

Viewership of Korean Movies among Nigerian Undergraduates

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Abstract:

This study examines viewership of Korean films among Nigerian undergraduates. It took a descriptive survey of undergraduate students across various universities in Southwest Nigeria. The sample frame was narrowed down to mass communication undergraduates in six universities cutting across Lagos (Lagos State University of Science & Technology; NOUN-Ikorodu campus), Ogun (Christopher university) and Ondo (Adekunle Ajasin University- Akungba Akoko; Wesley University) States, respectively. While serving as an exploratory study, it was aimed at measuring the level of viewership and interest in Korean movies and, identify their preference for Korean and Nollywood movies. The researchers used the survey method of convenience sampling technique where link to a 15-item online questionnaire was shared through WhatsApp platforms to the select universities. Findings from the study revealed that Nigerian undergraduates watch Korean drama a lot. The study also found that, though many Nigerian youths enjoy and prefer Korean movies to Nollywood movies, there is a reasonable number of the youths who still prefer Nollywood movies. Therefore, the study concluded that the rising interest in Korean movies among Nigerian youth may not be harmful to their life. However, there is concern of addiction and craze for Korean beauty products. The researchers, therefore, recommend that Nigerian youths be sensitised on social media and on television, regarding the danger of getting obsessed with Korean beauty products as they try to look like the casts in Korean movies.

Keywords:

Hallyuwood, K-drama, Nollywood, Online Survey, Social Learning Theory

I. Introduction

While Nigerians enjoy Nollywood movies in the country, other national films filter through the Nigerian entertainment space. Hollywood movies, Bollywood movies, and Chinese films used to compete for attention in the Nigerian movie space till the last two decade when more international films like Ghanaian films, South African films, Filipino films and Latino films joined the Nigerian movie market. One of the most recent foreign films to penetrate the Nigerian film market is the Korean films, which have become common among young Nigerian audience and the fad seems to be lasting more than expected. A 2020 survey revealed that Korean films ranked second after Hollywood while Nigerian films ranked third as the most watched on Netflix Nigeria (Akinade & Agbakoa-Onyejanye, 2024). While on the global scene Nigerians ranked number 5 country who watch Korean movies the most (Esene, 2024, Hassan 2023). Hassan (2023) reports that the Korean film *Alchemy Souls* which topped on Nigerian chat for 6 months as favourite drama of the year, remain among 10 most viewed shows on Netflix Nigeria. K-drama shows like *Queen of Tears*, *Love Next Door*, *City Hunter*, *Boys Over Flowers* *When the Phone Rings*, are popular among Nigerian most viewed foreign drama as they access the contents via international streaming platforms like Netflix, Amazon Prime etc., (Fawole, 2025; Bassey, 2022).

This intense interest in Korean films by young Nigerians have sparked curiosity by many who try to figure out what makes Korean dramas so interesting. While Nigerians are used to watching films with strong love story in Indian and Nollywood films, K-dramas seem to present fresh perspectives on the theme of love. In his articles (Olawoyin, 2023), argues that Korean dramas approach to romance is subdued and emotionally charged. Akinade and Agbakoba-Onyejiyan (2024) attribute success of Korean movies to their authentic portrayal of emotions. Other points mentioned were production quality and techniques; cultural impact (their contribution to global pop culture); varied themes and superb storyline. Afriff (2024) outlined many factors that make them popular among viewers. According to them, why a film industry can have larger views, as youth curiosity and digital influence, fresh perspectives to storytelling etc., matter a lot, and it appears that Korean movies possess all these qualities to have dominate young Nigerian viewers screens (Vitalis et al., 2024).

The rising influence of Korean culture in Nigeria is a sensation that has pervades every aspect of the society (Tanimil, 2024). Though, Nigerians are not known for having direct ties with South Korean people, through Korean films, contemporary Nigerian youths have absorbed the Korean way of life. A strong wave of fascination with Korean way of lifestyle is felt in urban Nigerian cities like Lagos. Amobi (2024) reports that there is rising trend among young Lagosians who patronise Korean skincare products, learning the Korean language and know about Korean festivals and parties, Korean cuisine etc. There is even news of a South Korean religious cult called the Shincheonji Church of Jesus being introduced to enthusiastic young Nigerians who are obsessed with Korean culture as perceived through movies (Esene, 2024; BBC, 2021).

