Analysis to Assess Image Change of Korea after Experiencing Korean Pop Music ($N=401$)

Independent variables	Beta	t-value	p-value
Expenditure on Korean cultural products	.21	4.87*	.000
Experience of tourism to Korea (first=0, revisit=1)	-.00	-.03	.973
Age	-.01	-.19	.851
Marital status (0=single, 1=married)	-.02	-.48	.635
Gender (0=female, 1=male)	.05	1.17	.241
Yearly income (1=>HK\$.3 million; 2=.3-.49 million; 3=>0.5 million)	.12	2.37*	.019
Educational level	-.05	-1.01	.315
Interest in realistic lyrics (Domain 1)	.14	2.42*	.016
Interest in culture and singers (Domain 2)	.38	6.52*	.000

Adjusted $R^2 = .32$, * $p<.05$
Tolerance values>.50, VIF values<2.00

TABLE 9. Multiple Regression Analysis to Assess Image Change of Korea after Experiencing Korean Food (N=407)

Independent variables	Beta	t-value	p-value
Expenditure on Korean cultural products	.10	2.10*	.037
Experience of tourism to Korea (first=0, revisit=1)	.05	1.22	.223
Age	-.01	-.23	.815
Marital status (0=single, 1=married)	-.04	-.83	.408
Gender (0=female, 1=male)	-.09	-2.04*	.042
Yearly income (1=>HK\$.3 million; 2=.3-.49 million; 3=>0.5 million)	.02	.36	.718
Educational level	-.07	-1.65	.101
Food ingredients and health (Domain 1)	.25	4.29*	.000
Exploration of new culture (Domain 2)	.12	2.10*	.036
Reasonable price and familiarity (Domain 3)	.24	4.09*	.000

Adjusted R² = .32, *p<.05
Tolerance values>.48, VIF values<2.10

historic contents' ($\beta=0.18$, $p<.001$), 'expenditure on Korean cultural products' ($\beta=0.11$, $p<0.05$), 'educational level' ($\beta=0.10$, $p<0.05$), and 'various and realistic topics and contents' ($\beta=0.10$, $p<0.1$).

The image change of Korea after the respondents had heard Korean pop music was regressed on nine independent variables. The adjusted R² in the regression model was 0.32. Four independent variables were significantly related to the image change of Korea after they experienced Korean pop music. The best predictors were 'interest in culture and singers' ($\beta=0.38$, $p<.001$) and 'expenditure on Korean cultural products' ($\beta=0.21$, $p<0.001$). The other significant predictors of the image change of Korea due to Korean pop music were 'interest in realistic lyric lines' ($\beta=0.14$, $p<0.05$) and 'yearly income' ($\beta=0.12$, $p<0.05$).

The same nine independent variables were then used to predict the image change of Korea after the respondents had experienced Korean food in Korean restaurants. The adjusted R² for the regression equation was 0.32. Five significant variables at the 0.05 level were found. Among them, 'food ingredients and health' ($\beta=0.25$, $p<0.001$) and 'reasonable price and familiarity' ($\beta=0.24$, $p<0.001$) were the most significant contributors in predicting the image change of Korea. The other significant variables at the 0.05 level were 'exploration of a new culture'

($\beta=0.12$, $p<0.05$), 'gender' ($\beta=-0.09$, $p<0.05$), and 'expenditure on Korean cultural products' ($\beta=0.10$, $p<0.05$).

Multiple Regression Analyses to Assess the Intention to Visit Korea after Respondents Had Experienced Korean TV Dramas/Movies, Pop Music, or Food

Multiple regression analyses were conducted to assess the respondents' intention to visit Korea after they experienced a Korean TV drama series, movies, pop music, and food. By examining tolerance and VIF values for each regression model, the problems of multicollinearity were checked. The scores from these tests showed that levels of multicollinearity were met within acceptable limits, indicating tolerance values higher than 0.46 and VIF values lower than 2.19.

The first regression model showed an adjusted R² of 0.45. Five independent variables showed significance at the 0.1 or 0.05 level. The most significant predictors were 'level of image change of Korea after respondents watched Korean TV dramas/movies' ($\beta=0.55$, $p<0.001$), 'traditional cultural or historic contents' ($\beta=0.21$, $p<0.001$), and 'educational level' ($\beta=-0.10$, $p<0.05$). Also significant were 'expenditure on Korean cultural products' and 'yearly income' at the 0.1 level. The results are displayed in Table 10 below.

