

BỘ GIÁO DỤC VÀ ĐÀO TẠO
TRƯỜNG ĐẠI HỌC QUẢN LÝ VÀ CÔNG NGHỆ HẢI PHÒNG



KHÓA LUẬN TỐT NGHIỆP

NGÀNH : NGÔN NGỮ ANH – HÀN

Sinh viên: Nguyễn Quang Huy

HẢI PHÒNG – 2025

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TRƯỜNG ĐẠI HỌC QUẢN LÝ VÀ CÔNG NGHỆ HẢI PHÒNG**

**THE INFLUENCE OF SOUTH KOREAN CULTURE ON
THE COMTEMPORARY LIFESTYLES AND TRENDS
OF VIETNAMESE YOUTH.**

**KHÓA LUẬN TỐT NGHIỆP ĐẠI HỌC HỆ CHÍNH QUY
NGÀNH: NGÔN NGỮ ANH – HÀN**

**Sinh viên : Nguyễn Quang Huy
Giảng viên hướng dẫn : Th.S Phạm Thị Thúy**

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Tên đề tài: The Influence of South Korean Culture on the Contemporary
Lifestyles and Trends of Vietnamese Youth

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1. Nội dung và các yêu cầu cần giải quyết trong nhiệm vụ đề tài tốt nghiệp

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Hải Phòng, ngày tháng năm 202

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1. Phân nhận xét của giáo viên chấm phản biện

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Hải Phòng, ngày tháng năm

Giảng viên chấm phản biện

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ABSTRACT

In the context of globalization and the popularity of digital media today, the Korean wave (Hallyu) has become a phenomenon that has a profound impact on the lives of Vietnamese youth today. This study focuses on analyzing how Hallyu affects the lifestyle, behavior and cultural value system of Vietnamese youth today through major areas such as music, movies, cuisine, language and influence. In the context of globalization and the popularity of digital media today, Hallyu has become a phenomenon that has a profound impact on the lives of Vietnamese youth today. This study focuses on analyzing how Hallyu affects the lifestyle, behavior and cultural value system of Vietnamese youth today through major areas such as music, movies, cuisine, language and influence. The study analyzes both the positive and negative aspects of foreign cultural influence, from the expansion of international exchange opportunities to the risk of idealization and value deviation.

The research method combines quantitative analysis (online survey) and personal observation - understanding, aiming to comprehensively describe how South Korean culture affects the daily habits, communication style and self-awareness of Vietnamese youth today. The results show that the influence of Hallyu is not only limited to the entertainment aspect but has become a part of daily life, clearly affecting awareness, lifestyle and social behaviors.

The study also proposes a system of recommendations to help young people selectively receive foreign culture, balancing integration and preserving Vietnamese identity, contributing to orienting values and building a healthy cultural environment in the period of increasingly deep international integration.

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Hai Phong, December 19, 2025

The author of this research

PART I: INTRODUCTION

1. Rationale

The reasons for choosing the topic “The Influence of South Korean Culture on the Contemporary Lifestyles and Trends of Vietnamese Youth”:

In the current context of globalization, cultural exchange between countries is becoming stronger. South Korea is one of the countries with large cultural influence through the Korean Wave (Hallyu), including music, film, food, language and lifestyle. This wave is not only entertainment, it also shows South Korea’s cultural identity and helps spread the image of the country and its people worldwide.

In Vietnam, South Korean culture is widely and diversely received by young people, especially through K-pop, dramas and other cultural products. This influence appears in language use, tastes, fashion choices, manners and life views among a significant part of youth but not all. Along with positive effects like broader knowledge and learning opportunities, the phenomenon also raises issues such as distorted cultural values, dependent lifestyles and excessive idolization.

Although many articles and media discussions talk about the Korean Wave, academic studies in Vietnam that analyze the specific extent of South Korean culture’s influence on youth life remain limited and not widely available. Therefore, researching this topic is necessary to better identify the forms, impacts and trends of that influence within Vietnam’s contemporary cultural context.

This topic is chosen not only for its timeliness and closeness to youth’s real life, but also for its academic and practical value in today’s society. The study’s results are expected to offer scientific and practical insights for cultural researchers, educators and media professionals as well as for those beginning to study the issue. At the same time, the research aims to help young people develop a more balanced and clearer view when receiving foreign cultural values.

2. Aims of the Study

This study focuses on how South Korean culture affects the lives and trends of Vietnamese youth today. It examines how Vietnamese youth accept and show South Korean cultural elements such as music, films, food and language in their daily life, study and communication. The study also looks at changes in their awareness, habits and values under the influence of the Korean wave.

The aim of this research is to identify the main aspects of South Korean culture that influence Vietnamese youth, analyze the degree and forms of this influence and evaluate both the positive and negative effects on everyday life.

The research question: How has South Korean culture influenced the lifestyles, behaviors and cultural values of Vietnamese youth in the current context of globalization?

3. Scope of the Study

This study focuses on examining the extent to which South Korean culture affects the lives, habits and trends of Vietnamese youth today, especially in recent years and during some key periods marking the start of this influence. The cultural elements considered include music, film, fashion, food and language. The study is limited to cultural and lifestyle aspects and does not extend to other fields such as economics or politics.

The research subjects are Vietnamese youth aged 18 to 27, including university students and young working adults. In addition, the study also considers a small group of people who are learning Korean language or have a special interest in South Korean culture.

The study's spatial scope is limited to Vietnam with a focus on major cities such as Hai Phong, Ha Noi, Da Nang and Ho Chi Minh City where young people, especially university student have easy access to South Korean cultural products.

4. Method of the Study

This study is carried out in a descriptive and comparative way, combining both qualitative and quantitative methods to ensure objectivity and completeness. The main goal is to collect and analyze real information about how South Korean culture influences the lifestyle and trends of Vietnamese youth today.

The research data was collected through two main methods. First, observing and studying Vietnamese youth over the past few years - focusing on their actions, speech, thoughts, awareness and lifestyles - both in real life and on social media or multimedia platforms. And second, conducting an online questionnaire via Google Form.

The survey includes questions about habits, interests and the level of acceptance of South Korean cultural elements such as music, films, fashion and food. In addition, some special questions may also be included to gain deeper understanding.

The survey results are summarized, grouped and processed using simple statistical methods. The qualitative data from short interviews are analyzed by topic (thematic analysis) to find similarities and differences in young people's awareness and behavior toward South Korean culture.

This study still has some limitations, such as focusing mainly on urban areas and a limited number of participants. However, the results can still provide useful references to understand the cultural influence of South Korea on Vietnamese youth today.

5. Design of the Study

This research is presented in three parts:

Part I – Introduction: presents the rationale for the study, research aims, research questions, significance, scope, methods and the overall structure of the study.

Part II – Development - Comprises four chapters:

Chapter 1: Literature Review - explains key concepts, gives the theoretical framework and provides an overview of South Korean culture and the situation of Vietnamese youth today.

Chapter 2: Methodology - describes the research design, participants, tools, data collection process and methods of analysis.

Chapter 3: Findings and Discussion - analyzes the influence of South Korean culture on Vietnamese youth, focusing on both positive and negative effects.

Chapter 4: Impacts and Recommendations For Cultural Orientation Among Vietnamese Youth - offers practical suggestions to help young people receive South Korean culture in a selective and balanced way.

Part III – Conclusion: Summarizes the main findings, presents the contributions and limitations of the study and gives suggestions for future research.

PART II: DEVELOPMENT

CHAPTER 1: LITERATURE REVIEW

1.1. Culture and Cultural Exchange in the Context of Globalization

1.1.1. Definition of Culture

According to UNESCO's "UNESCO - Universal Declaration on Cultural Diversity" (2nd November 2001), culture is defined as "the set of distinctive spiritual, material, intellectual and emotional features of society or a social group and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs." Culture is not only shown through material products but also reflected in the way people think, communicate and behave in daily life. According to Geert Hofstede's "Culture's Consequences. Comparing Values, Behaviors, Institutions and Organizations Across Nations" (2001), culture can be understood as a shared system of values and ways of thinking that shapes how members of a particular group differ from those of other groups.

From these two viewpoints, it can be seen that culture is closely linked to national identity and shapes the behavior, attitude and worldview of individuals within a community. In other words, culture is both the spiritual foundation of society and the factor that creates diversity and uniqueness in human life.

1.1.2. Cultural Globalization

In his work "Globalization and Culture" (1999), John Tomlinson explains that cultural globalization refers to the movement of cultural ideas, products and practices across national boundaries, made possible by the rapid growth of communication technologies, the internet and modern innovations. This process not only creates opportunities for learning, exchange and knowledge expansion among nations but also helps promote international understanding and cooperation. Some researchers caution that globalization can cause "cultural homogenization" where local traditions are weakened or transformed under the influence of dominant, often Western, cultural industries, reducing cultural diversity (David E. O'Connor, as cited in Cultural Homogenization, Wikipedia, 2025).

Therefore, cultural globalization is seen both as a driving force for diversity - creativity and as a challenge in preserving national identity and maintaining traditional cultural values in the context of global integration.

1.1.3. Cultural Exchange

According to Alfred Kroeber and Clyde Kluckhohn in "Culture: A critical review of concepts and definitions" (1952), cultural exchange refers to the interaction, acceptance and sharing of cultural values between different nations or communities. This exchange takes

place through music, cinema, cuisine, fashion, language and mass media. In “New Korean Wave: Transnational Cultural Power in the Age of Social Media” (2016), Dal Yong Jin states that digital media is emphasized as an important tool that helps cultural products spread widely in the context of globalization. A typical example is the Korean Wave - a cultural phenomenon that has helped South Korea promote its national image around the world, including Vietnam.

This phenomenon not only brings admiration for South Korean music, films and lifestyle but also shapes trends in fashion, language and daily habits among Vietnamese youth. As a result, South Korea has developed a distinctive form of “soft power”, defined as the ability to achieve goals through attraction rather than force or payment which strengthens its international standing (“Soft Power: The Means to Success in World Politics” - Joseph S. Nye, Jr, 2004). However, this strong influence also poses a challenge for Vietnamese youth in selectively adopting foreign cultural values while preserving their own national identity.

1.1.4. The Significance of Cultural Exchange for the Youth

Cultural exchange provides young people with opportunities to broaden their perspectives and access new values from the world. Constant exposure to diverse cultural products helps them understand the differences between communities which supports the development of open-minded thinking and a stronger ability to adapt in a global environment. At the same time, this process plays an important role in improving intercultural skills, helping young people strengthen their communication, cooperation and problem-solving abilities in international contexts.

In addition, cultural exchange allows young people to shape their personal identity in a flexible way by selecting and combining suitable elements from different cultures. Contemporary cultural waves, create conditions for the youth to access trends in music, film, fashion and others. This process encourages creativity, improves aesthetic appreciation and increases awareness of how foreign values interact with local cultural identity.

1.2. Overview of South Korean Culture and the Korean Wave

1.2.1. Characteristics of South Korean Culture

South Korean culture is a social system built on East Asian traditions but reshaped by modern life, creating a clear identity recognized worldwide. It shows how a nation keeps its historical memory while also adapting and joining the global community. Tomasz Sleziak in the article “The Role of Confucianism in Contemporary South Korean Society” (SOAS University of London, 2013) states that in modern South Korean society, formal social rules rooted in Confucianism have been transformed into modern ways of life.

One of the most important features of South Korean culture is collective thinking and respect for social order which come from Confucian philosophy. Kim Hee Sun and Natasha

Hamilton-Hart in “Organizational Culture, Confucian Values and Change: Understanding the Cultural Shift within South Korean Workforces” (2018) argue that Confucian moral principles have long influenced human relationships in South Korea, highlighting harmony, loyalty and respect for authority. These values still deeply influence modern South Korea today, shown through politeness, filial piety and a strong sense of community, not only in family life but also clearly seen in education and workplaces.

In addition, South Korea still maintains and strongly promotes many traditional cultural values. For example, the Hanbok has delicate lines and colors that symbolize social classes. Hanok, traditional houses, are designed to be in harmony with nature, reflecting a philosophy that values balance and simplicity. Calligraphy, Pansori and traditional folk music are preserved and taught through generations, becoming symbols of determination and deep emotion in South Korean culture. Moreover, typical dishes like Kimchi, Jajangmyeon, Bulgogi and others that are not only popular in South Korea but also serve as cultural bridges, helping people from other countries understand the delicate culinary style and national pride of South Korean people.

It is also notable that South Korean culture constantly adapts and develops in the modern era. Traditional elements are preserved alongside innovation in entertainment, film, fashion and technology, helping South Korea become one of the most culturally influential countries in Asia. Thanks to the combination of tradition and modernity, South Korean culture has gained strong appeal among youth around the world, including those in Vietnam.

1.2.2. The Formation and Development of the Korean Wave

The Korean Wave, also known as Hallyu, refers to the global spread of South Korean popular culture, including music (K-pop), television dramas (K-drama), films, fashion, food and language. On November 19, 1999, Beijing Youth Daily first introduced the term “Korean Wave” (Chinese: 韩流 /pinyin: hánliú/; literal meaning: “The Korean Wave”) in an article describing “the enthusiasm of Chinese audiences for South Korean TV dramas and pop songs” (Wikipedia, 2024). This term soon gained widespread recognition, representing the growing influence and appeal of Korean culture throughout Asia.

The beginning of the Korean Wave (Hallyu) was marked by the great success of TV dramas such as *Winter Sonata* (2002), *Stairway to Heaven* (2003–2004) and others, attracting large audiences in Japan, China, Vietnam and many other countries. These works not only brought fresh air to Asian dramas but also helped shape the romantic and deep image characteristic of South Korean films. These dramas attracted viewers not only through emotional plots and beautiful visuals but also by emphasizing important life values such as family love, friendship and loyalty, elements that easily resonate with audiences across Asia.

At the same time, Korean cinema began to reach the world with many notable films such as *Shiri* (1999), *Joint Security Area* (2000), *Friend* (2001), *My Tutor Friend* (2003), *Oldboy* (2003), *Taegukgi: The Brotherhood of War* (2004) and more. These films not only showed

high artistic and technical skills but also explored deep themes of war, psychology and human tragedy, helping South Korean cinema establish its position on the international film map and laying a solid foundation for the strong spread of Hallyu in the following years.



Autumn in My Heart
가을동화 (2000)



Love Story in Harvard
러브스토리 인 하버드 (2004-2005)



My Sassy Girl
엽기적인 그녀 (2001)



A Moment to Remember
내 머리 속의 지우개 (2004)

From 1990s to the early 2000s, K-pop emerged as the central driving force of the Korean Wave, captivating audiences across Asia and beyond. This era saw the rise of first-generation idol groups such as Seo Taiji and Boys, H.O.T, Baby Vox, Koyote, Cleo and others with other solo singers who laid the foundation for the global appeal of South Korean music. In the following years, successive generations of idols including Super Junior, Big Bang, Wonder Girls, Girls' Generation, T-ARA, Miss A, IVE and numerous others - continued to innovate and expand K-pop's influence worldwide. Thanks to the widespread use of the Internet, streaming platforms and social media, South Korean music has transcended language boundaries, allowing millions of listeners worldwide to enjoy, share and engage with its rhythms, lyrics and performances.



S.E.S (에스이에스)



Fin.K.L (Fine Killing Liberty) (핑크클)



Apink (에이핑크)



Twice (트와이스)

Besides music and films, South Korea actively expands its strategy to promote national culture through fashion, cuisine, tourism and cosmetics (K-beauty). As Yoon Kyong points out in “De/constructing the Soft Power Discourse in Hallyu”(2023), Hallyu functions not only as a cultural trend but also as a key component of South Korea’s soft power, strategically used to strengthen the country’s international influence and image. The Ministry of Culture, Sports and Tourism (MCST, 2021) reports that cultural content exports reached 12.4 billion USD, contributing to South Korea’s status as a prominent cultural power in Asia and globally. The coordinated combination of entertainment, economy and cultural diplomacy has created a distinctive soft power diffusion model, making Hallyu an important tool in national strategy. This shows that South Korea not only exports cultural products but also skillfully builds its national image, influencing international public perception and behavior.

The Korean language also plays an important role in the spread of Hallyu. The global popularity of South Korean films, TV programs and songs has encouraged many foreigners, especially young people in Asia, to learn Korean in order to better understand the content and culture of South Korea. Thanks to the global popularity of Hallyu, South Korean popular culture has become a major motivation for learning the Korean language. According to Wang Hye-sook & Danielle Ooyoung Pyun in “Hallyu and Korean Language Learning: Gender and Ethnicity Factors” (2021), exposure to South Korean music, films motivates learners, especially those without Korean heritage, to study the language to gain a deeper understanding of the culture. This demonstrates how Hallyu has contributed to spreading Korean as a “new global language”, now increasingly taught in universities and language centers around the world. In addition, the Sejong Institute established by the South Korean government has expanded to hundreds of branches in more than 70 countries, contributing to the global promotion of the Korean language and culture.

Through the harmonious combination of traditional values and modern elements, Hallyu is not only a temporary cultural trend but also a national strategy with deep influence, shaping the trends, aesthetics and lifestyles of young people around the world, including those in Vietnam.

