

Marketing Strategy Behind Rising Asian Drama Over Indian Drama Among Youth

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Abstract:

With the help of globalization marketing Asian Dramas have recently become very popular among Indian youth viewers. The study examines the marketing strategies that raising the popularity of Asian dramas over Indian dramas among youth, that focusing on Digitalized promotions Like OTT apps, social media, fan communication etc. They aimed to reach the youngster through the trends. the research explores how factors such as dubbing/subtitle, influencer promotion, OTT ads and notifications affect youth awareness, Satisfaction, viewing preference. The study Using a mixed-method approach based on primary data and secondary data. The finding aims to show why Asian drama promotion is more effective than Indian drama promotions to youngsters.

Keyword: *OTT platforms, social media promotion, Asian drama, marketing tactics, and youth audience*

INTRODUCTION:

Marketing strategies have significantly contributed to the rising popularity of Asian dramas over Indian dramas Among Youth especially in India. In recent years Korean, Chinese and east Asian dramas have moved from main content to mainstream for youth entertainment, supported by all global streaming platform. These Asian dramas were targeted online promotions and engaging fan easily especially the youth, this not only changing viewing habit it also changing culture, as young viewers to this modern lifestyle and emotionally engaged with storytelling that many Asian dramas offer.

For marketing and media, this trend provides a useful information to study how digital distribution, social media fandom and Cross-Cultural branding. Asian dramas are promoted through collaboration with music, beauty, gaming and complete lifestyle the effect was seen in Youngsters behaviour that separating them from traditional Indian TV dramas. Therefore, a study of "Marketing strategies behind the rising popularity of Asian dramas over Indian dramas among Youth" aims to understand how multi-channels combined and it shapes the youth decisions, built loyalty fans and guide what they want to watch and how this type of marketing attracting especially only youth. what Indian content Creators marketers are Learn from this trend.

STATEMENT OF THE PROBLEM:

In recent years, Asian dramas (particularly Korean, Chinese and Other East Asian dramas) have gained high popularity among Indian youth. It reducing their engagement with traditional Indian dramas. The impact among Indian youth is very high especially the Korean dramas and K-pop it totally changing the Indian culture and tradition among youth in India. Young people today believe that Asian fashion is more fashionable than Indian fashion. So, that Indian culture, tradition and the unique Indian style is fading from Indian Youth. The Korean dramas and K-pop impact was seen in the Youngsters behaviour like their dressing, habits Including foods, etc. At the same time, this creates a research gap regarding how different promotional method shape decision, Satisfaction, and viewing choice of young viewers when they choose Asian dramas over Indian dramas. After the Asian digitalized Advertisement, the Indian traditional Advertisement like TV ads, Pamphlet, Newspaper ads, Posters are faded in India. Therefore, the problem of this study is to Identify what marketing strategies are used to rise the Asian dramas and how they mainly attracting youth to Asian dramas over Indian dramas.

OBJECTIVE OF THE STUDY:

- To study the Marketing strategies used to promote Asian dramas to young audience.

- To analyse key factors influencing the popularity of Asian dramas over Indian dramas among youth viewers.
- To compare the effectiveness of Indian and Asian drama marketing strategies
- To study the role of social media and Digital platforms in promoting Asian dramas in India.

SCOPE OF THE STUDY:

This study focuses on youth viewers, particularly the age group between 15-25 years, who watch Asian and Indian dramas on OTT platforms, televisions, and social media clips (Like reels, shorts, etc). The research covers Asian dramas (mainly Korean, Chinese and other East Asian dramas) Marketing strategy. The study period is restricted to current viewing in last 5-6 years, when Asian content has strongly entered Indian platforms and social media. Within this scope, the study to understand specific marketing-related factors such as professional content on OTT apps, trailers and teasers, celebrity Promotion on social media, fan pages made edits, subtitle and dubbing, and social media advertisement. It analyses how these factors change youth awareness, attitude, satisfaction level, and choose for Asian dramas over Indian dramas.

RESEARCH METHODOLOGY:

I. SOURCE OF DATA:

The study used both primary and secondary data

II. DATA COLLECTION METHOD:

The study employs the descriptive research design. The data was collected through Google form

Primary data:

Primary data collected directly from the viewers by some structured questionnaire. In order to gather information about the viewers preference, viewing habits and watching Asian dramas as per their frequency of watching episodes, the questionnaire includes multiple-choice questions along with a variety of scaling approaches, including linear scales and the viewers experience of watching Asian dramas questions also included as a rating method to gather in depth experience and perspective of watching Indian and Asian dramas. The public viewers are the main source of data collector.

Secondary data:

The study used secondary data for reference and to validate the survey results. The secondary data has been collected from books, journal and reliable websites.