TABLE 10. Multiple Regression Analysis to Assess Intention to Visit Korea after Experiencing Korean TV Dramas/Movies ($N=407$)

Independent variables	Beta	t-value	p-value
Expenditure on Korean cultural products	.08	1.89*	.060
Experience of tourism to Korea (first=0, revisit=1)	.01	.21	.841
Age	-.08	-1.65	.101
Marital status (0=single, 1=married)	.02	.52	.607
Gender (0=female, 1=male)	.04	1.16	.248
Yearly income (1=>HK\$.3 million; 2=.3-.49 million; 3=>0.5 million)	.08	1.73*	.085
Educational level	-.10	-2.44**	.015
Lyric/Appearance (Domain 1)	.01	.21	.836
Various and realistic topics and contents (Domain 2)	.02	.34	.734
Humanism contents (Domain 3)	-.07	-1.49	.138
Traditional cultural or historic contents (Domain 4)	.21	4.64**	.000
Level of image change of Korea after experiencing Korean TV drama series/movies	.55	12.91**	.000

Adjusted $R^2 = .45$, * $p < .1$, ** $p < .05$
Tolerance values $> .60$, VIF values < 1.93

The second regression model shows the results of the multiple regression analysis to identify the respondents' intention to visit Korea after they experienced Korean pop music, using the same 12 independent variables. The final regression model indicated an adjusted R^2 of 0.55. The significant predictors were 'level of image change of Korea after they experienced Korean pop music' ($\beta=0.64$, $p<0.001$), 'expenditure on Korean cultural products' ($\beta=0.08$, $p<0.05$), 'interest in culture and singers' ($\beta=0.09$,

$p<0.1$), and 'marital status' ($\beta=0.07$, $p<0.094$). The results are displayed in Table 11 below.

The final regression model assessed the intention of the respondents to visit Korea after they had tasted Korean food. An adjusted R^2 , which indicates the power of explaining a dependent variable by independent variables, was 0.59. The most significant predictor was 'level of image change of Korea after the respondents experienced Korean food' ($\beta=0.57$, $p<0.001$). Other

TABLE 11. Multiple Regression Analysis to Assess Intention to Visit Korea after Experiencing Korean Pop Music ($N=438$)

Independent variables	Beta	t-value	p-value
Expenditure on Korean cultural products	.08	2.27**	.024
Experience of tourism to Korea (first=0, revisit=1)	-.01	-.22	.829
Age	-.04	-.97	.333
Marital status (0=single, 1=married)	.07	1.68*	.094
Gender (0=female, 1=male)	.02	.46	.646
Yearly income (1=>HK\$.3 million; 2=.3-.49 million; 3=>0.5 million)	-.04	-.96	.339
Educational level	-.02	-.64	.523
Interest in realistic lyrics (Domain 1)	.07	1.43	.155
Interest in culture and singers (Domain 2)	.09	1.79*	.076
Level of image change of Korea after experiencing Korean pop music	.64	16.00**	.000

Adjusted $R^2 = .55$, * $p < .1$, ** $p < .05$
Tolerance values $> .50$, VIF values < 2.10

significant independent variables were ‘reasonable price and familiarity’ ($\beta=0.15$, $p<0.001$), ‘expenditure on Korean cultural products’ ($\beta=0.09$, $p<0.05$), ‘food ingredients and health’ ($\beta=0.12$, $p<0.05$), and ‘educational level’ ($\beta=-0.08$, $p<0.031$). The results are displayed in Table 12 below.

Comparison of the Reasons of Preferring Korean TV Dramas/Movies, According to Different Gender and Marital Status Groups

According to the results of the *t*-tests, significant differences were not found in nine variables between gender groups (Table 13). This means that there were no differences between genders in regard to the nine items. Based on the results of the *t*-tests used to identify mean differences in perceiving the reasons of preferring three types of Korean pop culture between marital status groups, four variables were significant at the 0.1 or 0.05 level. The significant variables were ‘interest in culture and singers’ ($p=0.063$), ‘exploration of a new culture’ ($p=0.050$), ‘reasonable price and familiarity’ ($p=0.005$), and ‘food ingredients and health’ ($p=0.003$). Married respondents showed a higher mean score than single respondents on ‘food ingredients and health,’ ‘exploration of new culture,’ and ‘reasonable price and familiarity.’