1.2.3. The Influence of the Korean Wave in Vietnam

Over the past two decades, the Korean Wave has become a global cultural phenomenon and Vietnam is one of the countries most strongly influenced by it. In the early 2000s, Hallyu was still a relatively unfamiliar concept. Although several South Korean TV dramas were broadcast in Vietnam, they were known only among a small group of viewers who were interested in South Korean films and music. Entering the early 2010s, this wave began to attract more attention and from 2016 onward, Hallyu truly exploded, becoming a widespread trend in the daily lives of Vietnamese youth.

Hallyu has powerfully expanded into fashion, cuisine, beauty and lifestyle. For Vietnamese young people today, South Korean culture is no longer something distant but has become a familiar part of daily life, shaping new trends in entertainment, communication and self-expression.

K-pop is the field with the strongest influence. Groups such as EXO, BTS, BLACKPINK and others — along with many other well-known singers who have large fan communities in Vietnam. Young people not only listen to music and watch music videos but also learn choreography, sing in South Korean and even organize fan meetings and dance cover performances at schools, shopping centers, etc. Major fanclubs are very active on social media, demonstrating the wide influence of K-pop among Vietnamese youth.



Lee Ji-eun (이지은)
IU (아이유)



Kim Ji-soo (김지수)
BLACKPINK



Jang Won-young (장원영)
IVE

Besides music, South Korean films and TV shows also have special appeal. Regarding TV programs, Running Man is currently one of the most-watched shows by Vietnamese youth on internet platforms and it is also one of the longest-running South Korean reality shows, starting on July 11, 2010. For films, most young audiences prefer watching dramas rather than movies. Popular dramas such as Love in the Moonlight (2016), Something in the Rain (2018), Hotel del Luna (2019), The Penthouse: War in Life (2020-2021), Love Next Door (2024), Dear X (2025) and others that have helped reinforce the image of a modern, romantic and humane South Korea in the eyes of Vietnamese viewers. Moreover, they also enjoy listening to the original soundtrack (OST) songs from the dramas they love.



Descendants of the Sun
태양의 후예 (2016)



Crash Landing on You
사랑의 불시착 (2019 - 2020)



Lovely Runner
선재 업고 튀어 (2024)



When Life Gives You Tangerines
폭삭 속았수다 (2025)

In particular, most fans are female while males make up a smaller proportion. Girls often show strong passion for male actors, closely following their activities, films and personal style. On the other hand, the number of female fans following actresses exists but is smaller

than male fans and when present, they usually focus on famous actresses with goddess-like beauty and graceful style. These preferences often come from personal reasons, including admiration for appearance, acting talent, or the feeling of closeness and inspiration from actors' images in films and on social media. Many young people even build their own fan communities, sharing photos, videos and sometimes contacting the fashion and makeup styles of their idols, showing the deep and personalized influence of fandom today.



Jung Hae-in (정해인)



Byeon Woo-seok (변우석)



Park Bo-gum (박보검)



Jung So-min (정소민)



Park Bo-young (박보영)



Kim Ji-won (김지원)

Many Vietnamese youth, mainly female are influenced by the fashion sense, makeup styles, lifestyles and even romantic ideals portrayed by K-drama characters and idols they admire. They often imitate the way idols dress, style their hair and express emotions, considering it a way to show individuality and connect with modern South Korean culture.

Not only in entertainment, but Korean cuisine is also spreading widely and gaining a special place in Vietnam's food culture. Dishes like Tteokbokki, Kimbap and others,

especially spicy foods, along with barbecue are now widely available and warmly loved by young people. Today, many Vietnamese youth often gather at South Korean restaurants or street food stalls inspired by Korean style, enjoying meals influenced by K-films together. They also try cooking these dishes at home, making the experience of South Korean food part of their daily lifestyle and cultural practice. This popularity is not only about taste but also spreads through presentation, service style and dining experiences that carry a strong South Korean cultural identity. As a result, this cuisine has become a form of soft culture, helping connect Vietnamese youth with South Korean culture in a direct and vivid way.



Bibimbap (비빔밥)



Tteokbokki (떡볶이)



Kimbap (김밥)



Spicy noodle (매운 라면)

In recent years, learning Korean language has become a popular trend, not only at universities but also in language centers and many young people even learn through the films and shows they watch. Most learners believe that Korean language helps them access entertainment content, connect with idols and expand future career opportunities. Many also mix Korean words into daily conversations or on social media, such as “oppa” (오빠), “unni”

(언니), “aegyo” (애교), “saranghaeyo” (사랑해요), “mianhaeyo” (미안해요) and others that both express emotions and show integration with modern South Korean culture. However, this trend raises the need to balance foreign cultural influence with preserving the purity of Vietnamese in youth communication. Based on the study by Bùi Thị Trang in the article “Hiện tượng trộn mã ngôn ngữ trong giao tiếp của sinh viên” (2024) published in HOUJS – Journal of Social Sciences, Hồng Đức University, code-mixing is evident among Vietnamese youth as they blend Vietnamese with foreign languages, particularly Korean, to create expressions that feel modern, trendy and personally meaningful. This reflects a “mixed-language” trend in communication, however, if used excessively without guidance, it may reduce the clarity and purity of the Vietnamese language.

Today, the Korean Wave in Vietnam is no longer a “temporary trend” but has become a part of modern cultural life. While it brings positive effects such as expanding knowledge and promoting cultural exchange, it also poses challenges like excessive idolization, unrealistic ideals and a decline in traditional values.

1.3. Contemporary Lifestyles and Trends among Vietnamese Youth

1.3.1. Modern and Integrative Lifestyle Trends

In the context of globalization and the strong influence of digital technology, today’s Vietnamese youth clearly show their openness and ability to adapt to more modern lifestyles. According to Nguyễn Minh Giang in the study “Globalization and Vietnamese Youth’s Identity in the Context of Digital Transformation” (2023) from the University of Social Sciences and Humanities, Vietnam National University Ho Chi Minh City, Vietnamese youth are characterized as active, sensitive, friendly, moral, responsible, patriotic, kind, proud, somewhat conservative, globally oriented, practical and group-minded in the context of international integration. (“but not everyone is like that” — an additional remark made by the author of this study)

These phenomena reflect that Vietnamese youth are gradually forming a more open, confident and outward-looking lifestyle compared to previous generations. They not only desire to integrate but also want to assert themselves in an increasingly “flat” world. Trends such as studying abroad, working internationally, or using social media to connect globally have become clear signs of this integrative lifestyle. In addition, their interest in culture, languages and international experiences also shows a proactive effort to embrace and adapt themselves to global trends.

Notably, the international integration of Vietnamese youth is not only seen through their acceptance of foreign cultural products, but also through changes in how they view happiness, success and personal values. The young generation today tends to seek balance between material and spiritual life, between self-expression and contributing to the community. Overall, the modern lifestyle of Vietnamese youth reflects their energy, creativity and

adaptability which serve as an important foundation for social development in the age of globalization.

1.3.2. The Influence of Technology and Social Media

In today's digital era, technology and social media have become an inseparable part of the daily lives of Vietnamese youth. Platforms such as Facebook, TikTok, Instagram, YouTube and Zalo are not only tools for communication but also have a deep impact on how young people study, work, entertain themselves and express their identity. Many people use social media as a way to follow new trends, connect with idols and build their personal image. This has created a distinct "digital lifestyle" among the young generation in Vietnam today.

According to the study "Social Media Addiction among Vietnam Youths: Patterns and Correlated Factors" (Doan L.P. et al, 2022) excessive use of social media has increasingly become a widespread issue, especially among teenagers. The results show that the number of young people showing signs of dependence on social media is increasing, leading to problems such as reduced face-to-face interaction, poor time control and negative effects on mental health. This shows that, together with the great benefits brought by technology, there are also serious challenges affecting young people's social and psychological well-being.

In addition, social media strongly shapes behavior and value trends. Today's youth are easily influenced by the "comparison culture" in which they often compare themselves with the perfect images shared online. This trend creates invisible pressure to maintain appearance, lifestyle and public image similar to their idols or influencers. However, if guided properly, social media can still be a positive tool that helps young people learn, exchange culture and develop themselves in a more modern and creative direction.

1.3.3. Life Values and Future Orientation

In recent years, the consumption habits of Vietnamese youth have changed noticeably, reflecting a modern and globally connected lifestyle. The young generation today not only cares about basic needs but also focuses on experience, emotion and personal identity when choosing products or services. They tend to prefer brands that express cultural or aesthetic values and match their lifestyle, rather than only paying attention to price.

Vietnamese youth are also shifting from traditional "material shopping" at supermarkets and shopping centers to "experience shopping" through online platforms such as Shopee, Lazada, Tiktok shop, but not in all cases. They are willing to spend on travel, food, beauty, or cultural and artistic events to seek positive emotions and expand social connections. This shows a change in their mindset about consumption from focusing on "what they have" to "how they experience it".

Moreover, the lifestyle of young people is increasingly influenced by international cultures, especially those from South Korea, Japan, the United States and Europe. From

fashion, cuisine and music taste to home decoration, every aspect shows a mix between traditional Asian values and modern Western elements. However, Vietnamese youth do not simply copy, they know how to select and adapt foreign influences to fit their living conditions and personal tastes. This creates a unique style that still carries a “Vietnamese identity” in the era of globalization.

In addition, the young generation is becoming more aware of social issues such as environmental protection, sustainable consumption and mental health. Many choose to live a green, minimalist, or balanced lifestyle between work and personal life. This is a sign of maturity in their awareness showing that modern youth not only want to enjoy life but also want to live meaningfully and responsibly toward their community.

1.4. Previous Studies on Cultural Influence

1.4.1. Foreign Studies

Over the past two decades, many international scholars have explored the influence of Korean popular culture across the world, especially in Asia. These studies mainly examine how South Korean music, films, fashion, food and language have become key factors shaping global youth trends and perceptions.

According to in “New Korean Wave: Transnational Cultural Power in the Age of Social Media” (2016), Dal Yong Jin states that the global expansion of Hallyu is driven by national cultural strategies and advances in digital media that enable South Korean cultural products to move beyond language and geographical barriers. According to John Lie in “What Is the K in K-pop? South Korean Popular Music, the Culture Industry and National Identity” (2012), the global popularity of K-pop comes from its creation as a transnational product whose visuals, sound and choreography are carefully tailored for international audiences, allowing it to attract young listeners and build a highly organized worldwide fan community.

Chua Beng Huat and Koichi Iwabuchi in “East Asian Pop Culture: Analysing the Korean Wave” (2008) argue that Hallyu’s appeal extends beyond entertainment, as it subtly conveys Asian cultural values such as family affection, filial piety and a collective spirit which resonate deeply with audiences across East and Southeast Asia. As noted in Cristiane Vanessa Alves de Oliveira’s article “The Hallyu Wave as a Strategic Soft Power Tool: South Korea’s Cultural Diplomacy in the 21st Century” (2025) stated that the global spread of Hallyu is not simply a cultural phenomenon but a deliberate component of South Korea’s soft power. Through K-pop, K-dramas and digital media exports, the country enhances its international image, promotes cultural diplomacy and fosters economic and diplomatic cooperation worldwide.

Kim Ki-Duk and Bae Sang-Joon in “Hallyu and the Traditional Cultural Genes of Korea” (2017) suggest that the Korean wave extends beyond a temporary trend, reflecting South Korea’s deeply rooted “traditional cultural genes”, particularly values such as community and

courtesy, dynamism, excitement, intuition and harmony which help integrate Korea's historical heritage with its modern cultural production. From a sociological perspective, several studies highlight that exposure to Hallyu enables young people across different countries to expand their intercultural understanding while simultaneously influencing their perceptions of lifestyle, aesthetics and personal identity. Jang Won-ho and Jung Eun-song in "The Influences of K-pop Fandom on Increasing Cultural Contact" (Barnett Center, The Ohio State University, 2017) argue that K-pop fan communities worldwide do more than support idols. They actively engage in Korean food, language learning, traditional events and other cultural practices, promoting intercultural exchange and helping young people deepen their understanding of different cultures.

Overall, international studies agree that Hallyu is one of the most significant cultural phenomena of the 21st century, showing the powerful influence of popular culture in shaping the lifestyles, perceptions and behaviors of global youth.

1.4.2. Domestic Studies

In Vietnam, the Korean wave has gained strong attention from researchers in cultural studies, communication, sociology and linguistics. Most domestic studies explore how Hallyu affects the lifestyle, aesthetic preferences, consumption behavior and cultural awareness of Vietnamese youth.

Nguyễn Hoa and Trần Thị Hương in the study "The Spread of Korean Culture: The Case of Vietnam" (2016) demonstrates that Hallyu is more than an entertainment trend, it serves as a dynamic process of cultural exchange and interaction. Vietnamese youth actively incorporate South Korean cultural elements into their daily lives and personal habits, learning new styles, manners and social behaviors while developing their own unique forms of expression, demonstrating creativity, adaptability and individuality in modern living.

The study Kim Ha-bin and Choo Ho-jung's "How 'K-Style' has Influenced the Younger Generation through Local Vietnamese Influencers" (2023) examines how K-Style spreads through Vietnamese influencers, showing that social media allows young Vietnamese not only to follow South Korean trends but also to modify them according to their personal style and local preferences. This results in a fashion and beauty aesthetic that incorporates South Korean elements while remaining uniquely Vietnamese, boosting confidence and enabling self-expression in everyday life.

The research "Factors Affecting the Purchasing Behavior of Vietnamese Youth for Products Linked with K-POP Idols" (Nguyễn Thị Vân Anh, Lam Anh Thu, Trần Minh Ngân, & Đặng Dương Minh Khoa, 2024) examines the consumption patterns of Vietnamese teenagers regarding products associated with K-POP idols. The findings indicate that K-POP fandom not only guides product preferences but also shapes how young people express their personality, construct personal image and form social connections. They learn to integrate

entertainment culture with consumption habits in ways that are subtle, socially acceptable and suitable for modern life.

The survey “Current Status of Consumption of Korean Fashion Products by Youth in Some Large Cities in Vietnam” (Cao Thị Hải Bắc, 2024) shows that Korean fashion is widely embraced by young people in Ha Noi, Hai Phong, Da Nang and Ho Chi Minh City. South Korean films and entertainment programs significantly contribute to introducing and popularizing fashion trends. The study highlights that beyond brand recognition, youth focus more on personal experience, outfit coordination and expressing a modern lifestyle, resulting in a dynamic and youthful way of living that blends international cultural influences.

In summary, Vietnamese studies consistently show that the Korean wave has had a profound impact on the cultural life of young people. At the same time, they highlight the importance of balancing cultural integration and identity preservation to foster a Vietnamese culture that is both modern and rooted in traditional values, especially in the current renovation period (2025-2030).

1.5. Research Gap

Although many domestic and international studies have discussed the influence of the Korean Wave on young people, most of them focus on a single aspect such as music, television dramas, or consumption trends. Few studies have examined the overall impact of cultural interaction between Vietnam and South Korea in the context of contemporary life, particularly the changes in lifestyle, social behavior and cultural perception among Vietnamese youth.

Most previous studies are mainly qualitative, describing the phenomenon rather than providing quantitative data or cross-cultural comparisons. As a result, the extent and nature of cultural influence have not been fully assessed, especially in the current era of rapid technological advancement and globalization.

Two notable research gaps can be identified. First, there is a lack of studies that provide information and knowledge about South Korea through South Korean digital and mass media platforms. Second, there are still few in-depth studies analyzing the relationship between cultural interaction and the formation of personal identity among Vietnamese youth. Meanwhile, this relationship is an important factor for understanding how youth receive, select, and reshape foreign cultural elements in order to integrate without losing their national identity.

Therefore, this study is conducted to fill these gaps left by previous research by closely examining the impact of Vietnam–South Korea cultural interaction, especially the Hallyu wave, on the lifestyle, behavior, and thinking of contemporary Vietnamese youth. The study not only helps clarify the characteristics of youth in the context of globalization, but also provides knowledge that is not widely known about the South Korea wave (about history, golden periods and others). In addition, it contributes to proposing orientations for receiving foreign culture in a selective and sustainable way.

CHAPTER 2: METHODOLOGY

2.1. Research Design

This study employed both observation and content exploration of the topic, along with a descriptive online survey, to comprehensively analyze the influence of the Korean Wave on the lifestyle, behavior and mindset of Vietnamese youth today.

In particular, the use of quantitative methods made it easier to collect data from a large number of participants, combined with years of observation and exploration, allowing for an accurate assessment of the popularity and impact of South Korean cultural elements in areas such as music, film, fashion, cuisine and language.

The questionnaire was designed in a multiple-choice format to collect information efficiently and concisely. Data were gathered through online surveys using Google Forms, ensuring convenience for participants and expanding the scope of data collection. All questions and answer choices were bilingual (English–Vietnamese) to make them easier to read, especially for participants with limited English proficiency.

After being collected, the data will be processed using descriptive statistical methods and analyzed through charts that present percentages, based on the author's own observation and understanding, providing an overview of trends, levels of interest and the overall impact of Hallyu on Vietnamese youth. This research design aimed to ensure objectivity, systematic analysis and the generalizability of research findings.

