

**Who Are the Fans—
A Survey Analysis toward Korean Entertainment Industry**

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ABSTRACT

This research aimed to understand who are the fans of Korean entertainment industry and how they love the drama, music, movie and stars from Korea. This research helped us further our understanding of what about Korean Wave in Taiwan.

This research began with the discussion of the reasons of success of the Korean entertainment industry. Then I conducted a survey research toward random samplings on line. I applied the statistical method to analyze the numbers in the data. In the end, finding of the research suggested that first, female like to spend more time watching Korean dramas or variety shows than male. Second, students spend more time watching Korean dramas or variety shows than non-student. This research helped us to social-economic-cultural-regional facts of Korean fans in Taiwan. The findings could be applied to expand the Korean entertainment industry in Taiwan and also could help Taiwan entertainment industry to follow the same marketing path and business model to success.

Key Word: Korean Wave, Korean entertainment industry, idol groups, Korean culture