In contrast, single respondents indicated a higher mean score than married respondents on ‘interest in culture and singers.’

Comparison of Reasons of Preferring Korean TV Dramas/Movies, According to Different Income, Educational Level, and Age Groups

An inspection of the mean scores indicates that four of the nine items regarding the reasons of preferring the three elements of Korean pop culture were found to be significantly different across income levels at the 0.05 level. Respondents with the highest income level showed the highest mean scores, whereas those with the lowest income level showed the lowest mean scores. Also, six of the nine items were significantly different across the three education groups at the 0.05 level (Table 14). Respondents with a college education showed the highest mean score.

In regard to age groups, two variables were found to be significant at the 0.05 level. The oldest age group showed the highest mean score on ‘humanism contents’ as a reason for preferring a Korean TV dramas/movie. In contrast, the youngest group showed the lowest mean score on ‘interest in culture and singers’ as the prominent reason of preferring Korean pop music (Table 14).

TABLE 12. Multiple Regression Analysis to Assess Intention to Visit Korea after Experiencing Korean Food ($N=407$)

Independent variables	Beta	t-value	p-value
Expenditure on Korean cultural products	.09	2.73**	.006
Experience of tourism to Korea (first=0, revisit=1)	.04	1.19	.237
Age	-.04	-.96	.339
Marital status (0=single, 1=married)	.03	.82	.412
Gender (0=female, 1=male)	.01	.44	.662
Yearly Income (1=>HK\$.3 million; 2=.3-.49 million; 3=>0.5 million)	-.01	-.15	.878
Educational level	-.08	-2.16**	.031
Food ingredients and health (Domain 1)	.12	2.55**	.011
Exploration of new culture (Domain 2)	-.01	-.21	.830
Reasonable price and familiarity (Domain 3)	.15	3.30**	.001
Level of image change of Korea after experiencing Korean food	.57	14.61**	.000

Adjusted $R^2 = .59$, * $p<.1$, ** $p<.05$
Tolerance values>.46, VIF values<2.19

TABLE 13. Results of T-tests on Reasons for Preferring the Three Types of Korean Pop Culture

Items	Male (N=211)	Female (N=232)	T-value	p-value
Reasons for preferring Korean TV dramas/movies				
Lyric/Appearance (Domain 1)	3.64	3.66	-.33	.743
Various and realistic topics and contents (Domain 2)	3.56	3.36	-.13	.898
Humanism contents (Domain 3)	3.47	3.38	-.58	.565
Traditional cultural or historic contents (Domain 4)	3.45	3.45	.07	.947
Reasons for preferring Korean pop music				
Interest in realistic lyrics (Domain 1)	3.38	3.31	1.26	.208
Interest in culture and singers (Domain 2)	3.50	3.56	-.90	.367
Reasons for preferring Korean food				
Food ingredients and health (Domain 1)	3.53	3.50	.52	.600
Exploration of new culture (Domain 2)	3.78	3.78	-.04	.971
Reasonable price and familiarity (Domain 3)	3.69	3.63	.96	.336

Items	Single (N=226)	Married (N=206)	T-value	p-value
Reasons for preferring Korean TV dramas/movies				
Lyric/Appearance (Domain 1)	3.64	3.65	-.31	.755
Various and realistic topics and contents (Domain 2)	3.33	3.39	-1.02	.308
Humanism contents (Domain 3)	3.36	3.37	-.14	.889
Traditional cultural or historic contents (Domain 4)	3.41	3.48	-1.24	.214
Reasons for preferring Korean pop music				
Interest in realistic lyrics (Domain 1)	3.35	3.32	.57	.568
Interest in culture and singers (Domain 2)	3.59	3.47	1.87*	.063
Reasons for preferring Korean food				
Food ingredients and health (Domain 1)	3.45	3.63	-2.99**	.003
Exploration of new culture (Domain 2)	3.73	3.85	-1.99**	.050
Reasonable price and familiarity (Domain 3)	3.58	3.76	-2.85**	.005

Note: * $p < .1$ ** $p < .05$

a, b, and c indicate the source of significant mean differences ($c > b > a$).