2.2. Participants

The participants of this study are Vietnamese youth aged from 18 to 27, including both males and females, especially those living in major cities such as Hai Phong, Ha Noi, Da Nang and Ho Chi Minh City where exposure to South Korean popular culture is high. This group was chosen to reflect diversity in educational and working environments, as well as the level of access to the Internet, media and modern social networks.

The number of survey participants was 150 people, anyone could join as long as they met the required age range. The purpose was to statistically analyze and evaluate the trends of how the Korean Wave influences the lifestyle, behavior and cultural perception of Vietnamese youth, ensuring that the results reflect a modern and realistic view of contemporary society through each survey question.

2.3. Instruments

Two main tools were used in this study:

First, the author's own observation - understanding and personal reflection. This approach has been applied since autumn 2018, a period when K-pop, modern Vietnamese music and

social media became highly popular. At that time, not only youth but also middle school and high school students were strongly exposed to these trends and many of them continue to explore them deeply today. Based on collected information and personal observation, the author noticed changes in attitudes, behaviors and ways of thinking among many individuals. Some of these changes became unrealistic, deviated from social norms and were different from the period before 2017. These phenomena appeared widely on social media platforms, mass media, and in real-life situations. At times, the author felt concerned about this issue, but overall wished to observe how the future paths of these young people would develop. This observation may illustrate a potential concern, but it does not replace empirical survey findings. This observation may illustrate a potential concern, but it does not fully replace the results of empirical surveys.

Second, a survey questionnaire was conducted in the form of multiple-choice questions, combined with information from the author's own observation and research. The purpose was to evaluate the level of influence of Hallyu on the lifestyle, habits, preferences, and cultural awareness of Vietnamese youth. The questionnaire includes the following main sections:

1. Influence on fashion, beauty and lifestyle
2. Influence on cuisine and eating habits
3. Influence of South Korean music and film
4. Influence on language and communication
5. Positive and negative impacts
6. Comparison with other foreign cultural influences

Each section includes two survey questions, the questions were developed based on real-life situations that young people currently experience. In addition, several open-ended questions were included to allow participants to give more accurate and their personal responses about their exposure to South Korean culture in daily life.

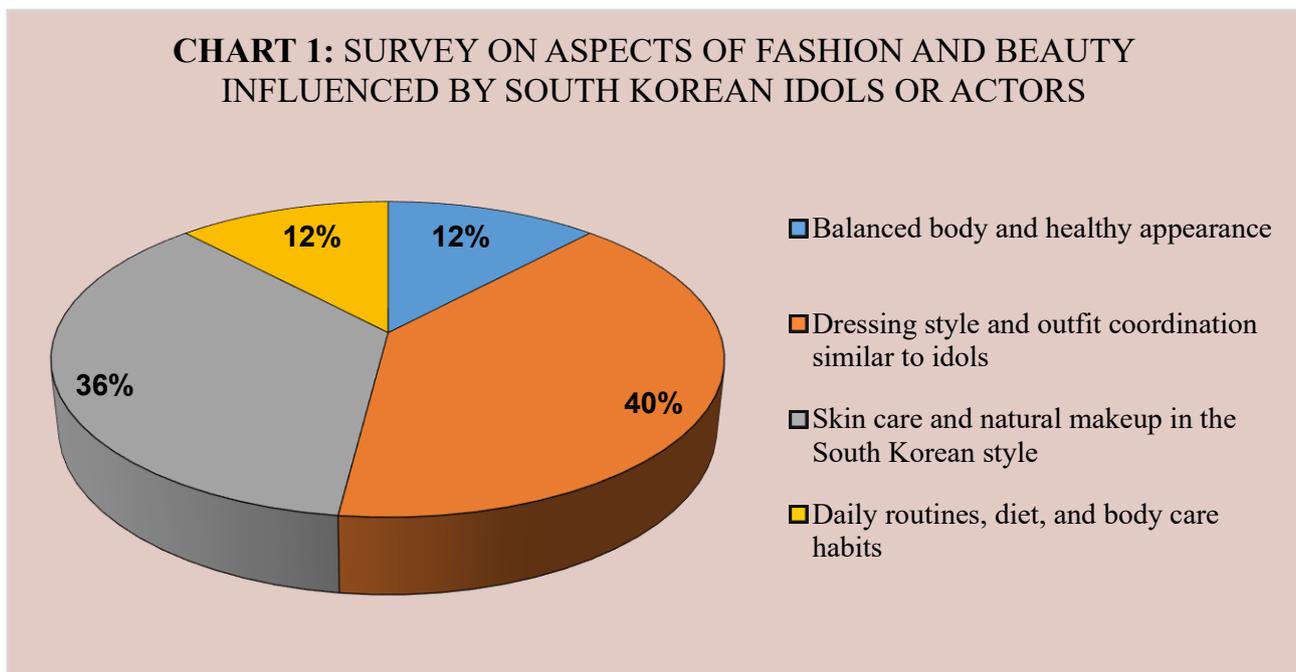
CHAPTER 3: FINDINGS AND DISCUSSION

The online survey was conducted via Google Form from 4:00 PM on October 24, 2025 to 6:00 PM on November 30, 2025, with a total of 150 participants who completed the questionnaire.

Below are the detailed results of the survey:

3.1. Findings

3.1.1. Influence of Fashion, Beauty and Lifestyle



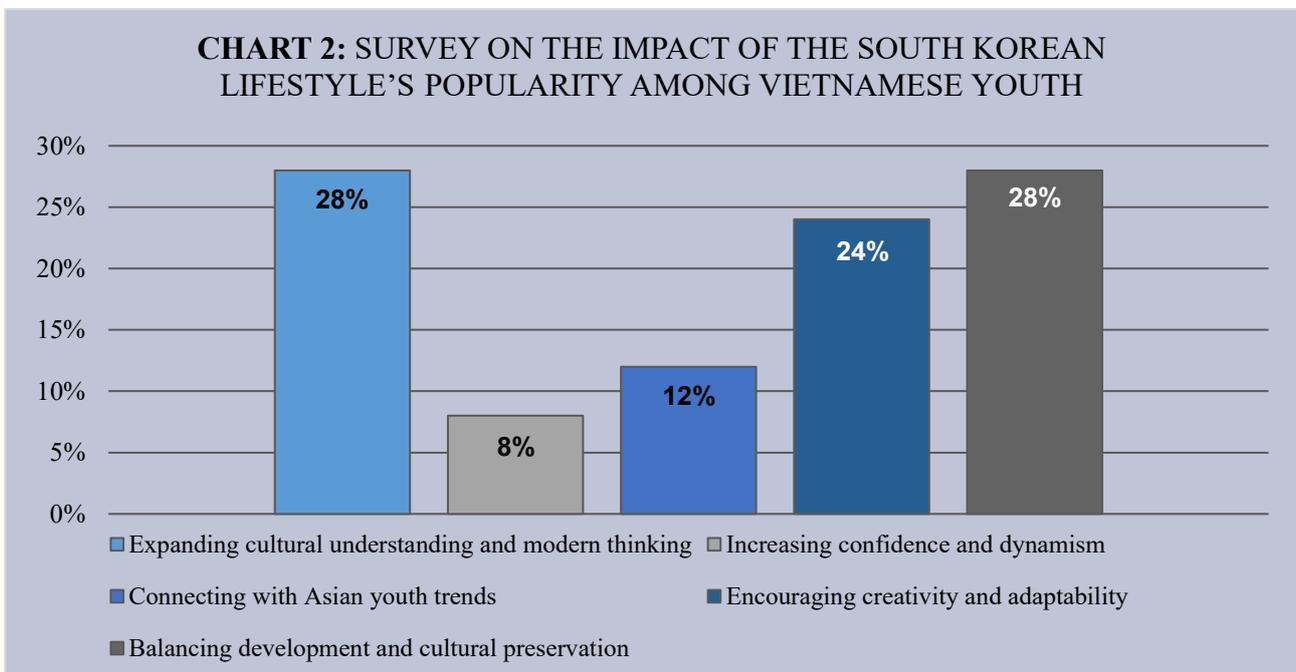
40% (60 participants) selected “Dressing style and outfit coordination similar to idols” as the factor they care about the most. As the group with the highest percentage, this choice reflects the strong influence of K-fashion on the daily life of Vietnamese youth, but not all of them. In the current period, the images of South Korean artists appear widely on social media and multimedia platforms, making clothing combinations, accessory choices and color palettes a new “aesthetic standard” for many young people. Most respondents shared that idol fashion is practical, easy to follow and suitable for self-expression. This result also matches the trend of minimal, clean and modern fashion that is popular in Vietnam today.

Standing in second place with 36% (54 participants), the option “Skin care and natural makeup in the South Korean style” shows that Vietnamese youth value a gentle and “simple but refined” appearance. These respondents stated that they are strongly influenced by the images of artists, mostly from South Korea who often appear with bright, healthy skin and a “no-makeup” look. In addition, the rapid growth of the South Korean cosmetics industry in

Vietnam, from affordable to high-end brands, makes South Korean-style skin care more accessible. This finding reflects the reality that young people today focus on neatness, natural beauty and a “healthy look”, instead of heavy makeup or sharp makeup styles like before.

Although body image is important for South Korean artists, the factor “Balanced body and healthy appearance” was chosen by only 12% (18 participants). These respondents explained that an idol’s beauty does not only come from clothing or makeup but also from exercise routines and health maintenance. However, the low percentage shows that most Vietnamese young people, but not all, prefer factors that are easy to apply and easy to notice while keeping a balanced body requires time, discipline and long-term effort. This result indicates that young people do recognize the importance of a healthy body, but they do not view it as a top priority when influenced by South Korean culture.

Finally, 12% (18 participants) selected “Daily routines, diet and body care habits”. This group tends to appreciate the scientific and disciplined lifestyle of South Korean youth, including healthy eating, proper sleep and systematic body care. However, the low percentage suggests that most Vietnamese young people still face difficulties in applying these habits in real life because of academic pressure, work, or different living environments. Even so, this choice shows that a noticeable group is interested in making positive lifestyle changes inspired by how South Korean people build their daily routines.



First, 28% (42 participants) selected “Expanding cultural understanding and modern thinking”. This result shows that many young people view the spread of the South Korean lifestyle as a gateway that helps them widen their thinking and approach more modern ideas about fashion, communication, lifestyle and self-expression. Respondents explained that

through music, films and Hallyu entertainment content, they are exposed to new value models, from serious work attitudes to careful daily routines. This finding reflects the strong cultural integration trend among a significant portion of Vietnamese youth who actively observe, learn and apply progressive values to improve themselves.

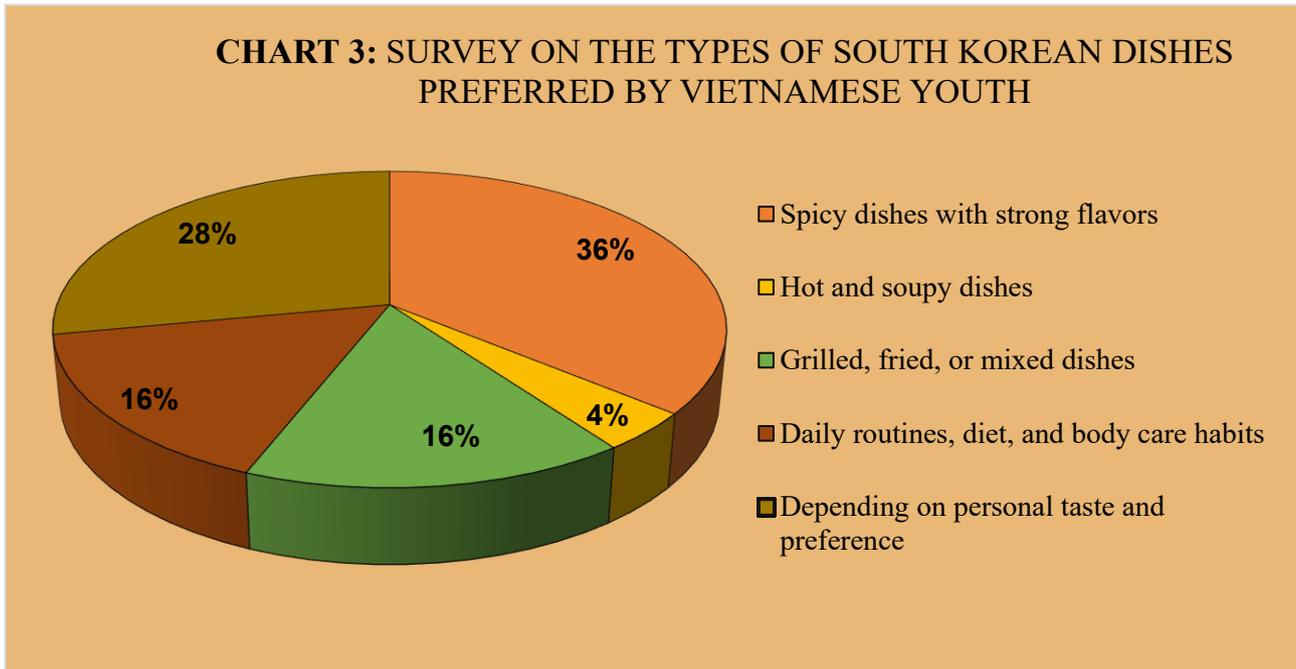
Next, also 28% (42 participants) selected the factor “Balancing development and cultural preservation”. This result represents a balanced and even reflective, viewpoint among young people regarding the growth of the South Korean lifestyle in Vietnam. Many respondents stated that the strong reception of South Korean culture creates opportunities for personal development but also brings challenges in maintaining Vietnamese cultural identity. However, these respondents still view cultural exchange positively. They believe that with selective and appropriate adaptation, young people can integrate while still protecting national identity. This reflects a mature and thoughtful way in which youth perceive cultural issues today.

The factor “Encouraging creativity and adaptability” received 24% (36 participants). This shows that a considerable group of young people recognize the positive influence of the South Korean lifestyle in inspiring creativity and adaptability. Respondents shared that they are motivated by continuous innovation in South Korean fashion, beauty, entertainment and technology. As a result, they tend to experiment, apply and adjust these elements to fit the living context in Vietnam.

Meanwhile, 12% (18 participants) selected “Connecting with Asian youth trends”. This group believes that enjoying the South Korean lifestyle helps them connect better with common trends among Asian youth. Respondents noted that South Korean culture serves as a “shared point” in the region. Therefore, adopting the Hallyu lifestyle helps them communicate, share interests and follow similar trends with young people in countries such as Thailand, Singapore, Philippines and others. Although this is not the most prioritized factor, the choice reflects a need for community expansion and international interaction among a portion of Vietnamese youth. This matches the current context where social media and cross-border fandom events make Asian youth cultures increasingly connected.

Finally, only 8% (12 participants) selected “Increasing confidence and dynamism”. This shows that confidence and dynamism are not the effects most strongly felt by young people when influenced by the South Korean lifestyle. The two respondents who selected this factor explained that South Korean lifestyle traits, such as neat appearance, modern communication styles and flexibility at work that help them feel more confident when adopting these behaviors. However, the low percentage also shows that confidence among Vietnamese youth today does not depend mainly on South Korean cultural influence. It is shaped by various sources such as education, living environment, or Western influences. Therefore, this impact is supportive rather than decisive for most respondents.

3.1.2. Influence of Cuisine and Eating Habits



36% (54 participants) selected “Spicy dishes with strong flavors” which is the most preferred group. This result clearly reflects the trend that Vietnamese youth tend to enjoy strong and spicy dishes such as tteokbokki, spicy noodles and others. Respondents shared that they are attracted to intense and “addictive” flavors which also match the common habit of eating spicy food among many young Vietnamese people. In addition, the popularity of South Korean restaurants and spicy food chains often appearing on TikTok or YouTube food vlogs makes spicy dishes a familiar representation of South Korean cuisine. This shows that the influence of Hallyu is not only visual but also directly affects the taste and eating habits of young people, especially when they look for strong and entertaining food experiences.

