

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

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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 : academic performance, addiction, effect of media on people and society, Korean trend, perceptual influence, psychological effect

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