CONCLUSION AND DISCUSSION

A main aim of this study was to examine the effects of Korean pop culture on Hong Kong residents' perceptions of Korea as a potential tourist destination. With regard to the question asking the most important reason for preferring Korean pop culture, the highest agreement was found for the answer, 'It is suitable for my taste.' About 72% of the respondents reported that their image of Korea was positively changed after they experienced Korean pop culture. Specifically, about 72%, 64%, and 69% of the respondents indicated a positive image change after they experienced TV dramas/movies, pop music, and Korean food, respectively. The results provide strong evidence of the positive effects of Korean pop culture, especially those that are shown

on television in Hong Kong. In particular, the findings support those of many studies on the effects of the mass media in creating a new pop culture environment (e.g., Bly, 2004; [Coudry, 1998, 2001](#); [Coudry & McCarthy, 2004a, 2004b](#); [Dahlgren, 1998](#)).

Interestingly, with regard to the question asking the respondents whether they intended to visit Korea after they had experienced Korean TV dramas/movies, pop music, and food, they showed agreement levels of 71.5%, 60.4%, and 62.3%, respectively. In line with the results concerning how the respondents' image of Korea has changed after experiencing these three types of Korean pop culture, the impact of pop culture on intention to visit Korea was very high. The most influential factor that would lead to a trip to Korea was Korean food (55.7%), followed by Korean TV dramas/

TABLE 14. Results of One-way ANOVA Tests on Reasons of Preferring the Three Types of Korean Pop Culture

Items	<HK\$300,000 (N=192)	300,000–699,999 (N=125)	700,000 or above (N=123)	F-value	p-value
Reasons for preferring Korean TV dramas/movies					
Lyric/Appearance (Domain 1)	3.63	3.66	3.66	.16	.849
Various and realistic topics and contents (Domain 2)	3.30a	3.35ab	3.47b	3.14**	.044
Humanism contents (Domain 3)	3.32	3.36	3.44	1.29	.276
Traditional cultural or historic contents (Domain 4)	3.42	3.49	3.46	.59	.558
Reasons for preferring Korean pop music					
Interest in realistic lyrics (Domain 1)	3.31	3.39	3.57	.86	.426
Interest in culture and singers (Domain 2)	3.58	3.53	3.46	1.46	.233
Reasons for preferring Korean food					
Food ingredients and health (Domain 1)	3.43a	3.50ab	3.67b	5.62**	.004
Exploration of new culture (Domain 2)	3.71a	3.78ab	3.90b	3.78**	.023
Reasonable price and familiarity (Domain 3)	3.56a	3.65ab	3.84b	7.30**	.001

Items	High school or below (N=150)	Some college or college (N=154)	Graduate school or above (N=139)	F-value	p-value
Reasons for preferring Korean TV dramas/movies					
Lyric/Appearance (Domain 1)	3.57	3.69	3.67	2.28	.104
Various and realistic topics and contents (Domain 2)	3.35ab	3.47b	3.24a	5.77**	.003
Humanism contents (Domain 3)	3.29	3.42	3.38	1.93	.146
Traditional cultural or historic contents (Domain 4)	3.39a	3.57b	3.38a	5.33**	.005
Reasons for preferring Korean pop music					
Interest in realistic lyrics (Domain 1)	3.28a	3.45b	3.28a	4.35**	.013
Interest in culture and singers (Domain 2)	3.45	3.56	3.58	2.01	.135
Reasons for preferring Korean food					
Food ingredients and health (Domain 1)	3.40a	3.67b	3.46a	8.08**	.000
Exploration of new culture (Domain 2)	3.61a	3.92b	3.80b	10.30**	.000
Reasonable price and familiarity (Domain 3)	3.50a	3.88b	3.57a	15.60**	.000

Items	20s or less (N=179)	30s (N=167)	40s (N=68)	50s or above (N=26)	F-value	p-value
Reasons for preferring Korean TV dramas/movies						
Lyric/Appearance (Domain 1)	3.60	3.69	3.68	3.68	.90	.443
Various and realistic topics and contents (Domain 2)	3.33	3.39	3.34	3.45	.43	.732
Humanism contents (Domain 3)	3.27a	3.44a	3.37a	3.49b	2.73**	.044
Traditional cultural or historic contents (Domain 4)	3.45	3.47	3.39	3.56	.65	.581
Reasons for preferring Korean pop music						
Interest in realistic lyrics (Domain 1)	3.37	3.37	3.24	3.22	1.46	.226
Interest in culture and singers (Domain 2)	3.59b	3.56b	3.45b	3.15a	4.19**	.006
Reasons for preferring Korean food						
Food ingredients and health (Domain 1)	3.47	3.51	3.56	3.78	1.84	.140
Exploration of new culture (Domain 2)	3.71	3.79	3.87	3.97	2.07	.103
Reasonable price and familiarity (Domain 3)	3.64	3.67	3.67	3.79	.38	.769