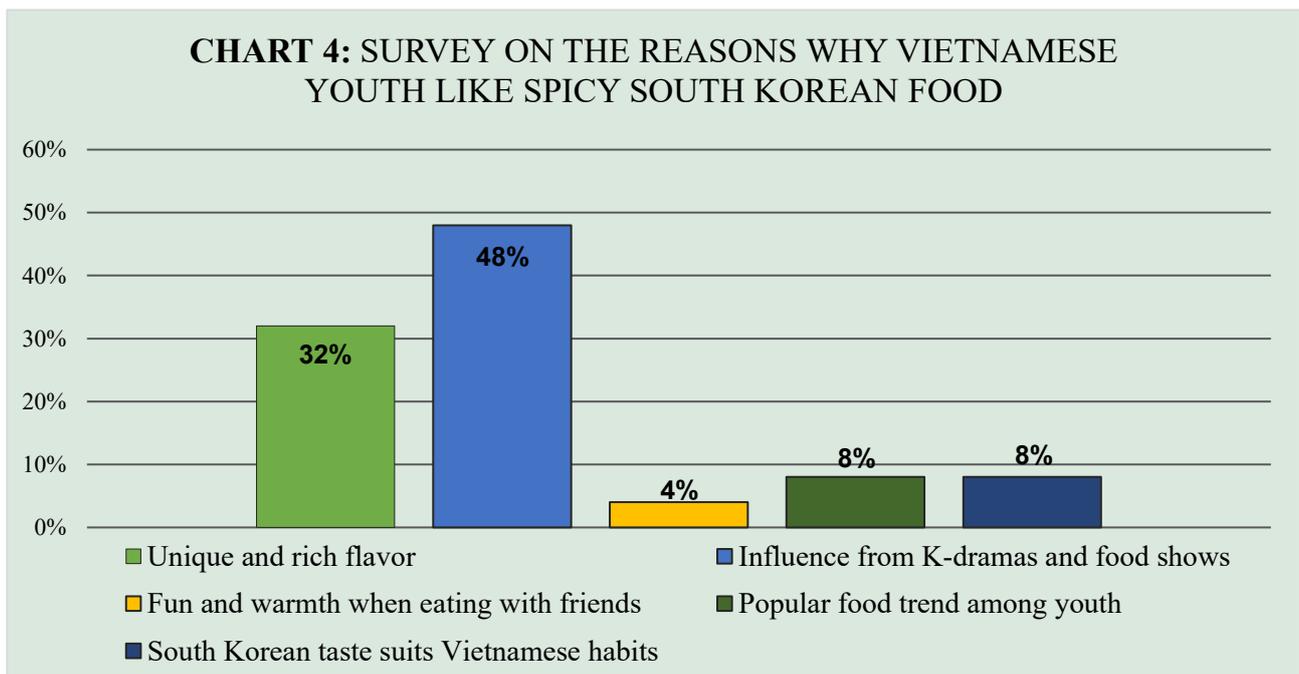
28% (42 participants) selected “It depends on my own taste and preference”. This group represents a selective approach. Respondents explained that they do not consider South Korean cuisine as the only standard but approach it based on their personal taste. This result reflects a more mature way in which young people integrate culture today. They do not “idealize” South Korean dishes or flavors but only choose what fits their preferences. This group represents the trend of viewing Korean cuisine as one option among many, instead of a trend they must follow.

16% (24 participants) selected “Grilled, fried, or mixed dishes”. Popular options such as fried chicken, grilled meat, or bibimbap represent the preferences of young people who enjoy strong but familiar flavors. These dishes fit well with the culture of “eating in groups” or hanging out with friends, an important characteristic of Vietnamese youth culture. South Korean barbecue is especially popular because it encourages sharing, fast dining and a lively

atmosphere which aligns with the eating habits of Vietnamese youth. However, the percentage is not high, showing concerns about price or greasiness, since these dishes usually have medium to high cost. Many young people view them as “occasional treats” rather than regular meals.

Another 16% (24 participants) selected “Light and convenient dishes”. Light and convenient options such as kimbap, fish cake, or instant rice cakes suit young people who live fast-paced lives and need quick meals while still keeping a “South Korean taste”. Respondents choosing this factor appreciate the convenience, portability and ease of eating, especially for students or office workers with limited time. These dishes are also popular because of the widespread presence of convenience stores where have become signature items. However, the moderate percentage shows that young people value convenience but do not consider this category the most representative of South Korean cuisine.

Finally, only 4% (6 participant) selected “Hot and soupy dishes”, the lowest percentage in the chart. Dishes such as seaweed soup or traditional noodle soup are not popular choices, even though they strongly represent South Korean meals. The respondent believed that these dishes have distinctive flavors that may be difficult for those who are not familiar with them, or they do not match the preferences of most Vietnamese youth who prioritize spicy–salty–strong flavors. Furthermore, South Korean soups are often difficult to find in “authentic” versions at common restaurants, making them less popular compared to spicy dishes or grilled dishes. However, this small percentage also shows that there is still a group of young people who appreciate traditional food experiences, not only dishes that are famous on social media.



“Influence from K-dramas and food shows” was selected by 48% (72 participants), making it the highest percentage. This result shows the strong impact of South Korean dramas and food programs on the eating habits of Vietnamese youth. Images of tteokbokki, spicy noodles, kimchi stew, or fried chicken appear repeatedly in dramas, with attractive close-up shots that create curiosity among viewers. Many respondents explained that they tried certain dishes simply because they “looked delicious in the drama”. This finding reflects a clear reality, South Korean entertainment content has become one of the most effective sources of food communication, guiding trends and shaping food choices among Vietnamese young people. It is also strong evidence of the spread of Hallyu where food culture is transferred through images and emotions instead of direct real-life experience.

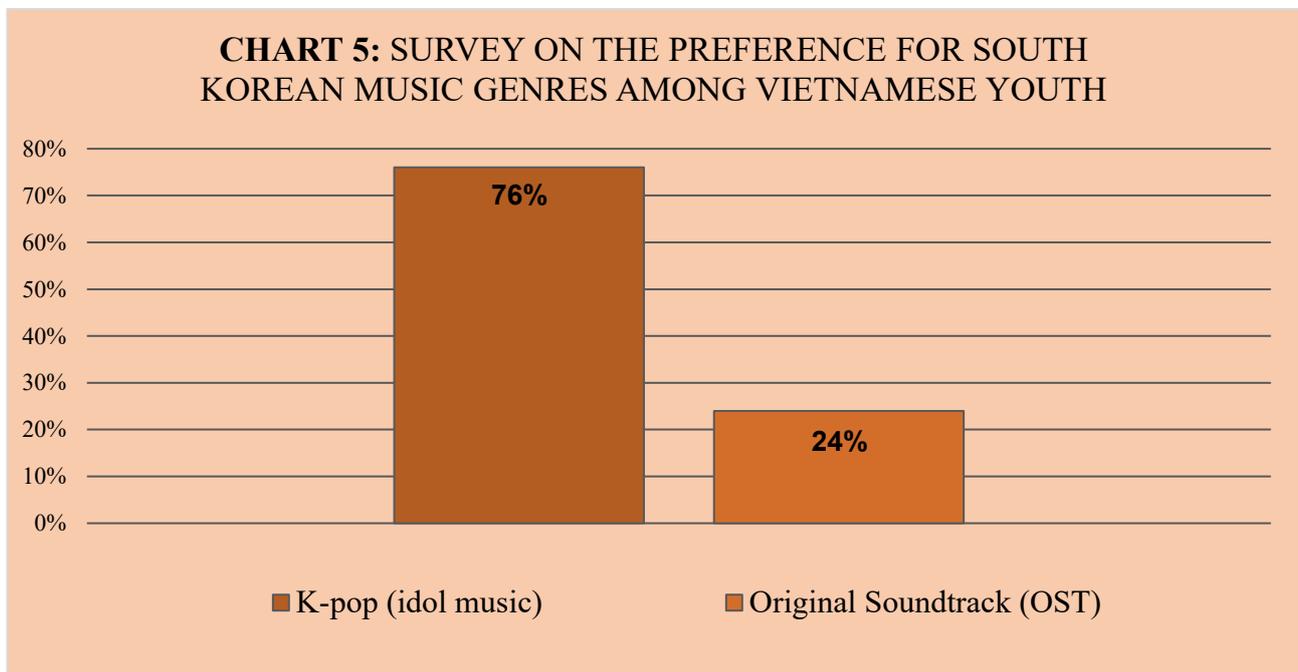
“Unique and rich flavor” was chosen by 32% (48 participants). This reason highlights that the preference comes from the distinctive and strong taste of South Korean spicy dishes. The sweet–spicy flavor of tteokbokki, the intense heat of spicy noodles, or the sour–spicy taste of kimchi create a unique experience different from Vietnamese spicy food. Respondents believed that the “hot and intense” spiciness of dishes stimulates the taste buds directly, creating a sense of excitement and novelty. This result shows that young people today do not only eat for fullness but also for experience, exploration and sensory stimulation. It also explains why spicy dishes often appear in spicy food challenges or food vlogs on social media.

“Popular food trend among youth” was selected by 8% (12 participants). This group believed that their interest in spicy dishes comes from the fact that these dishes have become a common trend among young people. Respondents explained that when friends, celebrities and social media platforms all show images of spicy food, they naturally want to try it. Although the percentage is not high, this result reflects the reality that cuisine has become part of mainstream youth food culture. This trend spreads not only through dramas or YouTube but also through the rise of South Korean restaurants, fast-food chains and convenient dishes in supermarkets. Young respondents see this as a “trend worth trying”, even if they do not eat such dishes regularly.

Another 8% (12 participants) selected “South Korean taste suits Vietnamese habits”. This reason focuses on the similarity between South Korean flavors and Vietnamese eating habits. Respondents believed that the spicy–salty–slightly sweet taste of South Korean dishes is quite similar to several Vietnamese dishes, especially for those in the Central and Southern regions who traditionally enjoy spicy food. This makes spicy dishes easier to accept and integrate into daily meals. However, the low percentage shows that although there is some similarity, most young people still view their interest in spicy dishes as a result of cultural and media influence rather than natural “taste compatibility.” This group represents a practical approach, based more on personal eating habits than on following trends.

Only 4% (6 participant) selected “Fun and warmth when eating with friends”, the lowest percentage. Respondents choosing this reason emphasized the social experience of eating spicy South Korean food, especially the feeling of fun when sharing spicy challenges or eating hot dishes with friends. They see eating spicy food as a bonding activity rather than a preference for the taste itself. Although this percentage is small, it reflects the Vietnamese youth culture of “eating together,” which is often associated with warmth and connection. However, the results indicate that social experience is not the main reason behind the popularity of spicy dishes. Instead, it plays a supporting role in the overall dining experience.

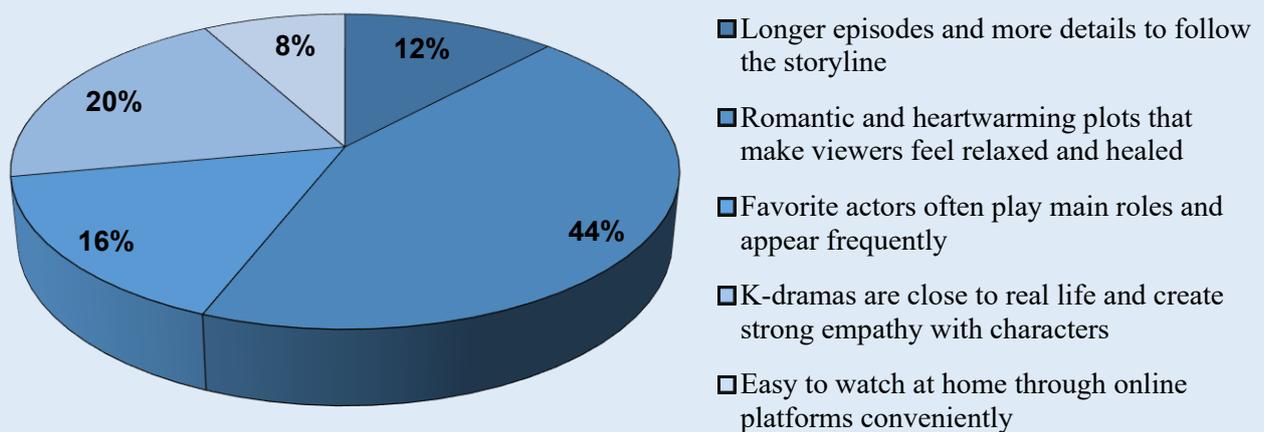
3.1.3. Influence of Music and Film



With 76% (114 respondents) choosing, K-pop holds a clear dominance, showing its strong and stable attraction among Vietnamese youth. Respondents stated that they enjoy K-pop not only because of its catchy melodies but also because of its complete entertainment system: synchronized choreography, carefully designed visual concepts, trendy fashion styles and constant interaction between idols and fans. At present, K-pop fandoms in Vietnam are very active, from online communities to large music events, creating a lively environment that young people easily engage with. The strong competition among idol groups also pushes continuous innovation which helps K-pop maintain a much higher level of appeal compared to many other genres. The 76% rate clearly shows that, for most Vietnamese young people, K-pop is not only music but also a major pop-culture phenomenon that strongly influences lifestyle, aesthetics and community engagement.

And with 24% (36 respondents) choosing, OST still holds a notable proportion and represents the group that prefers soft, emotional music connected to the experience of watching K-dramas. Respondents who selected this option shared that OSTs often have simple melodies, emotional lyrics and the ability to evoke strong feelings through the scenes in the film. This shows that K-dramas still have a strong influence in Vietnam, but their impact on musical taste cannot surpass the appeal of K-pop. Many young people enjoy OSTs because they attach them to specific moments in dramas, such as separation, reunion, or climax scenes rather than because of idols or fandoms. However, the 24% also suggests that OST mainly attracts young people who prefer calm, emotional and easy-to-listen music, instead of the high energy of K-pop. Although not dominant, OST remains a stable part of Vietnamese youth’s listening habits, serving as a type of music that brings emotional comfort and lasting appeal over time.

CHART 6: SURVEY ON REASONS WHY VIETNAMESE YOUTH PREFER K-DRAMAS OVER K-MOVIES



44% (66 respondents) selected “Romantic and heartwarming plots that make viewers feel relaxed and healed”. This is the highest percentage and clearly reflects the current taste of many Vietnamese youth who come to K-dramas as a “healing space”. Respondents explained that dramas bring a soft and comfortable feeling, especially through pure and romantic love stories that focus more on emotions than on conflict. In a context where young people face pressure from study, work and finances, being able to “escape” into gentle stories helps them regain emotional balance. This shows that the popularity of K-dramas does not only come from entertainment value but also from the need for emotional recovery – a trend that has become very strong among the young generation after the pandemic.

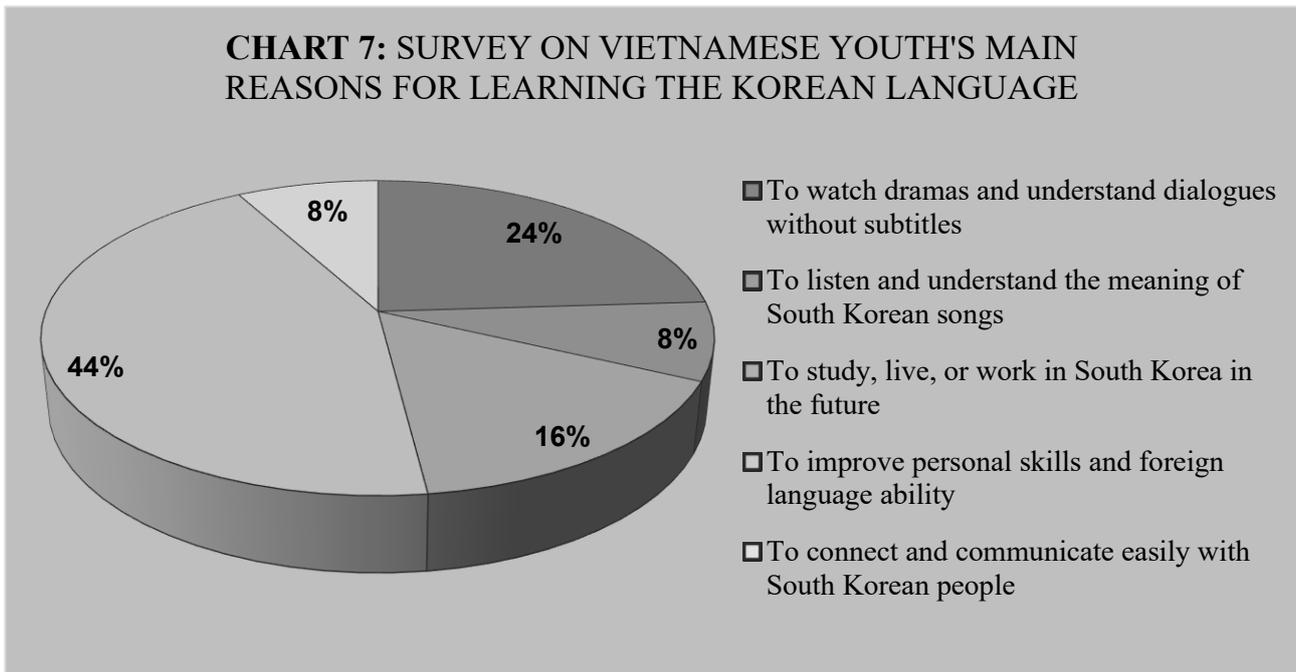
Next, 20% (30 respondents) selected “K-dramas are close to real life and create strong empathy”. This group emphasized that dramas portray familiar real-life issues such as love, family, career and social pressure – topics that Vietnamese youth also experience. This emotional closeness makes it easier for viewers to connect with the characters and follow the story naturally. Everyday-life dramas also show that South Korean works are not only romantic, but also contain deep psychological elements. This gives viewers a sense of seeing their own life reflected in the story, helping K-dramas maintain more stable appeal compared to movies which often have less time to develop character depth.