This impact has not gone unnoticed as savvy young Nigerians are taking advantage of the development to commercialise the growing influence of this cultural product from South Korea. There are cases of young Nigerians as documented by Okayafrica (2024), who have learned Korean language by watching Korean dramas and television shows through online sources and who have now established tutorial classes (physically and online classes) for interested Nigerians (Vitalis et al., 2023). Some of them even landed translator/interpreter's job for Korean executives in Nigeria. Popular Nigerian skitmaker Kems Mama recent teamed up with some actors to produce a Nigerian fill with elements of Korean language and mis-en-scene. The film titled My Sunshine, which was released on October 5, 2024 had over eight hundred thousand views on YouTube in its first week (Esene, 2024). currently, the popularity of Korean movies among young Nigerians is soaring by the day and as a result the country's sociocultural and socioeconomic products are penetrating the Nigerian society.

1.1 Statement of the Problem

In recent time, Korean movies seem to be popular among young Nigerians as they watch these movies with keen interest. As observed, Nigerian youths used to enjoy Hollywood, Chinese and Nollywood movies, and they still do. Between 1970s till now, there were times Nigerian youths explored Bollywood movies, Filipino movies, and Latino TV dramas. This trend among young Nigerians have now include Korean movies. While it is interesting to note this new development, there is need to understand the reason for the rise of interest in Korean movies, and the questions about why Korean movies are gaining wide attention in Nigeria is pertinent. Do they have better relatable storylines, better picture quality, or what could be the attraction to young Nigerians.

1.2 Research Questions

The following questions guides the scope of the study

1. To what extent does Nigerian undergraduates watch Korean movies?
2. To what degree do they prefer Korean movies to Nollywood movies?
3. What attracts them to Korean movies?
4. What is their preference to Korean movies?

1.3 Korean Drama: The Rise of a New Film Genre and Industry

Though the term Korean drama is usually shorten as K-drama, it is commonly refer to movies from South Korea. Korean films are casually referred to as K-drama among young people. However, the two are slightly different as Korean films are feature length films made by the country's film industry while Korean dramas are dramas produced to run between 12 to 24 episodes. According to California Learning Resources Network (2024), these television dramas distinct from other nation's television dramas as they usually have 16 to 20 episodes in each season, with each episode running between 60 to 80 minutes. Korean dramas are usually made in high quality production with plot twists that stirs emotions in viewers. In addition to their strong and rich characterisation, they feature good looking males and females' actors. The films blend rich Korean traditional culture and modern settings, that is promoting their rich heritage to viewers (Oliseh, 2021; Oreoluwa et al., 2024). In this study, we refer to both Korean films and Korean dramas are same, hence we use them interchangeably.

As explained by Korean drama.org (2024), Korean films gained fame as a global film genre due to the rise of South Korean culture on the international scene. This cultural revolution called Hallyu, is sometimes used as the soubriquet of the Korean film industry- Hallyuwood. The Hallyuwood influence began gaining ground since 2009 as Korean films/cinema, dramas, music (k-pop) gained recognition globally. Sources state that though Korean films was first released into mainstream media in the 1960s, it was in the late 1990s and early 2000s that the Hallyu concept emerged (Namhan South Korean, 2024; Amobi 2024). Korean films became popular among young international audience as they explore romance, love, family dynamics, socioeconomic issues, good cinematography, beautiful casts, original soundtracks, and costumes.

In 2009, Korean films like Jumong, OldBoy, became popular Korean among international viewers, and the production of the famous game show Squid Game impacted streaming and sealed the status of Korean films as a notable film industry and genre in 2021 (Colon, 2025; Akinade, 2024; Hassan 2023; Onyejelem et al., 2024; South Korean Country Commercial Guide, 2023). Today, the Korean film industry is competing with global giant film industries like Hollywood, Bollywood and outperforms Nollywood. Records revealed that as of 2022, Korean film industry- Hallyuwood, is worth 2.2 billion USD (International Trade Administration, 2023). Though the economic situation of the Korean film industry fluctuated in 2023 and 2024, the South Korean government is given the film industry financial aid to help stabilise the market. A report on the country's film investment is due for publication in April 2025 (Korean film news, 2025).