Note: * $p < .1$ ** $p < .05$

a, b, and c indicate the source of significant mean differences ($c > b > a$).

movies (28.3%), and Korean pop music (15.8%). However, given that there is more interest in Korean food which resulted from

the TV series, 'Daejanggeum', TV dramas/movies should be considered the most influential factor among the three types of

Korean pop culture in attracting Hong Kong residents to Korea.

The results of multiple regression analysis to assess the image change of Korea after experiencing TV dramas/movies indicate that those who spend more on Korean cultural products and are more highly educated experienced a positive image change of Korea after they watched Korean TV dramas/movies. Those respondents who spent more on Korean cultural products and earned a higher income experienced a more favorable image change of Korea by coming into contact with Korean pop music. In addition, those who were female and consumed more Korean cultural products experienced a positive image change of Korea after tasting Korean food. The amount of expenditure on Korean cultural products was thus a key predictor in explaining the positive image change of Korea among Hong Kong residents.

With regard to their intention of visiting Korea after experiencing Korean TV dramas/movies, those respondents who were wealthier and less educated, and who spent more on Korean cultural products had a higher intention to visit Korea. Those who were married and spent more on Korean cultural products had a higher intention to visit Korea after experiencing Korean pop music. Additionally, those respondents who were less educated and tended to spend more on Korean cultural products had a higher intention to visit Korea after they tasted Korean food. Expenditure on Korean cultural products was an important contributor to their intention to visit Korea after experiencing the three types of pop culture.

There were no significant differences between the male and female groups in the reasons they gave for preferring the three types of Korean pop culture. The married group had higher mean scores than the female group for the three reasons of preferring Korean food. This suggests that married residents are likely to be more interested in Korean food than are single people. The wealthiest group showed the highest level of agreement on the three

reasons for preferring Korean food, indicating a greater interest in Korean cuisine. In addition, those who were college students or college graduates had the highest mean scores for all three types of Korean pop culture. This indicates that Korean pop culture is popular among college students or college graduates. Regarding age, the oldest group generally had the highest mean scores for the reasons they gave for preferring Korean pop culture. One of these reasons is that the older generation may have been surprised by the recent economic and industrial development of Korea when they compared it to the unpleasant events that they remembered such as the tense inter-Korean relations, demonstrations for democracy, the Korean War, and the poor country of at least before 1980. Another reason is that since the plots of most Korean TV dramas and movies center on romance or humanism, they are likely to provide the older generation with memories of their youth romances.

In conclusion, this study shows that Korean pop culture has played a substantial role in bringing about a positive change in Hong Kong people's image of the host country and in attracting potential tourists. Interestingly, the three types of pop culture are most commonly experienced through television, which is a big part of people's lives today. Thus, television must play a vital role in making cultural tourism available to those who want to consume cultural products. The results of this study support those of previous studies which found that the media had a significant influence on people's choice of tourist destination (e.g., Beeton, 2001a, 2001b, 2005; Busby and Klug, 2001; Connell, 2005a, 2005b; Hsu, Agrusa, & Park, 2006; Perdue, 2005; Reily et al., 1998; Tooke & Baker, 1996). Thus, images of a potential tourist destination shown through pop culture are consumed as a way of experiencing the culture and helping to create a new image of the destination.

However, since short-term trends are an inherent feature of pop culture, people's preferences can easily change. Moreover,

preferences for the pop culture of other countries can vary according to the state of diplomatic relations; that is, a country will accept another country's pop culture during a time of peaceful relations, but unfavorable relations will lead to a rejection of the country's pop culture. Thus, further studies are needed to identify whether or not the current influence of 'Hallyu' on the flow of Hong Kong tourists to Korea will persist over time. A rationale of needing the future study is that it is important in understanding the concept of 'destination life cycle' at a pop culture-generating place (Digance, 1997; Formica & Uysal, 1996; Getz, 1992; Martin & Uysal, 1990; Prideaux, 2000; Prosser, 1995).

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