16% (24 respondents) selected “Favorite actors often play main roles and appear frequently”. This reason illustrates the strong attachment of Vietnamese youth to South Korean actors who often become role models in appearance, style and emotional expression. Many respondents said they prefer dramas over movies because they want to see their favorite actors appear in many episodes, with clear emotional development and memorable scenes. The presence of popular idols or actors in main roles motivates fans to follow each episode, further strengthening the position of K-dramas in daily entertainment. This group reflects a key feature of today’s viewing culture: emotional attachment to actors and characters is as important as the plot itself.

“Longer episodes and more details” received 12% (18 respondents). This group values the longer format of K-dramas because it allows a fuller and deeper presentation of the story. Respondents shared that they enjoy following a character’s journey across 12–16 episodes, sometimes 18–24 which helps them understand the character’s psychology, background and relationship development. While films are limited to around two hours (some slightly longer) and therefore must reduce many details, K-dramas expand the story in a linear and emotional way. This format is highly suitable for viewers who prefer slow and detailed storytelling, allowing them to experience the full journey rather than a short narrative.

Finally, “Easy to watch at home through online platforms” was chosen by 8% (12 respondents). This is still a practical reason in the current context, as platforms like Netflix, VieON, TV360, YouTube and other streaming services have become highly accessible. Respondents who selected this option appreciate the convenience of watching K-dramas at home without going to the cinema and being able to watch anytime and anywhere. However, the low percentage shows that convenience is only a supporting factor, not the main motivation. Content, emotion and actors remain the key reasons why young people prefer K-dramas.

3.1.4. Influence of Language and Communication



24% (36 respondents) chose “To watch dramas and understand dialogues without subtitles”. This is the main reason why they like or learn Korean, as they want to watch dramas without depending on subtitles. This reflects the strong influence of K-dramas in the everyday life of Vietnamese youth. Many young people want to enjoy the full emotional expression of the characters, the natural tone of speech and the communication nuances that subtitles often cannot fully express. Learning Korean for entertainment purposes shows that the audio–visual culture of Hallyu has become a direct motivation for language learning, especially after the pandemic when online drama watching increased significantly.

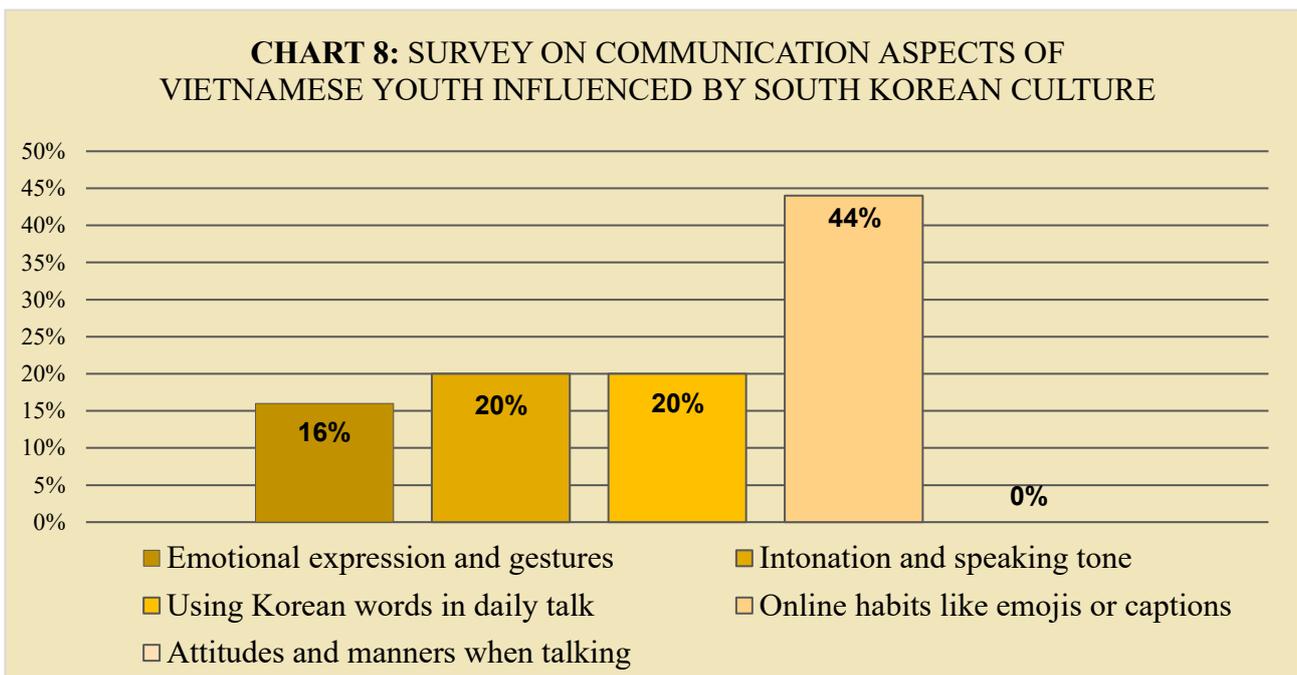
Next, 8% (12 respondents) selected “To listen and understand the meaning of South Korean songs”. This indicates that South Korean music is also a motivation for learning the language, although on a smaller scale. This group consists of young people who want to understand the lyrics more deeply instead of only enjoying the melody. They often have a long-term connection with K-pop and want to understand the messages that artists want to deliver. Although this percentage is not large, mainly because digital platforms can provide quick translations, it still shows that some young people see accurate meaning comprehension as a way to show respect for the artists they admire.

16% (24 respondents) selected “To study, live, or work in South Korea in the future”. This reflects the practical impact of Hallyu in education and career planning. South Korea is now seen as an attractive destination because of its high basic salary, modern living environment and internationally recognized education system. Vietnamese youth increasingly seek development opportunities in advanced Asian countries and South Korea becomes a

common choice because of cultural familiarity and strong exposure through films, music and media.

The largest group, 44% (66 respondents), selected “To improve personal skills and foreign language ability”. This shows that many Vietnamese young people learn as an important additional skill in the integration era. This reason reflects a practical and proactive mindset: learning a language is not only for hobbies but also for enhancing personal ability and improving career profiles. As many South Korean companies invest in Vietnam, Korean language ability has become a competitive advantage. The 44% result indicates that today’s language-learning motivation is more strategic and not fully dependent on pop culture.

Finally, 8% (12 respondents) selected “To connect and communicate easily with South Korean people”, including international friends, colleagues in South Korean companies, or communication during travel. This group has a strong social–communicative orientation, showing their desire to expand relationships and adapt to multicultural environments. It also reflects that Vietnamese youth are becoming more confident when interacting with foreigners which is a clear sign of growing regional integration in Asia.



16% (24 respondents) selected “Emotional expression and gestures”. These respondents think that the way Vietnamese youth express emotions and use gestures is significantly influenced by South Korea. This group pays attention to young people using cute expressions, actions like doing “aegyo” (애교) or gestures such as nodding and leaning while greeting, similar to those in K-dramas and TV shows. Although the percentage is not high, it still shows the reception of non-verbal culture - a form of natural imitation when youth frequently

encounter these images through K-dramas and social media. This is a subtle influence, hard to notice, but it appears often in daily interactions.

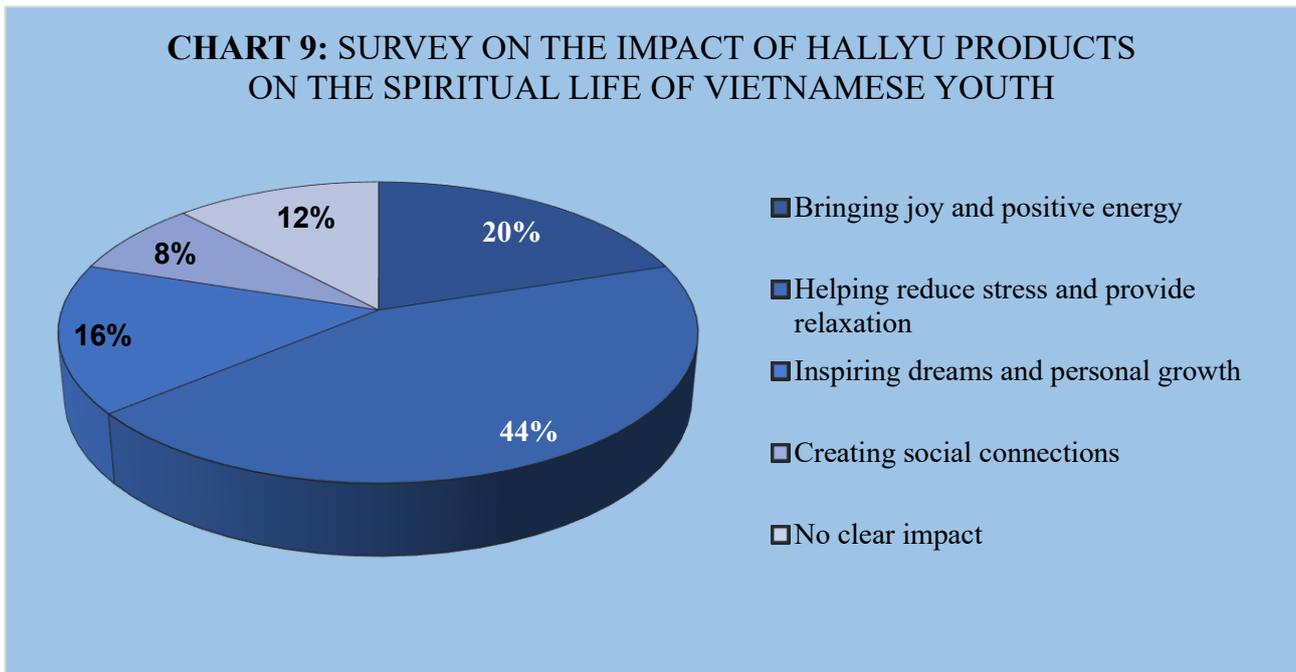
20% (30 respondents) selected “Intonation and speaking tone”. They believe that features like stress, pitch rise and fall, or lengthening the end of sentences are strongly influenced by South Korea. This is common among youth who watch a lot of entertainment and unconsciously imitate the tone of characters, especially in playful or teasing conversations. Adding a bit of “South Korean tone” when speaking Vietnamese becomes a way to show personality among Hallyu fans. This trend reflects a mix of language and culture in communication which is increasingly common in the digital media era.

Another 20% (30 respondents) selected “Using Korean words in daily talk”. The use of Korean words or phrases like “unni” (언니), “oppa” (오빠), “jinjja” (진짜) and others that shows the deep penetration of K-pop culture into youth language. Many young people, mostly female, use these words to show closeness or increase expressiveness in conversation, even if the listener does not understand South Korean. This language mixing reflects a characteristic of Generation Z such as open, flexible and strongly influenced by online communities where South Korean becomes part of symbolic communication.

The highest choice, “Online habits like emojis or captions” was selected by 44% (66 respondents), showing the strong influence of South Korea on Vietnamese youth’s online communication habits. Features such as writing captions in a South Korean style (short, emotional, minimalist), using K-pop or K-drama style stickers or emojis and following South Korean social media trends have become prominent. This reflects that the digital environment is the space where South Korean culture spreads fastest. The strong growth of TikTok, Instagram and YouTube constantly exposes youth to Hallyu-style online communication which they imitate and recreate.

No one selected “Attitudes and manners when talking” which shows that Vietnamese youth (not all of them) believe that communication etiquette is still mainly shaped by Vietnamese culture rather than South Korea. Although South Korea is famous for respect toward elders, bowing culture and hierarchical speech, Vietnamese youth do not consider these aspects as something they commonly “follow”. This reflects selective cultural reception, youth adopt entertainment-related and stylistic elements (like emojis, vocabulary, or speaking style) but retain behavioral norms suited to the Vietnamese social environment.

3.1.5. Positive and Negative Impacts



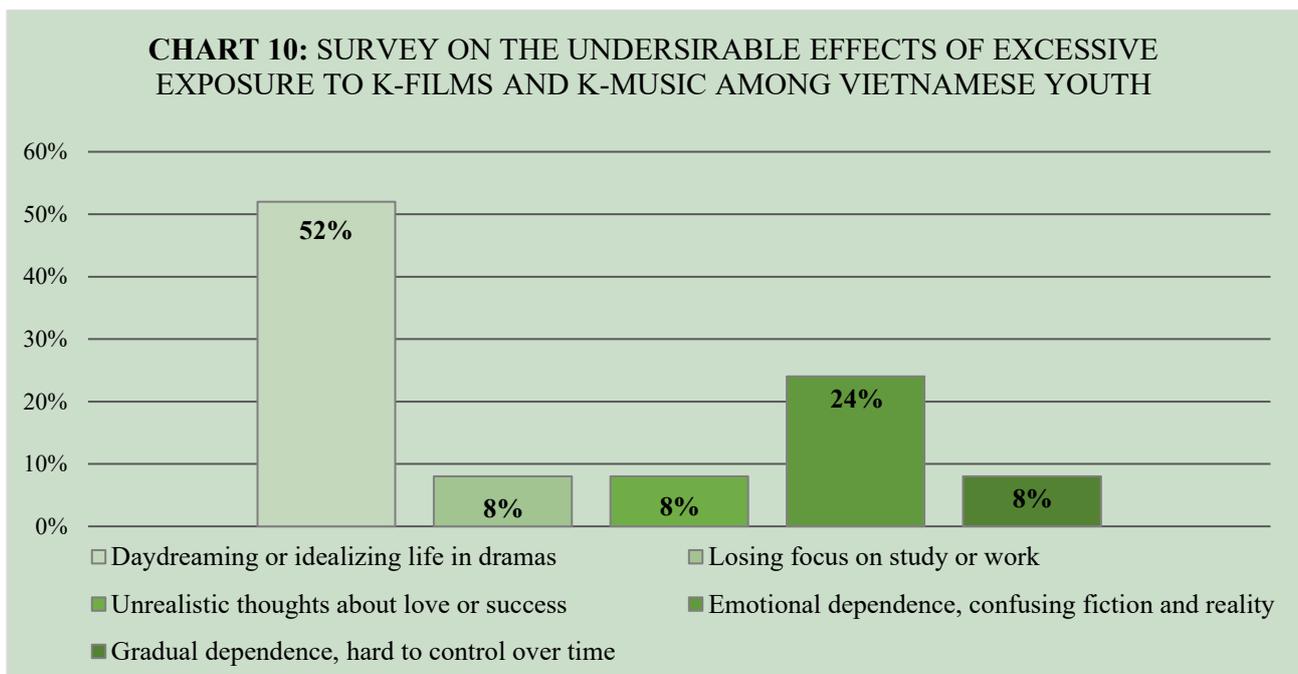
20% (30 respondents) selected “Bringing joy and positive energy”. These respondents think that Hallyu products bring joy and positive energy to their mental life. This shows the emotional connection between Vietnamese youth and South Korean music, films and idols which are often designed to inspire, be cheerful and emotionally rich. Content like K-pop, entertainment shows, or behind-the-scenes videos helps young people feel excitement, especially when idols share positive life messages. This “fun and cheerful” entertainment experience contributes to making their mental life less heavy and more emotionally fulfilling.

The highest choice, “Helping reduce stress and provide relaxation” was selected by 44% (66 respondents). Many young people see Hallyu as a “mental therapy” that reduces stress after study or work. This clearly shows the role of South Korean cultural products in modern life, as pressures from school, work and social relationships push youth to seek accessible and relaxing entertainment. Light K-dramas, K-pop music, or minimal lifestyle vlogs from South Korea all create a safe space, helping viewers escape daily fatigue and restore emotional balance.

16% (24 respondents) chose “Inspiring dreams and personal growth”. They believe Hallyu inspires them to pursue dreams and set personal goals more clearly. This group is mainly influenced by the success stories of South Korean artists like their effort, discipline and persistence. The image of idols overcoming difficulties, actors continuously improving their skills, or characters in K-dramas pursuing happiness strongly has become a role model for some Vietnamese youth. This shows that Hallyu does not only impact entertainment but also positively influences personal development thinking.

8% (12 respondents) selected “Creating social connections”. They think Hallyu helps expand social networks through shared interests like music, films, or food. Although the percentage is low, this group reflects the reality that K-pop fandoms, K-drama communities, or online groups about South Korean fashion and lifestyle create strong social connections. While not all young people belong to fan communities, for those with shared passions, activities like attending concerts, joining events, or simply talking about idols become important bridges to reduce loneliness and increase a sense of belonging.

Finally, 12% (18 respondents) chose “No clear impact”. They think Hallyu does not have a clear effect on their mental life. This shows that a part of Vietnamese youth approaches South Korean culture neutrally, seeing it as normal entertainment without strong emotional attachment. This group tends to diversify entertainment content and does not rely solely on products, or they are aware of the difference between real life and pop culture content. This reflects the selective consumption of young Vietnamese in the era of globalization.



52% (78 respondents) selected “Daydreaming or idealizing life shown in dramas”. This highest selection shows that the greatest concern among Vietnamese youth about excessive exposure to South Korean films and music is the tendency to daydream and idealize life. K-dramas often depict beautiful settings, perfect characters, smooth careers and highly humane relationships, this can easily lead viewers, especially young people, to develop expectations far beyond reality. In the context of life pressures, this idealization may cause disappointment and frustration when real life does not match what they see on screen. The result demonstrates that while Hallyu provides many positive values, it also carries potential risks for perception if consumed unselectively.