II. Review of Literatures

2.1 Empirical Review

Following the rise and spread of Korean movies around the world, many academic inquiries have been launched into the effect of Korean dramas on viewers. One of such studies was by Alejado, Alvarez, Alvarez et al (2023) titled "Investigating the Effectiveness of Korean Dramas with English Subtitles on the English Language Competitiveness of Students," where

senior high school students of the Negros Occidental National High School in the 2022-2023 academic year were purposively selected while qualitative research narrative was used to conduct recursive textual analysis. The findings revealed that the respondents' language competence, improved as they watch Korean dramas subtitled in English. In addition, they learn new English vocabularies, increased reading speed, and comprehension. The general effect is that the respondents' level of English proficiency improved while they watch k-dramas subtitled in English language.

Another related study, though in a position paper, titled "The Point of View of Spreading the Culture and Habits of Young People Through Korean Drama Films," by Lueng Pha and Qu Lhe (2022), discuss the perceived impact of Korean dramas on Vietnamese youths. While they pointed out that Vietnamese learn new perspectives into foreign culture through Korean dramas, there are concerns as there is a gradual shift among adolescents who embrace Korean culture to the detriment of Vietnamese culture. The scholars also argue that obsession regarding physical look may disorientate Vietnamese youths as there is pressure on them to look like the Korean casts they see in movies. Fortunata and Utami (2021), in a study they titled "The Effect of Addiction of Watching Korean Drama Series on Imitation Behaviour of Adolescents," state that Korean dramas are not only popular among Indonesian youths, but they are also affecting youths behaviour significantly. Hinged on cultivation theory and social learning theory, they carried out a survey of 130 sample frame and 37 respondents participated by filling the online questionnaire prepared by the researchers.

Findings revealed that there was an effect of watching addiction on imitation behaviour and this viewing addiction significantly affect adolescents. Luciano (2024) published a field study titled "The Influence of Korean Dramas Among Grade 12 Students." After they noticed the influence of Korean dramas on Filipino students' lifestyle, she surveyed 36 Grade 12 Filipino students between the age of 16-17. The findings revealed that female viewers appeared to watch more Korean dramas than male viewers and are more influenced by the K-dramas. Luciano recorded that most of the Filipino high school students spend up to 5 hours a day watching Korean films and they can give up food and sleep to watch k-dramas. In effect, their lifestyle in the area of language, fashion, and other social etiquette are significantly impacted by the Korean dramas they watch.

While many empirical studies on this topic target high school students, Subagja (2022) explored the impact of viewing Korean movies on university students, in a study she titled "Analysis of the Psychological Impact on the High Intensity of Watching Korean Dramas on Responsibilities As a Student." Students of Syarif Hidayatullah State University were served questionnaire and the responses show that though most of the university students watch Korean dramas a lot, they are not distracted from their academic tasks, as they only watch the movies to escape the rigorous academic activities they face on campus- a term they call mood booster. Though the respondents gain insights into Korean culture, Subagja warned that viewers should exercise caution in watching Korean dramas which usually runs between 14-16 episodes, to avoid getting addicted to them. In this study, viewers of Korean movies among Nigerian undergraduates, attention is on Nigerian undergraduates on how the K-dramas are influencing their perspectives.

2.2 Theoretical Underpinning: Social Learning Theory

The social learning theory, also known as social cognitive theory, attempts to explain how humans acquire knowledge through environmental and cognitive factors like attention, motivation, attitudes and emotions (Explore Psychology, 2025). Unlike many learning theories,

the social learning postulation explains how people learn through observation, imitation and modeling of other peoples' actions. One unique perspective of this theory is the revelation that people also learn new things even without having direct experience with it. According to sources, Albert Bandura in the 1960s carried out a notable experiment called Bodo Doll Experiment, where he demonstrated how children learn aggressive behaviour by watching adults. It suggests how people learn by observing the consequence of other peoples' actions (behaviour). Bandura further explained that people adopt behaviour either by repeating other people's actions through interaction with them or indirectly by observing action through mass media, as people tend to imitate and model actions that are rewarded while they avoid actions that are punished (Cherry, 2024; Bouchrika, 2025).

By watching how things are done in movies and on television, children and adults learn how to do certain things. For example, media scholars Baran and Davis (2012), wrote that children may never have seen a physical gun before, yet they understand how to use guns after watching many action movies. The core assumptions of the theory state that people learn by directly observing their environment; they learn indirectly through media depictions; adopt behaviours that are rewarded (reject behaviours that are punished); and human emotions affect their social learning process. We are now in a world saturated by mass media products and television, social media, and film are central in shaping behaviours of youths, teenagers and young adults. This is why many cartoons are designed and targeted at children to teach them pro-social and education programmes (Journalism University, 2023). This background informs the concern for this study, to examine how Korean movies viewership influence Nigerian undergraduates and change their perception about their society.