III. AREA OF THE STUDY:

The study is to analyse and to understand growing popularity of Asian drama over Indian drama among youngster. when they started watching Asian Drama over Indian drama according to their age. The study ensures a broad and representative sample by using google form survey in Coimbatore to contact respondents from different geographies. In today's changing digital generation, the findings seek to market strategies on how Asian drama attracts mostly youngster over the country drama.

IV. SAMPLING SIZE:

The study uses a non-probability sampling Technique because the respondents were chosen based on their availability and willingness to take part in the study to guarantee some group of people viewing Asian drama over Indian drama, a sample size of 100 respondent was chosen. The study including people from a variety of age groups persons were responded, which made it easier to record a range of viewpoints and viewing pattern

PERIOD OF THE STUDY:

November 2025 and January 2026.

STATISTICAL TOOLS OF THE STUDY:

- Simple percentage analysis
- Ranking method

LIMITATIONS OF THE STUDY:

- The study includes 100 respondents that makes the sample size may not accurately reflect the total population
- There may be bias towards primary data collected from the respondents

LITERATURE REVIEW

1. K-POP AND K-DRAMA: It’s impact on Indian youth:

Afifa Miraz (2024)¹, ‘K-pop’ and ‘K Drama’ have been increasing in this “Gen-Z” generation. Its popularity was high increased in India pandemic time, which has increased demand for Korean food, dramas, and makeup products in India. Thus, this all introduced Korean wave in India, it is called ‘Hallyu’. Even language learning platform also started providing Korean language to the learners. Various of trends suggest Gen-Z generation to increase interest in Korean culture.

2. The Rise of Korean wave in India and its Influence on consumer Behaviour and the consumer Products Industry:

Saamy Singh (2023)², It is one of the most effective ways to rise Korean wave have been growing popularity of Korean products Like food, fashion, etc. in foreign country side. Now a days India also started demanding for Korean products and culture, highly growing popularity in India. This paper is to study about the consumer behaviour on Korean products data was collected via Qualitative questionnaire.

3. Hallyu in India: Exploring the popularity of K-pop

Dr Ann Mary George (2021)³, K-pop and Korean music has gained Global audience through its strong online presence. In India its popularity was growing through concerts, fan events, and K-pop competitions. This Industry have played a key role in this rise. This paper explores how K-pop is raising in India.

4. Romantic Ideals and Relationship Expectations: K-Drama Influence on Indian Viewers -Shilpa Rawat (2024)⁴

A survey of 100 women in Sehawal found Indian dramas influencing daily language, including the use of Hindi words. Most respondents rejected adopting Indian dressing styles. The study warns of cultural and religious identity risks from foreign media. It urges stronger PEMRA oversight to promote culturally aligned content.

5. Roll of Indian media in the rise of Asian culture in India, especially Hallyu Shyamali Banerjee (2023)⁵

Asian culture was rising globally and India getting **exposed to** various other cultural from the western countries. Recently in the Gen-Z generation the youngsters raised Korean culture. This paper is discussing about the Indian media is trying to give a strong standard to Korean wave in India. Using primary data from survey and secondary sources from online platform, the qualitative and quantitative data was collected for this research paper. This paper aims to understand why Indian audiences was attractive to Korean culture and how it enters mainstream media.

DATA ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

**TABLE 1.1
DEMOGRAPHIC CATEGORY OF THE RESPONDENTS**

Personal Profile	Particulars	No of Respondent	Percentage
Age	15 – 18	6	6%
	19 – 25	92	92%
	35 – 45	2	2%
Gender	Male	20	20%
	Female	75	75%
	Prefer not to say	5	5%
Marital status	Married	2	2%
	Un married	98	98%
Educational qualification	School	8	8%
	UG	86	86%
	PG	6	6%

Occupation	Student	88	88%
	Employed	8	8%
	Home maker	2	2%
	Business	2	2%

Source: Primary data

Interpretation:

The above table 1.1 that the respondents represent a range of age groups, genders, educational backgrounds, occupations, and marital statuses. The majority of responders in this table are young, indicating a high level of exposure to Asian drama content via social media and digital channels. Because the data demonstrates a fair representation across occupations and educational qualifications, it is helpful to understand the general behaviour and perspective about K-drama marketing techniques and the various preferences of young viewers.

This chart deals with the age, gender, occupation of the respondents. The first chart represents the age of the respondents. Based on the chart, Majority of the respondents are young age group between 19-25 years (92%) watch Asian dramas on digital platforms. The gender chart explores that the higher number of respondents are female prefer K-dramas. The other chart explores the occupation the third chart reveals that the UG college student are mostly watching K-dramas.