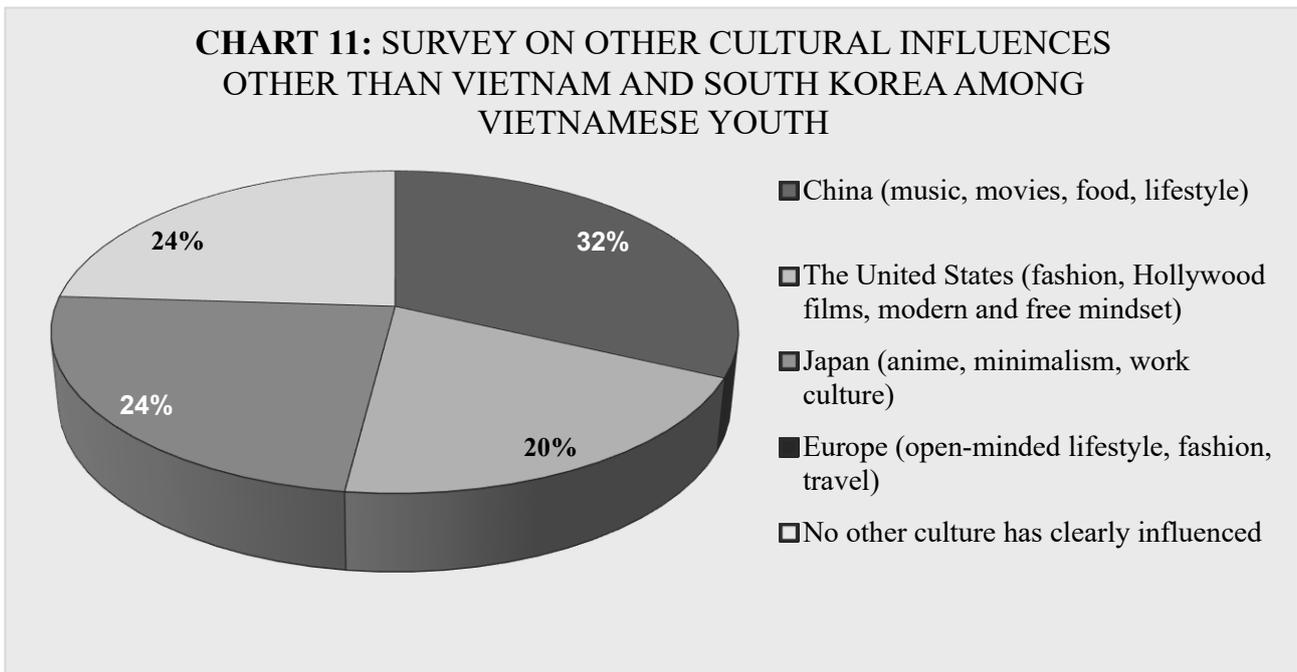
8% (12 respondents) chose “Losing focus on study or work”. They believe that watching Korean films or listening to K-pop excessively can distract them from study or work. This relatively low percentage reflects that most young people already know how to balance their time between entertainment and personal responsibilities. However, these two respondents represent cases prone to being drawn into long series or continuously updated K-pop content, leading to procrastination or reduced study-work efficiency. Though uncommon, this indicates that Hallyu consumption should have reasonable limits to avoid impacting personal discipline.

Also 8% (12 respondents) selected “Unrealistic thoughts about love or success”. They worry that excessive exposure to South Korean films and music can create unrealistic expectations about romance or career achievements. This is a particular influence of K-dramas which often feature tropes like “healing love”, “CEO-employee romance” or rapid success due to luck. For some sensitive young people, these idealized models can contribute to overly high expectations of themselves or others. Although not widespread, this reflects a psychological influence that cultural studies researchers have highlighted, entertainment content can form unrealistic norms if viewers consume passively.

24% (36 respondents) selected “Emotional dependence, confusing fiction and reality”. They are concerned about emotional dependency, becoming so attached to Hallyu content that it is difficult to distinguish between real emotions and those created by films or music. This phenomenon is common in the streaming era where young people binge-watch multiple episodes or immerse themselves in the world of idols. Such dependency may contribute to mild emotional disturbance, such as sadness when a drama ends, disappointment when an idol faces controversy, or loneliness when returning to real life. The survey shows that while not the most common issue, this is a notable impact when assessing Hallyu’s effect on youth mental health.

Finally, 8% (12 respondents) selected “Gradual dependence, hard to control over time”. They believe that negative impacts do not appear immediately but may develop gradually and become difficult to manage over time. This group has a deep awareness of digital content consumption habits, starting with a few episodes or music videos, but over time, continuously following series, shows, or fan content can become a habit that fosters “addictive feelings.” This aligns with current models of cultural consumption, Hallyu content is designed to produce continuous emotional engagement, encouraging viewers to return frequently. Although the percentage is small, this group reflects a serious perspective on the long-term influence of popular culture.

3.1.6. Comparison with Other Foreign Cultural Influences



The highest selection, 32% (48 respondents) selected China. This indicates that Chinese culture still exerts a significant influence on Vietnamese youth, alongside the spread of Hallyu. In recent years, trends such as historical dramas, modern films, C-pop, Sichuan-Cantonese cuisine and “xianxia” or romantic fantasy lifestyles continue to attract young people. This influence is also facilitated by the cultural similarities between Vietnam and other East Asian countries, making Chinese values, stories and celebrity images more accessible and relatable. The 32% figure reflects that although South Korean culture dominates, China still holds a stable position in the cultural reception landscape among Vietnamese youth.

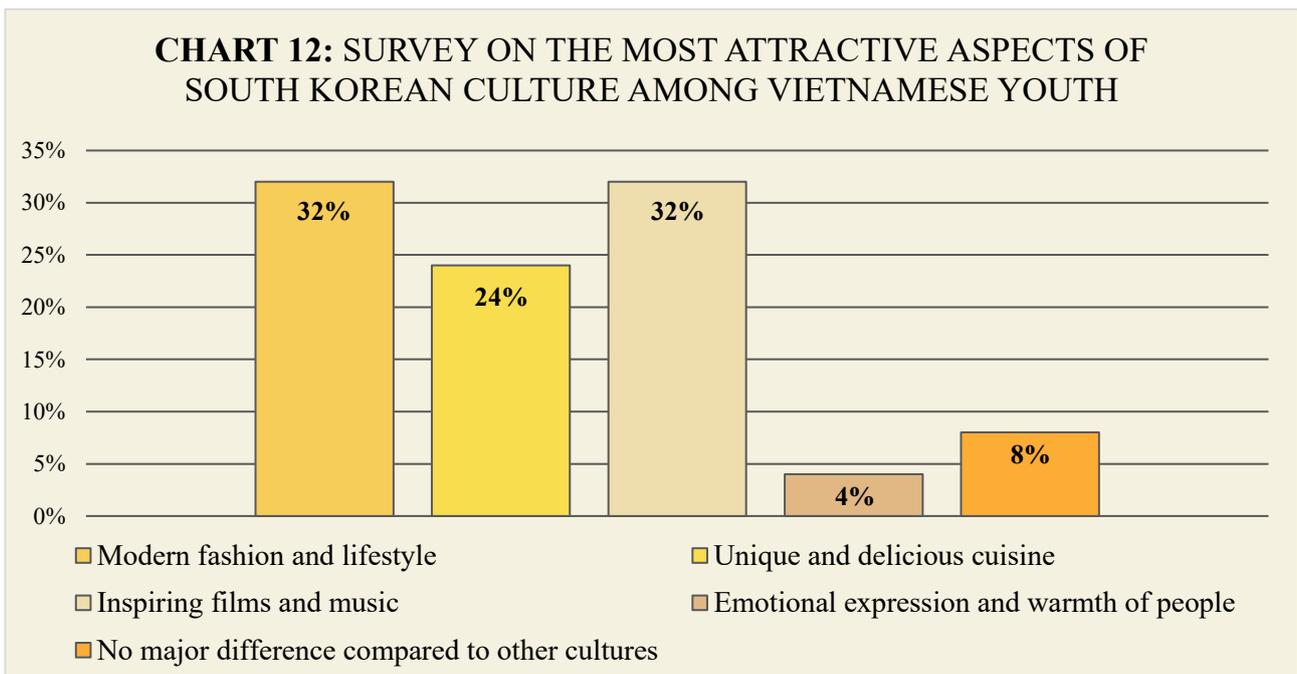
Next, 20% (30 respondents) selected The United States, showing that a portion of Vietnamese youth remains strongly influenced by American culture, especially in fashion, Hollywood films and modern thinking. Values such as freedom, individuality, self-expression and pragmatic lifestyle are propagated through Western music, social media platforms and American cinema. The choice of American culture indicates openness to Western modes of thought. However, the 20% also reflects a relative cooling of interest compared to previous periods, as young people now consume more Asian content due to cultural proximity.

Following that, 24% (36 respondents) selected Japan. They reported strong interest in various aspects, particularly anime, minimalist aesthetics, the “wabi-sabi” philosophy and disciplined work culture. This group tends to engage with culture selectively, emphasizing spiritual depth and life balance. Anime often serves as the entry point to Japanese culture, subsequently expanding to cuisine, work ethics, or minimalist lifestyle choices like “Muji-

style”. The 24% figure demonstrates Vietnamese youth’s respect for discipline, meticulousness and orderly living that Japan represents.

No respondents chose Europe, reflecting the reality that European culture, despite its richness and diversity, it is no longer a direct influence for most Vietnamese youth today. Possible reasons include geographic distance, significant cultural differences and the lower popularity of European entertainment compared to dominant Asian cultures. This indicates that cultural consumption among Vietnamese youth is strongly oriented toward East Asia where they find similarities in values, aesthetics and lifestyle.

Finally, 24% (36 respondents) indicated that they are not clearly influenced by any other culture beyond Vietnam and South Korea. This group tends to approach cultural reception cautiously or has limited exposure to international cultural products. At the same time, this result shows that a segment of young people prioritizes Hallyu and domestic content without dispersing attention to other cultures. This reflects a focused and specialized preference, demonstrating that not all youth are “multiculturally influenced” in the era of globalization.



32% (48 respondents) think that the most attractive aspect of South Korean culture is “Modern fashion and lifestyle”. They emphasize the sophisticated clothing coordination, quick trend updates and focus on personal style, ranging from streetwear to modernized Hanbok. This lifestyle, particularly habits of exercising, skincare and healthy eating is also learned and applied by Vietnamese youth. Besides entertainment, form and lifestyle stand out as strong factors making this culture relatable and worth emulating, directly influencing aesthetics and daily routines.

24% (36 respondents) selected “Distinctive and delicious cuisine” as the most appealing factor. Respondents enjoy iconic dishes such as kimchi, bibimbap, tteokbokki, fried chicken and others due to their taste, variety and attractive presentation. Many young people emphasize that cuisine is not only about satisfying taste buds but also a cultural experience, helping them explore eating customs, combine flavors and colors. This illustrates that Hallyu spreads not only through music and dramas but also directly affects everyday life through cuisine — a part that is easy to access and practice.

32% (48 respondents) selected “Inspiring films and music” which also provides strong inspiration for youth. K-pop, with its polished image, synchronized choreography and catchy melodies, along with K-dramas featuring emotional storylines and inspiring characters, captivates Vietnamese youth, offering entertainment and positive energy. This percentage demonstrates that entertainment culture remains the main attraction of Hallyu, profoundly influencing mindset, lifestyle and personal taste formation.

4% (6 respondent) selected “Emotional expression and warm personality of people” as appealing. This group emphasizes the friendliness, easy to approach and warmth in South Korean interactions, from polite manners to subtle emotional expression. The low percentage shows that although these traits are recognized by Vietnamese youth, their direct impact on daily life remains limited, especially compared to more visible elements such as fashion, cuisine and entertainment.

Finally, 8% (12 respondents) selected “No major difference compared to other cultures”. This group may engage with multiple cultures at the same time and does not perceive Hallyu as superior in any specific aspect. This reflects the reality that the attractiveness of Hallyu is uneven and some young people adopt a more diverse approach to cultural reception, not solely focused on South Korea.

3.2. Discussion

3.2.1. Connection to Theoretical Foundations

The survey results in Section 3.1 show that the level of cultural reception from South Korea among Vietnamese youth today (not all of them) is strong but also selective (not everyone is the same). This pattern reflects certain similarities with the theories presented in Chapter 1. First, the high popularity of elements such as fashion, food, music and language indicates the influence of “soft power” which works as described in Joseph S. Nye’s theory. South Korea’s popular culture spreads through cultural attraction, instead of pressure or force. Vietnamese youth follow South Korea’s trends mainly because of aesthetic appeal, suitability for urban lifestyles and the entertainment value of cultural products. At the same time, the fact that many youth mix South Korea’s elements with their own personal style shows the

idea of “cultural hybridization”, meaning that cultural change happens in a flexible and creative way, not simply by contacting or fully imitating.

In addition, the survey results also show that “cultural homogenization” does not happen completely. Although South Korea’s popular cultural elements are widely received, many behavior norms of South Korean culture such as the bowing culture or hierarchy-based communication are not widely adopted by Vietnamese youth. This shows that the influence of Hallyu is still adjusted by local cultural contexts and traditional values. This selective process supports the argument in previous studies that although South Korea’s popular culture has strong influence, the level of integration in each country depends on how well it fits with local cultural foundations. Therefore, the survey results of this study match the theories of “soft power” and “cultural hybridization” and also provide practical evidence about the boundaries and limits of cultural homogenization in the daily lives of Vietnamese youth today.

3.2.2. Comparison with Previous Studies

The survey results in Section 3.1 are generally consistent with findings from international studies on Hallyu. Although the number of participants is not large, they represent Vietnamese youth and share many similar views with other young groups. More specifically, the reasons, factors and levels of strong reception of cultural products from South Korea such as K-pop, K-drama, food and fashion trends that are similar to the arguments of Dal Yong Jin and John Lie. These authors explain that the combination of national cultural strategies and the strong power of digital media helps South Korea’s culture cross language barriers and quickly shape the tastes of global youth. In addition, the survey results also reflect the view of Chua Beng Huat and Koichi Iwabuchi that the attraction of Hallyu comes not only from entertainment content but also from East Asian cultural values such as community spirit, filial respect and collective thinking. These values are relatively close to the lifestyle and value system of Vietnamese youth. This explains why the level of sympathy and cultural reception of South Korea’s popular culture in Vietnam is higher than in many other countries.

Compared with domestic studies, the survey results also show important similarities. Research by Nguyen Hoa & Tran Thi Huong, as well as by Kim Ha-bin & Choo Ho-jung, emphasizes that Vietnamese youth (not all of them) receive Hallyu in a selective and creative way, changing South Korea’s elements to fit the habits, aesthetics and social context of Vietnam today. The survey results of this study support this argument by showing that Vietnamese youth are willing to adopt fashion, food, music and language from South Korea, but still keep their own cultural characteristics, such as familiar communication norms instead of bowing rituals. Some differences from previous studies also appear, especially the unequal level of influence across fields: fashion and entertainment spread more strongly while cultural behaviors with ritual meaning are less adopted. This reflects the fact that cultural change in

Vietnam is influenced by both modernization trends and traditional cultural foundations, an important feature that current studies continue to examine.

3.2.3. Explanation of the Level of Influence in Each Field

The survey results show that the influence of the South Korea wave on fields such as fashion, food, language, music and film does not appear equally. This reflects differences in practical use, cultural adaptation and the real needs of Vietnamese youth today.

For fashion, the high level of reception comes from the fact that South Korea trends are modern, easy to apply and suitable for the aesthetic taste of youth. The strong presence of idol images, actors and drama characters also shapes trends in a powerful way, creating quick changes in the dressing style of youth.

For food, the influence is also relatively high because the taste of South Korea cuisine fits well with the eating habits of Vietnamese youth today. Dishes such as barbecue, tteokbokki, fried chicken, spicy noodles and others have strong flavors and match the preference of today's youth who enjoy new and unique food experiences. The rise of South Korea restaurant chains and strong promotion on social media and digital platforms also makes food more familiar in daily life. However, the influence of food is still lower than fashion because eating habits are strongly connected to family culture and tradition. As a result, the reception of new food trends happens slowly and is more about experience than full replacement.

For language, the survey shows a selective level of influence. The number of people learning Korean in Vietnam is increasing, due to many reasons such as the need to follow entertainment content, the desire to study or work abroad and job opportunities in South Korea companies. However, ritual cultural norms such as bowing or hierarchy-based communication are not widely adopted by Vietnamese youth. This comes from social and cultural differences. Vietnamese culture values flexibility, closeness and direct communication while South Korea rituals are more formal and hierarchical. Therefore, Vietnamese youth (not all of them) choose only the language and cultural elements that fit their real needs and personal identity. This shows that cultural adaptation is not simple copying but a process adjusted by local cultural characteristics.