III. Research Methods

3.1 Method of Data Gathering: Online Survey

The population of this study are young Nigerian undergraduates who are perceived to enjoy and popularise Korean films in Nigeria. Due to many constraints like time, distance and funding, the population is purposively narrowed down to undergraduates in Southwest Nigerian universities and the convenient sampling was used to select universities based on accessibility to the research team. Therefore, the following mass communication students in these universities were targeted. Department of Mass Communication, Lagos State University of Science and Technology; Caleb University- Lagos; Christopher University, Ogun State; Wesley University, Lagos annex; NOUN, Ikorodu centre and; Adekunle Ajasin University, Ondo State. Quantitative data gathering method provides a good means to collate information from young Nigerians on their perception of Korean movies. Survey is the preferred means of quantitative data gathering in this study and questionnaire is the most suitable tool for the job. Social sciences researchers usually use survey method with the various tools to collate public opinion on any given discuss.

While quantitative research methods are popular in the academia, newer versions have emerged and have taken centrestage in the data gathering process among social scientists (Laithangbam, 2025). In this study, online survey is favoured over other means because it involves administering prepared question through web-based questionnaires to the target audience. This is a method of data collection that allows researchers to gather insights from respondents over the internet (Borkowicz, 2019). Williams (2024) believes that online survey tools are interactive and engaging, making them more suitable for public opinion gathering on any issue. Online survey, among other things, has wider reach, flexible, cost effective, time saving, and can be distributed via channels like emails, website embedded forms, and social media polls. Online surveys include market research surveys, customer satisfaction surveys,

academic research surveys, and employee feedback surveys. While this study is an academic research, online questionnaire was employed as the tool and a multiple-choice digital form was prepared based on the four drawn research questions (Quicksurveys, 2024; Williams, 2025). Google form was used for its ease of use and free access, where a link was subsequently shared through WhatsApp platforms of mass communication students in the select universities in southwest Nigeria. About 408 (four hundred and eight) undergraduates filled the digital questionnaire from their respective locations across Southwest Nigeria. Data generated was copied into simple frequency tables for analysis, as seen hereunder.

IV. Results and Discussion

The following tables represents the responses of the undergraduates who participated in the survey on Korean movies.

Table 1. Age Bracket

Responses	Frequency	Percentage (%)
16-20	324	80.2%
21-25	77	19.1%
26-30	2	0.5%
Above 30 years	0	0%
Total	404	100%

Source: online survey 2025.

As seen in the above table, a large number of the respondents are between the age range of 16 to 20 years old, making it a good sample frame to engage in this discuss. Emphasis is largely placed on younger Nigerians who spend more time watching movies through their handheld devices and other modern viewing technological devices.

Table 2. Gender

Responses	Frequency	Percentage (%)
Males	92	22.8%
Females	312	77.2%
Total	404	100%

Source: online survey 2025.

Evidently, most mass communication undergraduates in Nigerian universities are females. This response rate above reinforces the fact that the programme is dominated by females, especially in Nigerian universities.

Table 3. Level

Responses	Frequency	Percentage (%)
100 L	90	23.6%
200L	178	43.8%
300L	118	29.1%
400L	14	3.4%
Total	406	100%

Source: online survey 2025.

In this survey, the 200 level students (sophomore) are the most responsive to the survey, as they make up almost 44% of the total respondents. Why the final year students, like in most surveys, participate less in public matters.

Table 4. Response to question the if they watch Korean movies?

Responses	Frequency	Percentage (%)
Yes, I do watch Korean movies	296	73.1%
No, I don't watch Korean movies	109	26.9%
Total	405	100%

Source: online survey 2025.

A good number of the respondents agreed that they watch Korean movies. 73% of the respondents gives a good rate of the sample frame needed to validate this survey.

Table 5. Response to question to how often they watch Korean movies

Responses	Frequency	Percentage (%)
Daily	92	24.2%
Once in two days	49	12.9%
Once a week	47	12.4%
Once or twice a week	192	50.5%
Total	380	100%

Source: online survey 2025.