CHART 1.1

Demographic category of the respondents

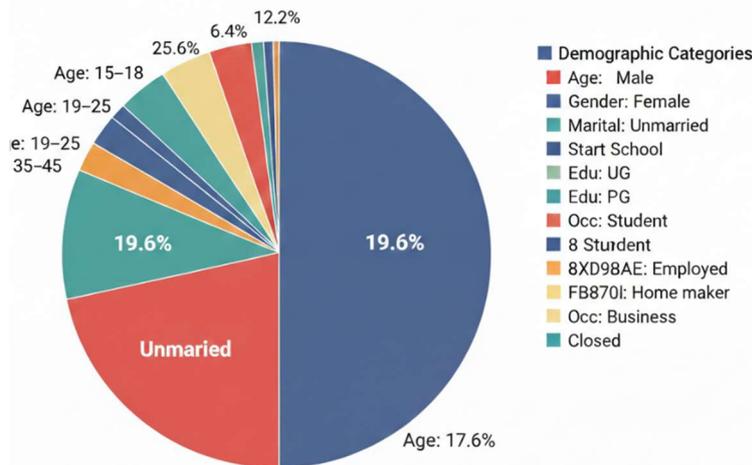


TABLE 1.2

Factors influencing the viewers behaviour

Region	Count	Percentage
Korean	94	94.0%
Chinese	2	2.0%
Japanese	2	2.0%
Thai	2	2.0%

Source: Primary data

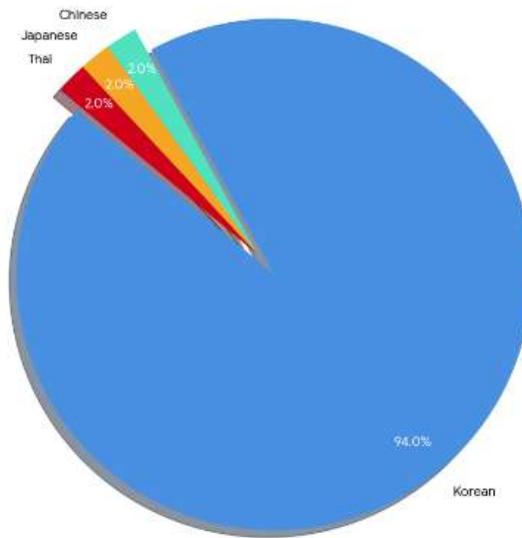
Interpretation:

The above table 1.2 shows that the (94%) of the respondents feed was shown Korean dramas promotions and Chinese (2%), Japanese (2%), and Thai (2%). It shows that the digital marketing is giving high preference to Korean dramas more than other Asian dramas.

Most (94%) of the respondent feed was preferred Korean dramas.

CHART 1.2

Which region drama mostly prefer in your feed ?



RANK ANALYSIS

TABLE 1.3
SOCIAL MEDIA AND DIGITAL PLATFORMS IN PROMOTING ASIAN DRAMAS

FACTORS	NO. OF RESPONDENTS	RANK
Social media	36	2
OTT apps	13	3
YouTube	48	1
TV	3	4

Source: Primary data

Interpretation

The above table 1.3 shows that, YouTube is rank first 48 respondent watch Asian drama promotion on YouTube, following that social media apps rank second 36 respondents watch Asian Dramas in social media like Instagram reels (Micro dramas), OTT apps are ranked third place 13 and TV ranked last rank 3 respondents this indicating that not Asian dramas are mostly promoting in TV shows

Most (48%) respondents are watching Asian dramas in YouTube

FINDINGS

- According to the demographic data (92%) of the respondents are between the age group of 19 – 25, (75%) of female responses, (98%) unmarried, (86%) of UG students and (88%) students are responded.
- The most of the respondents feed was influenced (98%) by Korean dramas more than other dramas and Indian dramas.
- With 48% of the respondents were watching Asian dramas on YouTube than Other apps
- According to the current status finding there are mostly college students are watching Asian dramas more than Indian dramas.
- From this survey we understood that most of the viewers were started watching Asian dramas in pandemic time from 2019.

SUGGESTIONS

- The Asian dramas are mostly watched by female because the Asian dramas are releasing according to the female likes so release the dramas male also like.
- Not all Asian dramas are released in dubbed version most of the good dramas are still not released in dubbed version so all dramas can release in dubbed version will increase the viewers.

- The ads while watching Asian dramas many ads are disturbing so reduce the ads while watching Asian dramas in OTT apps.
- Male will not be interested watching Asian dramas in original audio by watching subtitle, so many Action Dramas can release in the dubbed version can increase viewers.
- Telecast Asian dramas in TV also so, not only young viewers will increase also middle age and old age people viewers also increase.

CONCLUSION

This study reveals that they first targeted youth audience to watch Asian dramas. The dramas were mostly watched by female more than male and they have started watching Asian dramas in pandemic period. These data were collected using google form. Mostly the Asian dramas were promoted in social media and digital platforms because now this generations are using social media more than TV So, they used Digital marketing techniques to increase young viewers. Mostly Asian dramas are not promoted in TV the full of Asian dramas marketing were done only in digital platforms like social media and OTT apps.

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