Most importantly, the influence of the South Korea wave is strongest in the field of music-film. The main reason is the strong attraction of K-pop and K-drama. K-pop music is highly developed in image, dance and media strategy while dramas focus on topics close to youth such as love, family and school. These themes create emotional connection and inspiration, helping many Vietnamese youth (not all of them) build strong attachment to South Korea entertainment. Digital platforms and streaming services also make it easy for youth to access South Korea content quickly and continuously which increases cultural spread. In addition, K-pop fandom groups and South Korea drama communities are very

active (not in every case), helping maintain the intensity of cultural reception and influencing aesthetic taste, entertainment habits and consumer trends among youth. Because of the combination of attractive content, effective media strategies and strong community activities, music–film becomes the field with the highest level of influence in the survey.

3.2.4. Explanation of the Selective Reception of Vietnamese Youth Today

In the context of exposure to a large amount of information and cultural products, Vietnamese youth today show a stronger ability to make independent evaluations instead of receiving content passively. This selective reception comes from the need to express personal identity, protect individual values and ensure that cultural elements match their personal development goals. They do not view South Korea cultural fields only as simple entertainment, but also consider practical benefits, harmony with their lifestyle views and usefulness in daily life.

Firstly, the strong growth of social media allows youth to access many different perspectives which helps them develop better critical thinking. When comparing different sources of information, they become more careful with new trends, especially trends that may affect consumption habits, aesthetic norms, lifestyles and many other behaviors. This selective process, based on understanding, shows a higher level of awareness and self-guidance when facing the influence of South Korea popular culture.

In addition, the growing concern for mental health and life balance makes youth pay attention to the sustainability and positive nature of foreign cultural content. They prefer content that provides inspiration, supports humanity, encourages effort and promotes positive values. This trend shapes a careful and balanced way of receiving culture open to global ideas but avoiding idealization or uncritical trend-following.

In conclusion, the ability to experience many cultures through travel, study and international exchange gives the young generation a broader social perspective. This diverse exposure increases their need to select and deeply understand cultural values that match their identity. As a result, the popular culture wave from South Korea still remains attractive, but the level of influence depends on how each individual or group evaluates it based on aesthetic criteria, content meaning and suitability to their lifestyle.

3.2.5. Significance of the Findings for Modern Vietnamese Culture

The survey results in section 3.1, together with current social observations, show that the selective reception of Vietnamese youth not only reflects the influence level of Hallyu but also suggests several positive values for the development of Vietnamese culture in the present period. The fact that youth adjust their way of receiving culture to match personal needs and social context shows a clear shift from trend-following behavior to a more responsible form

of cultural adaptation (not everyone can do this, not every case is the same). This is an important signal for contemporary cultural life where integration is becoming deeper and more complex.

Firstly, the independent evaluations and active choices of youth help form an open and flexible culture that still maintains identity. This selective reception encourages the adoption of advanced elements in fashion, music, film, language, or lifestyle from South Korea while traditional values are kept through adjustment to fit Vietnamese cultural characteristics. As a result, foreign cultural elements are “Vietnamized” in a natural and harmonious way, creating diversity without losing the core of national culture.

In addition, the thoughtful way in which youth receive foreign culture motivates stronger growth in domestic creative industries. When young audiences demand high-quality products, many Vietnamese artists and producers feel encouraged to improve their skills and invest more seriously in film, music, fashion, or media. Although there are many difficulties, they still try to serve the audience in the best way possible. This competition helps improve the overall quality of Vietnamese cultural products and strengthens their ability to compete in the region.

Furthermore, the findings also highlight the role of cultural education in forming healthy cultural habits. The ability of youth to evaluate, compare information and adjust behavior shows the positive results of education in critical thinking, media understanding and digital awareness. This creates a foundation for designing better educational programs that help the young generation integrate internationally while staying confident in their own values.

In general, the selective attitude of youth (not all of them) reflects not only the wide spread of the Korean wave but also the cultural potential of Vietnam to grow toward a more modern, creative and identity-rich direction. This contributes to building a young community that is dynamic, confident and able to integrate into the global environment in an effective and reasonable way.

CHAPTER 4: IMPACTS AND RECOMMENDATIONS FOR CULTURAL ORIENTATIONS AMONG VIETNAMESE YOUTH

4.1. Dual Impacts of Cultural Influence on Vietnamese Youth

4.1.1. Positive Transformations

These influences are clearly reflected through the survey data, showing that Hallyu acts as a new source of motivation that encourages youth to expand their perspectives, improve their skills and develop a more modern lifestyle. Based on the current social context, a series of positive changes can be seen in the mental life and behaviors of youth which can be observed through the following aspects:

First, the spread of South Korean culture has helped expand cultural understanding and cultural awareness among many Vietnamese youth, though not all. Frequent exposure to South Korean lifestyles, aesthetic values and working styles allows youth to develop a more modern, active and open mindset. Elements such as discipline, self-care and innovative thinking are naturally learned through dramas, entertainment programs and digital media. This creates a young generation that can receive and combine diverse values while improving their ability to adapt in a globalized society.

Second, the influence of Hallyu helps youth become more confident and flexible in social communication. The popularity of expressive styles including gestures, eye contact, smiles, actions and spoken expressions in K-dramas and variety shows makes many young people pay more attention to subtle emotional expression. This leads to positive changes in interaction: they become more confident in sharing opinions, more attentive when listening and more accurate in showing emotional responses. These small changes in communication help create closeness, easier connection and stronger confidence in social relationships.

Third, the impact of South Korean culture contributes to better language skills and personal development among a part of Vietnamese youth. The high number of youth learning Korean to improve foreign-language ability reflects their need for self-development in a competitive environment. Learning Korean is not only for entertainment but also opens opportunities in tourism, media, business and Korean companies in Vietnam. This shows that Hallyu becomes a strong motivation for serious learning, personal growth and higher capacity for international integration.

Fourth, South Korean cultural products provide strong inspiration, helping Vietnamese youth shape goals and motivation for self-development. Characters in K-dramas, idol images and stories of effort in music deliver messages about overcoming hardship, persistence and following dreams. Many young people find emotional connection with these growth stories which encourages them to live more positively and improve themselves every day. Therefore, Hallyu is not only entertainment but also a “mental engine” that motivates many young people to stay committed to their personal goals.

Fifth, Hallyu creates a sense of community and helps expand the social network of Vietnamese youth. Shared activities such as watching K-dramas, joining fandom events, eating South Korean food, learning Korean, or attending cultural festivals form new friendship groups with similar interests. These become “safe spaces” where young people feel understood and supported, contributing to positive social bonding. This is especially meaningful today when many young people face academic and work pressure and seek emotional support.

Sixth, the popularity of South Korean fashion, food and lifestyle helps diversify cultural and entertainment choices for Vietnamese youth. From spicy signature dishes, minimalist fashion trends, to scientific and health-focused lifestyles, youth have many chances to experience modern, fresh and personally suitable activities. This supports the development of individual identity and encourages creativity and self-expression in daily life.

Finally, seventh, Hallyu cultural products play an important role in improving mental well-being for many, but not all, Vietnamese young people. A large proportion turn to South Korean films and music to release stress after studying or working. Healing dramas, soft music, or energetic songs help reduce anxiety and bring a sense of calm and emotional balance. In a time of increasing pressure, Hallyu becomes an effective emotional support channel that helps young people maintain a more positive and stable mental state.

4.1.2. Negative Consequences

Besides these positive changes, the strong expansion of Hallyu also creates several unintended consequences. While the positive influences help young people expand their thinking, strengthen their life values and improve their self-development skills, the negative side reveals several problems related to perception, behavior and mental life. The negative influences below explain the main challenges that young people may face which many do not notice when they consume too much entertainment and follow popular trends.

First, many young people tend to idealize life, love and success through entertainment products from South Korea. When youth (not all of them) watch K-drama, they often see perfect characters, romantic settings, slow and peaceful daily life and “Fabellimengjeong” success stories. These images can make them believe that real life will work in the same way as in dramas. This idealization leads to disappointment when they face real situations which are more complex, or when they evaluate themselves incorrectly or set unrealistic expectations in relationships. This is one of the most visible negative impacts of Hallyu on the perceptions of some young people.

(“Fabellimengjeong” (terminology): describes situations, relationships, or expectations that carry a fairy-tale quality often idealized, unrealistic and far removed from everyday life. It refers to the kind of fictional world found in fairy tales where everything is romantic, perfect and ends beautifully. This mainly refers to certain individuals, especially girls who

watch dramas excessively and develop thoughts that do not match real life, showing a lack of self-control and self-regulation.)

Second, emotional dependence on South Korean films, music, or idols is increasing, especially among groups that consume entertainment frequently. K-drama easily brings comfort and emotional connection, so many viewers watch dramas whenever they feel stressed. However when this habit continues for a long time, they may depend too much on the emotions created by entertainment instead of developing the ability to solve problems by themselves. This blurs the line between real emotions and constructed emotions, making them more sensitive, less stable, or overly reactive to changes in daily life.

Third, some young people experience reduced concentration in studying or working when they spend too much time on entertainment content. The attractiveness of music, shows and especially long dramas often delays daily routines and creates habits of postponing tasks or ignoring personal goals. Although the reported rate is not high, it is still a warning sign because it reflects a group easily influenced by short-term entertainment which directly affects academic performance, work quality and personal discipline.

Fourth, continuous exposure to images of artists, idols or K-drama characters that are usually represented with high standards of appearance, talent and lifestyle that leads some young people to develop unrealistic standards. Pressure about appearance, the desire for a perfect body, or a luxurious lifestyle like idols may cause insecurity, low self-esteem, or excessive spending on fashion, cosmetics and beauty services. This pursuit of perfectionism creates psychological stress and shifts attention away from building personal values.

Fifth, the influence of South Korean culture makes “trend-following behavior” more visible among youth. Trends no longer stay only in music or dramas, but also spread to fashion, makeup, food, speaking style, posing for photos and many other forms. Many trends are updated quickly through social media. Excessive trend-following leads to uncontrolled spending, strong influence from public opinion instead of personal needs and short-term consumption habits rather than sustainable choices. This creates financial pressure and reduces the ability to define a personal style.

Sixth, consuming too many spicy South Korean dishes is becoming a concerning health issue. Many young people treat spicy food as a “funny challenge” or part of South Korean culture without understanding the negative health effects of extremely spicy dishes, especially when combined with foods high in starch and oil such as spicy noodles, fried chicken, or fast food. These habits may cause stomach irritation, acid reflux, body heat imbalance and digestive problems which affect long-term health. Although South Korean food brings novelty and excitement, a lack of control in consumption needs to be noted in the context of the expanding South Korea food trend in Vietnam.

Finally, seventh, one of the most notable consequences today is excessive K-drama watching which disrupts daily schedules and negatively affects both physical and mental health. K-dramas and also C-dramas often have engaging storylines, strong emotional layers and episode endings that create curiosity, encouraging viewers to “binge-watch”. Staying up late for long periods causes lack of sleep, reduced focus and lower performance in studying or

working. In addition, emotional dependence on dramas reduces their ability to control personal habits. This is one of the most common forms of entertainment dependence among young people today, although it is difficult to recognize.

4.2. Strategic Recommendations for Cultural Development and Balance

The strong spread of Hallyu and other foreign cultures in the lives of Vietnamese youth in recent years has created an urgent need for guiding cultural reception in a proactive and sustainable way. As basic habits can easily be shaped by external influences, Vietnamese youth need clear strategies to both make use of positive values and maintain balance in personal development and identity. On this basis, the following recommendations are proposed to support young people in building the ability to select, receive and create cultural content that fits the needs of the current era.

First, strengthening fundamental cultural education is an important solution to help guide young people to receive Hallyu and any other national culture in a selective way. Such education not only helps youth understand the core values of Vietnamese culture but also develops their ability to compare and evaluate external cultural elements. With a strong foundation, youth can distinguish positive trends from those that require caution, thereby creating balance between adopting new cultural forms and preserving national identity.

Second, improving communication skills and information literacy is necessary so that young people can be more independent when receiving content from other countries. They should be guided on how to analyze, verify and filter information, especially on social media and online platforms. Understanding the origin, purpose and impact of entertainment products will help them reduce negative influence while making better use of opportunities for learning, exchange and creativity.

Third, paying more attention to Vietnamese culture and history is an important requirement in the current context of strong cultural interaction. Youth should spend more time learning about cultural and historical values related to the place where they live and the nation as a whole. This helps them develop the necessary “cultural filter” to evaluate foreign influences. In terms of history, it is especially important to revisit knowledge that many people today no longer remember, including events from around twenty years ago or earlier and to collect old and valuable historical objects as part of preserving national memory.

Fourth, developing the domestic entertainment – cultural – artistic environment is a long-term strategy to balance the influence of foreign cultural waves. Producing attractive films, music, fashion and artistic activities will provide youth with more high-quality entertainment options and encourage them to engage with foreign culture in a healthy way. Such environments also help strengthen creativity and pride in Vietnamese identity, reducing the tendency to depend completely on foreign trends.

Fifth, building balanced cultural consumption habits is essential in the context of the strong spread of Hallyu. Youth should learn to allocate time properly for entertainment, study

and work, avoiding excessive drama watching, music listening or social-media use. Most importantly, going to bed at the right time and not staying up late to watch films is necessary. Before 11:30 p.m, one should sleep and turn off all electronic devices. It is also advised not to work late-night shifts and to avoid other activities that may cause serious harm to health. Maintaining this balance protects mental health, supports a more scientific lifestyle and helps them develop self-control and personal discipline in a multicultural environment.

Sixth, maintaining a reasonable and balanced eating habit is a practical solution to limit negative effects from food trends. Building a scientific diet that includes fresh vegetables, fruits, meat, basic food items, drinking enough water and reducing excessive spicy food can help protect long-term health and prevent unwanted illnesses. In addition, listening to the body and adjusting food portions based on personal needs also contributes to a healthier and more sustainable lifestyle.

Seventh, gaining deeper knowledge of the culture and lifestyle of South Korea is essential for receiving Hallyu accurately. Young people should learn through media platforms, news and long-term experiences in South Korea (at least four month, depending on the individual) instead of short tourist trips. This allows Vietnamese youth to develop a more comprehensive and objective understanding. Such knowledge helps them receive South Korean culture in a scientific and stable manner, supporting the formation of a personal lifestyle.

Eighth, careful consideration before receiving foreign cultural products helps young people avoid negative effects from trends or idealized content. They need to question the suitability, impact and practical value of Hallyu entertainment products, making smarter choices instead of following the crowd. This habit also helps them build critical thinking, improve awareness and develop self-learning skills in a context of cultural interaction.

Ninth, expanding awareness through exposure to old music and films is a necessary cultural practice for youth today. Besides enjoying modern products, young people should spend time experiencing classic works from Vietnam and the world to strengthen their artistic appreciation. For those studying the Korean language, listening to well-known South Korean songs and watching famous films from the late 1990s and all of 2000s works that South Koreans still remember today is especially valuable. Old films, old songs and traditional artworks often contain meaningful values that contemporary products cannot easily reproduce. This helps youth develop comparative thinking, understand the evolution of different periods and receive South Korean culture in a balanced way without forgetting important foundations of human culture.

Tenth, this is an important point, thinking clearly and understanding reality accurately is necessary to limit emotional dependence or the idealization of life as shown in South Korean dramas, mainly among female viewers while male viewers are less affected. They should learn to separate real life from the characters on screen and recognize the pressures of appearance, success, or romance created by dramas. Maintaining this awareness helps them

develop stable mental health, greater confidence and a strong personal identity during cultural exposure.

And eleventh, encouraging personal creativity and building an individual identity helps young people receive Hallyu while still maintaining their own characteristics. Instead of contacting models, they should learn positive elements such as discipline, lifestyle habits and creative spirit and turn these into motivation to develop their own skills, styles, interests and products. This not only builds confidence but also contributes to developing a generation of young people who are active, creative and independent in shaping their personal values in a globalized era.

There are many other possible recommendations, but the points above represent the most essential and practical directions in the current context. They may serve as a foundation for improving future studies.

PART III: CONCLUSION

1. Conclusion

This study has clarified how the Korean wave influences the lifestyle, behavior and value systems of Vietnamese youth in the context of globalization. Through direct surveys combined with theoretical analysis and observation, the study demonstrates that the spread of Hallyu goes beyond mere entertainment, exerting a deep impact on the perceptions, thinking patterns and worldviews of contemporary Vietnamese youth.

Survey results indicate that the majority of Vietnamese youth actively and selectively engage with South Korean culture. The areas most strongly influenced include fashion, music, films, cuisine, beauty care, language and behavioral norms in daily life. This influence is two-sided. On the one hand, it promotes creativity, broadens perspectives, and strengthens cross-cultural understanding. On the other hand, it carries potential risks such as aesthetic distortion, excessive consumption, idealization of foreign culture, gradual neglect of the cultural essence of their own country, as well as the basic knowledge and theories learned at school through textbooks.

The study also suggests that the process of influence is not coercive but occurs through assimilation and selective adoption. A significant portion of Vietnamese youth only internalizes elements that are compatible with their social context, living conditions and local value systems. This leads to the formation of a characteristic “cultural hybrid” where South Korean elements are adapted to harmonize with Vietnamese culture.