A large number of the respondents (50%) watch Korean movies at least once or twice a week, affirming the belief that contemporary Nigerian youths watch Korean movies regularly. In addition to this, is the fact that 24% of the respondents watch Korean movies at least, daily. This frequency also validates the survey as there are active viewers of Korean movies among the sample frame.

Table 6. Response to question to if they watch Korean movies more than Nigerian movies

Responses	Frequency	Percentage (%)
Strongly agree	140	34.7%
Agree	70	17.3%
Neutral	60	14.9%
Disagree	78	19.3%
Strongly disagree	56	13.9%
Total	404	100%

Source: online survey 2025.

About 52% (sum of 34.7+17.3%) of the respondents agreed that they watch Korean movies (K-Dramas) more than Nigerian movies (Nollywood movies). This percentage outweigh those who claim they don't watch K-drama more than Nollywood movies. Again, it can be concluded that this current generation of young Nigerians watch more Korean movies than Nollywood movies.

Table 7. Response to question to means through which they watch Korean movies often

Responses	Frequency	Percentage (%)
Mobile phone	309	80.5%
Tablet	9	2.3%
Television	31	8.1%
Computer	33	8.6%
Cinema	2	0.5%
Total	384	100%

Source: online survey 2025.

Not so surprisingly that over 80% of the respondents watch Korean movies on smartphones than any other medium of screens. This platform is very convenient for them as they watch films almost anywhere they find themselves.

Table 8. Response to question to whether they watch Korean movies because they really enjoy them

Responses	Frequency	Percentage (%)
Yes, I really do enjoy watching Korean movies	259	65.1%
No, I don't really enjoy watching Korean movies	72	18.1%
I really don't know	67	16.8%
Total	398	100%

Source: online survey 2025.

Over 65% of the respondents claimed they really enjoy watching Korean movies. Only a small fraction claimed they don't really enjoy K-dramas. By implication, most young Nigerians enjoy Korean movies.

Table 9. Response to question to why they watch Korean movies

Responses	Frequency	Percentage (%)
To pass time	125	32.5%
As alternative to Nigerian movies	54	14%
As alternative to American movies	14	3.6%
As alternative to Indian movies	19	4.9%
Just for varieties	173	44.9%
Total	385	100%

Source: online survey 2025.

Over 32% of the respondents claimed they watch Korean movies to pass time, why 44% claimed they watch just for varieties. For the respondents, Korean movies are not only worth their time, they enjoy the alternative it provides for other kinds of movies they watch.

Table 10. Response to question to whether they prefer Korean movies to Nigerian movies

Responses	Frequency	Percentage (%)
Yes, I prefer Korean movies to Nigerian movies	212	53%
No, I don't prefer Korean movies to Nigerian movies	106	26.5%
I really don't know	82	20.5%

Total	400	100%
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Source: online survey 2025.

Over 53% of the respondents claimed that they prefer Korean movies to Nigerian movies. Though, about 26% of them said they don't prefer Korean movies to Nigerian movies, they seemed to like K-drama, but a quarter of the population still prefer Nollywood movies.

Table 11. Response to question if Korean movies are good but, they are not better than Nigerian movies

Responses	Frequency	Percentage (%)
Strongly agree	42	10.5%
Agree	60	15%
Neutral	118	29.4%
Disagree	93	23.2%
Strongly disagree	88	21.9%
Total	401	100%

Source: online survey 2025.

Though, over 29% of the respondents remain neutral on this question, about 45% (23.2+21.9%) claimed that Korean movies may be good, they are not better than Nigerian movies. By implication, the respondents enjoy K-drama but still believe Nollywood movies are good.

Table 12. Response to question if Korean movies are better than Nigerian movies because they are/have...

Responses	Frequency	Percentage (%)
Action packed	57	14.5%
Sophisticated storylines	93	23.6%
High quality picture	57	14.5%
Decency	25	6.3%
None of the aforementioned	58	14.7%
All of the aforementioned	104	26.4%
Total	394	100%

Source: online survey 2025.

While a reasonable number of the respondents (23.6%) believe that K-drama have sophisticated storyline when compared to Nollywood movies, about 26% claimed K-dramas are action packed, made in high quality pictures and are decent. Only 14% of the respondents did not agree to any of the qualities mentioned.

Table 13. Response to question if Korean movies love scenes are moderate and interesting

Responses	Frequency	Percentage (%)
Strongly agree	150	37.7%
Agree	162	40.7%
Neutral	49	12.3%
Disagree	23	5.8%
Strongly disagree	14	3.5%

Total	398	100%
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Source: online survey 2025.