Overall, the study asserts that South Korean culture serves both as a source of inspiration and as a driving force for lifestyle changes among Vietnamese youth while other influences contribute to the remaining aspects. Nevertheless, Vietnamese cultural identity and fundamental theories - knowledge - understanding still play a central role, helping to balance and guide the process of foreign cultural reception. These findings also provide empirical evidence to support research on cultural adaptation in the modern era of globalization.

2. Limitations of the Study

Although this study provides a comprehensive and detailed overview of the research topic, several limitations should be considered when interpreting the results:

First, the limited scope of survey participants: The data were primarily collected from young people in major cities of Vietnam. Therefore, the findings may not fully reflect the situation of youth in rural areas or other provinces where access to Hallyu and the Internet may differ significantly.

Second, subjectivity in survey responses: Although the questions were designed as multiple-choice on Google Forms, some answers were still based on personal self-assessment

and perception. This may bring about discrepancies between actual behavior, responses and some relevant questions were not included due to insufficient prior investigation.

Third, lack of in-depth qualitative data: The study employed quantitative methods combined with observation and understanding but did not extensively use interviews, focus groups, or detailed behavioral analysis for various practical reasons. This limits the ability to fully explain the underlying motivations behind youth attitudes and trends regarding Hallyu.

And fourth, limitations in sample size and data diversity: The number of survey participants was relatively small and the target group was not fully representative. As a result, the analytical findings may not capture a comprehensive picture and may have limited accuracy in reflecting the current reality.

Overall, these limitations do not diminish the overall value of the study but should be taken into account when interpreting the results and applying them in practice. They also highlight potential directions for further research to enhance accuracy and comprehensiveness.

3 .Suggestions for Further Research

Based on the findings of this study, the following research directions can be developed to expand academic depth and increase the practical value of future studies related to this topic:

First, conduct social-based analysis that reflects real conditions: Future studies should focus on evaluating social impacts, such as how cultural exposure, influence and interaction affect the daily lives of young people, depending on each individual or group research project. It is important to reflect actual conditions without idealizing or exaggerating, in order to provide an objective view of how young people adjust their behaviors and values in a multicultural environment.

Second, track changes in influence over time: Future studies should apply a longitudinal research model to observe changes in the level of cultural reception toward South Korea among young people across different periods. Tracking these shifts for several years depending on the topic and research group will help identify whether Hallyu is increasing, decreasing, or being reshaped by social changes, such as changing preferences, technological development, or the rise of new cultural centers.

Third, evaluate the impacts of influencing factors: Future studies should analyze key factors such as social media usage, peer pressure, cultural influence, media strategies and educational or social contexts. Understanding the separate impact of each factor will help identify which ones play the strongest role in cultural reception, thereby providing useful directions for cultural education and value orientation for the youth.

Fourth, provide accurate and updated evidence: Future studies should use verified and updated data, taken from previous academic sources with full author names, titles and publication years, or from reliable news articles and websites. Using accurate and current

evidence will increase the credibility of the research and avoid unreliable references that may affect the quality of the study.

Fifth, present accurate survey data: Future research should report the number of participants and online survey data (such as Google Forms) honestly and clearly. Even if the number is not large, it should be appropriate for the topic and reflect honest research practice. This also helps avoid situations where the research presenter cannot answer questions from the evaluation committee.

Sixth, include personal understanding about South Korea when appropriate: Depending on the research topic, it is useful to include accurate key information such as history, the development of Hallyu and its influence on the world through films, artists, music groups and other areas. However, this information must be correct and reliable. This will make the research more engaging instead of only focusing on local situations.

Seventh, regarding content development: Depending on future topics related to social and life issues like this study topic. If it is a scientific research paper related to this subject, even only partly, the main content should be around 20–35 pages. If it is a graduation study, the main content should be around 50–80 pages. Both types do not include the cover page, table of contents and other additional sections. If the topic were expanded into a larger-scale research project, such as a book or a more extensive study, then the scope would be limitless. The purpose of this requirement, especially in the context of a study or a major research work is to ensure that the content becomes more in-depth and to help readers clearly understand what the author intends to convey, as well as grasp what is taking place in the current context.

And eighth, the most important factor, citing sources: When citing any source or document, both in the main text and in the References section, it is necessary to include the full title of the work, the full name of the author (if it is a group of authors, the names can be shortened in the main text but must be written clearly in the References), the exact year (the date can be added as well), they must be accurate and in the References section, the link to the source should also be provided. The purpose is to avoid situations in which tools such as ChatGPT generate unclear or unverifiable references that sources with only the author's last name and a year in parentheses which cannot be found later when checking the information. Such issues can seriously affect the reliability and academic value of a research paper or study. Although this process takes more time, it ensures accuracy when using references and it also helps readers verify whether the titles, authors and content of the cited materials are correct, thereby preventing negative impacts on the study.

These suggestions not only help future research develop richer and more reliable data but also make the presentation of research papers more original compared to previous studies. In addition, they contribute to forming effective cultural, educational and social orientations in the context of modern globalization.

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APPENDIX 1: SURVEY QUESTIONNAIRE (ENGLISH VERSION)

The online survey on Google Forms was created to make it easy for people to join, to collect the number of participants and to record the percentage of choices for each answer in every question. The purpose is to find out how the Korean Wave (Hallyu) influences people and how it is received today.

Your answers will help identify the positive and negative impacts on daily life. From this, possible solutions can be suggested to help protect and support the lives of young people now and in the future.

Thank you for your participation and contribution!

Below are twelve multiple-choice questions. Please choose the option that matches your own opinion.

1. Which aspect of fashion and beauty styles do you pay the most attention to when being exposed to South Korean idols or actors?

- Balanced appearance and healthy body shape
- Dressing style and outfit coordination inspired by idols
- Skincare and natural makeup in the South Korean style
- Daily habits, diet and body care routines

2. In your opinion, what does the growing popularity of the South Korean lifestyle among Vietnamese youth bring about?

- Opportunities to expand cultural understanding and modern thinking
- Helping individuals become more confident and dynamic
- Easier integration with Asian youth trends
- Promoting creativity and adaptability in modern life
- Bringing both opportunities and challenges in preserving personal cultural values

3. What kind of South Korean dishes do you like the most?

- Spicy and rich-flavored dishes such as tteokbokki, spicy noodles, kimchi, etc.
- Soupy or hot dishes like seaweed soup, kimchi stew, or noodle soup
- Fried or grilled dishes such as fried chicken, barbecue, or bibimbap
- Light and convenient foods such as kimbap, fish cake, or rice cake snacks

Depending on personal taste and preference

4. Nowadays, many young Vietnamese people love spicy South Korean food. What do you think is the main reason?

Unique and rich flavor that stimulates the taste buds

Influence from K-dramas and food programs

Fun and warm atmosphere when eating with friends

Becoming a popular food trend among young people

Harmonious blend between South Korean and Vietnamese eating styles

5. Between the two popular types of South Korean music in Vietnam, which one do you prefer?

K-pop (idol music) – lively, catchy, youthful and energetic

Original Soundtrack (OST) – soft, emotional and connected to K-dramas

6. Nowadays, many people, especially young Vietnamese prefer watching K-Dramas rather than K-movies. In your opinion, what is the main reason for this?

Longer format with more episodes and detailed storytelling

Romantic and heartwarming plots that bring comfort

Favorite actors appear more frequently on television

Realistic storylines that reflect everyday life

Easy access via online platforms

7. What is your main reason for liking or learning Korean language?

To watch K-dramas and understand dialogues without subtitles

To understand the meaning of South Korean songs

To study, live or work in South Korea

To develop myself and improve language skills

To make friends and communicate with South Korean people

8. Which aspect of communication among Vietnamese youth is most influenced by South Korean culture?

Emotional expressions, gestures and facial reactions

Intonation and speaking style influenced by South Korean tone

- Using Korean words or expressions in daily conversation
- Social media communication styles such as South Korean-style captions or emojis
- Changing perspectives, attitudes and manners in conversations

9. How have Hallyu products (film, music, fashion, cuisine, etc.) contributed to the mental life of Vietnamese youth?

- Bringing joy and positive energy
- Helping relieve stress and create relaxation after studying or working
- Inspiring young people to pursue dreams or personal lifestyles
- Creating social connection through shared interests
- No clear influence

10. In your opinion, what kind of undesirable effects might result from excessive exposure to South Korean films and music?

- Tendency to idealize life shown in media
- Loss of focus on studying or working
- Forming distorted perceptions of love or success
- Emotional dependence and blurred line between fiction and reality
- Gradual emotional dependence that is hard to control

11. Besides Vietnamese and South Korean culture, which other country or region influences you?

- China – music, films, cuisine, lifestyle
- The United States – fashion, Hollywood films, modern and liberal mindset
- Japan – anime, minimalism, work ethic
- Europe – open-mindedness, fashion and travel
- No significant influence from other cultures

12. When comparing South Korean culture with others, what makes it most attractive to you?

- Modern fashion and lifestyle
- Unique and appealing cuisine
- Inspiring films and music
- Emotional expression and sophisticated people

No significant difference compared to other cultures

APPENDIX 2: SURVEY QUESTIONNAIRE (VIETNAMESE VERSION)

Bài câu hỏi khảo sát trực tuyến trên Google Form được tạo ra để giúp mọi người dễ dàng tham gia, thu thập số lượng người tham gia và số phần trăm lựa chọn của từng đáp án trong từng câu hỏi. Mục đích là tìm hiểu về ảnh hưởng như thế nào, ra sao việc tiếp nhận làn sóng Hàn Quốc Hallyu hiện nay.

Câu trả lời của bạn sẽ giúp tìm được mức ảnh hưởng tích cực - tiêu cực như thế nào đến đời sống, để từ đó đưa ra những giải pháp để đảm bảo tới đời sống của giới trẻ hiện nay và tương lai.

Cảm ơn vì sự tham gia và đóng góp của bạn!

Sau đây là mười hai câu hỏi dưới dạng trắc nghiệm, hãy lựa chọn đúng với quan điểm của bản thân bạn.

1. Bạn thường quan tâm đến khía cạnh nào nhất của phong cách thời trang và làm đẹp khi tiếp xúc từ các thần tượng hoặc diễn viên Hàn Quốc?

- Về ngoài cân đối và hình thể khỏe mạnh
- Phong cách ăn mặc và cách phối trang phục theo phong cách của thần tượng
- Cách chăm sóc da và trang điểm tự nhiên theo phong cách người Hàn Quốc
- Thói quen sinh hoạt, chế độ ăn uống và chăm sóc cơ thể

2. Theo bạn, việc giới trẻ Việt Nam ngày càng yêu thích và áp dụng lối sống theo phong cách Hàn Quốc mang lại điều gì?

- Cơ hội mở rộng hiểu biết văn hóa và tư duy hiện đại
- Giúp bản thân trở nên tự tin, năng động hơn
- Dễ hòa nhập với xu hướng chung của giới trẻ châu Á
- Thúc đẩy sự sáng tạo và khả năng thích ứng trong đời sống hiện đại
- Mang lại cả cơ hội phát triển lẫn những thách thức trong việc giữ gìn giá trị văn hóa riêng

3. Bạn thường yêu thích các món ăn Hàn Quốc có đặc điểm như thế nào nhất?

- Món cay, đậm vị như tokbokki, mì cay, kimchi, v.v.
- Món có nhiều nước, nóng, dễ ăn như canh rong biển, súp kimchi, mì nước.
- Món khô, nướng hoặc chiên như gà rán, thịt nướng, cơm trộn.
- Món ăn nhẹ, tiện lợi như kimbap, bánh cá, bánh gạo.

Tùy vào khẩu vị và sở thích cá nhân

4. Hiện nay, nhiều bạn trẻ Việt Nam rất yêu thích các món cay của Hàn Quốc. Theo bạn, nguyên nhân chính là gì?

- Vì hương vị độc đáo, đậm đà và dễ kích thích vị giác.
- Vì ảnh hưởng từ các bộ phim và chương trình ẩm thực Hàn Quốc.
- Vì cảm giác vui vẻ, ấm cúng khi thưởng thức cùng bạn bè.
- Vì đây đang là xu hướng ẩm thực phổ biến trong giới trẻ hiện nay.
- Vì sự hòa hợp giữa khẩu vị Hàn Quốc và thói quen ăn uống của người Việt.

5. Trong hai thể loại âm nhạc Hàn Quốc phổ biến hiện nay ở Việt Nam, bạn yêu thích thể loại nào hơn?

- K-pop – sôi động, bắt tai, thể hiện phong cách trẻ trung và năng động
- Nhạc phim – nhẹ nhàng, sâu lắng, gắn liền với cảm xúc và nội dung của các K-drama

6. Hiện nay, có rất nhiều người, đặc biệt là người trẻ Việt Nam rất thích xem K-Drama nhiều hơn phim điện ảnh Hàn Quốc. Theo bạn, lý do vì sao?

- Vì thời lượng xem dài hơn và có nhiều tập, giúp theo dõi câu chuyện chi tiết hơn
- Vì rất nhiều phim K-drama có nội dung lãng mạn, ngọt ngào, tạo cảm giác chữa lành và mang lại sự thoải mái tinh thần cho người xem
- Vì diễn viên mà họ yêu thích đóng vai chính, luôn luôn xuất hiện nhiều cảnh ở trên phim
- Vì K-Drama phản ánh gần gũi với đời sống thực tế, dễ tạo sự đồng cảm và gắn bó với nhân vật
- Vì có thể dễ dàng xem và ngồi tại nhà thông qua các nền tảng trực tuyến, tiện lợi

7. Bạn học tiếng Hàn chủ yếu vì lý do chính là gì?

- Để xem phim Hàn Quốc và hiểu lời thoại của diễn viên yêu thích mà không cần phụ đề.
- Để nghe và hiểu rõ ý nghĩa trong các bài hát Hàn Quốc.
- Vì mong muốn có cơ hội du học, định cư hoặc làm việc tại các công ty Hàn Quốc.
- Để phát triển bản thân và nâng cao năng lực ngoại ngữ.
- Để dễ dàng giao lưu, kết bạn và kết nối với người Hàn Quốc.

8. Theo bạn, giới trẻ Việt Nam hiện nay đang chịu ảnh hưởng nhiều nhất từ văn hóa Hàn Quốc trong khía cạnh nào của giao tiếp?

- Cách thể hiện cảm xúc, biểu cảm và cử chỉ trong giao tiếp
- Ngữ điệu và phong cách nói chuyện mang sắc thái Hàn Quốc
- Việc sử dụng các từ vựng hoặc cụm từ tiếng Hàn trong lời nói hằng ngày
- Thói quen giao tiếp trên mạng xã hội theo phong cách Hàn
- Sự thay đổi trong quan điểm, thái độ và cách ứng xử khi trò chuyện với người khác

9. Theo bạn, những sản phẩm của Hallyu (phim ảnh, âm nhạc, thời trang, ẩm thực...) đã góp phần gì trong việc nâng cao đời sống tinh thần của giới trẻ Việt Nam hiện nay?

- Mang lại niềm vui và năng lượng tích cực
- Giúp giảm căng thẳng, tạo cảm giác thư giãn sau học tập/làm việc
- Truyền cảm hứng theo đuổi ước mơ hoặc phong cách sống riêng
- Tạo ra sự kết nối xã hội thông qua sở thích chung
- Không có ảnh hưởng rõ ràng

10. Theo bạn, việc tiếp xúc thường xuyên với phim ảnh, âm nhạc Hàn Quốc có thể gây ra ảnh hưởng nào không mong muốn?

- Dễ mơ tưởng hoặc lý tưởng hóa cuộc sống trong phim ảnh
- Giảm sự tập trung vào học tập hoặc công việc
- Hình thành suy nghĩ lệch lạc về tình yêu hoặc thành công
- Dễ bị chi phối cảm xúc, đánh mất ranh giới giữa giải trí và đời thực
- Không nhận thấy rõ ảnh hưởng, nhưng dần hình thành thói quen phụ thuộc, khó kiểm soát

11. Ngoài ảnh hưởng từ văn hóa Việt Nam và làn sóng Hàn Quốc, bạn còn chịu ảnh hưởng văn hóa từ quốc gia hoặc khu vực nào khác không?

- Trung Quốc (âm nhạc, phim ảnh, ẩm thực, phong cách sống)
- Mỹ (thời trang, phim Hollywood, tư duy tự do, hiện đại)
- Nhật Bản (anime, lối sống tối giản, văn hóa làm việc)
- Châu Âu (tư tưởng phóng khoáng, gu thời trang, du lịch)
- Tôi không chịu ảnh hưởng rõ rệt từ nền văn hóa nào khác.

12. Khi so sánh giữa văn hóa Hàn Quốc và các nền văn hóa khác, bạn đánh giá điều gì khiến văn hóa Hàn Quốc có sức hút riêng đối với bạn?

- Thời trang và phong cách sống hiện đại
- Ẩm thực đặc trưng, hấp dẫn

- Phim ảnh và âm nhạc truyền cảm hứng
- Cách thể hiện cảm xúc và con người tinh tế
- Không có sự khác biệt đáng kể so với các nền văn hóa khác