About 80% (37.7+40.7%) of the respondents agreed that K-drama love scenes are moderate and interesting at the same time. Only very few of the respondents disagreed with this assertion. It is clear from their response that K-drama have decent love scenes which make them safe for viewing by youngsters.

Table 14. Response to question to reasons they watch Korean movies (I Watch Korean movies for their ...)

Responses	Frequency	Percentage (%)
Good messages	67	17.4%
Love stories	220	57.1%
Action packed	71	18.1%
Horror depictions	27	7%
Total	385	100%

Source: online survey 2025.

Love stories seems to be the main attraction for young Nigerian viewers of Korean movies, as 57% of the respondents attested. About 18% of the respondents claimed they watch Korean movies for the action events, why 17% enjoy the good messages of the movies and, 7% actually watch Korean movies for horror depictions.

Table 15. Response to question if Korean movies are the best kind of movies

Responses	Frequency	Percentage (%)
Strongly agree	98	24.4%
Agree	106	26.4%
Neutral	112	27.9%
Disagree	52	13%
Strongly disagree	33	8.2%
Total	401	100%

Source: online survey 2025.

From their response, many Nigerian undergraduates (24.4+26.4= 50.8%) believe K-dramas are the best kind of movies at the moment. Why about 30% of the respondents remain neutral, 21% (13+8.2%) disagreed with this assumption.

V. Conclusion

This, and many other studies reviewed therein, have shown that contemporary Nigerian youths watch Korean movies a lot and they are largely influenced by the South Korean culture. The comforting part of the study is the revelation that though a reasonable number of the Nigerian youths may enjoy K-dramas, they still want the Nigerian movies. Smartphone is the most common platform for youths to enjoy their movies and the internet, social media and streaming platform provides the easiest means for them to navigate global movies, through which they discover Korean movies. The study also, among other things, unveil the perception of Nigerian youth about Korean movies. The respondents enjoy the portrayal of romance, love, action and even horror depictions in Korean films. Interestingly, a reasonable number of the

respondents still enjoy Nollywood movies in spite their obsession with Korean movies. In addition to the beautiful and good-looking casts in Korean movies, sophisticated storylines play huge role in making them popular among global audience. This points to the fact that the fame of Hallyuwood did not just stem from aesthetics alone, the art of professional film making evidently serve as a booster for the rising industry. These factors made their movies irresistible to international audience and young Nigerians couldn't get over it. While there is a rise of Korean movies viewership among young Nigerians, there is no immediate threat to the Nigerian film industry and culture, though there is concern given to the fact that addiction to these foreign movies may pose harm to the young Nigerian audience.

Recommendations

In lieu of the discussion above, the following recommendations are put forward:

1. While it appears that Korean movies are safe for youngsters, there is need to be cautious of how youths consume these Asiatic dramas. The reality of addiction will hit on the diehard fans and there will be some negative outcome like having lesser sleep time as a result of watching Korean movies for longer hours. Addiction of any kind could be detrimental even in ways not obviously perceptible at the moment.
2. There is a rise in obsession with Korean skincare products and other aesthetic materials among urban Nigerian youths. This frenzy may appear harmless until some obsessed youth would begin engaging in antisocial behaviour just to satisfy this urge created by Korean movies. Therefore, there is a need to sensitize the Nigerian youths, through social media and television, on the need to understand that everyone are unique and cosmetic products are not the means to attain genuine beauty. Not even South Korean beauty products.
3. Nollywood filmmakers should learn the strategies employed by Korean filmmakers to appeal to global viewership. They must pay attention to love and romance portrayal in decent yet engaging ways, and explore the use of good picture qualities. The sophisticated and rich plots, twists and beautiful casts used in Korean movies are good for Nollywood filmmakers to understudy. As could be seen in this study, Nollywood has a lot to learn from Hallyuwood and this has to be done religiously.
4. The Nigerian government, through the ministries of communication, orientation, and youths, must collaborate with Nollywood juggernauts to prepare a national socioeconomic and sociocultural campaign that would help promote Nigeria to the international community, through movies. The Hallyuwood took its form after the South Korean government made conscious effort to promote their country through movies, music and arts. The Nigerian culture can be promoted and exported through a well organised film industry and the Nigerian youth will gain trust, pride and pleasure in the Nigerian culture.

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