

Gender, Popular Culture, and Consumption: A Case Study of Female Audiences Related to Korean Dramas' Product Placement

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Abstract

The focus of my research is the product placement in Korean dramas. Given Korean dramas' influence to Taiwanese women's consumer behavior, this research aims to find out the link between the Korean dramas and the product placement through a case study of Taiwanese female audiences.

The categories I review involve consumer behavior, Korean wave culture, and what the Cultural Industry policies operated by Korean government. Besides, product placement refers to much products placed in cinemas to attract and affect audiences. It is known to people for years that products are sold and pervaded by commercial culture. I approach to the interviewees and collect data via media texts.

After collecting the data from interviewing, I combined the similar result between the textual analysis and the in-depth interview. Finally, I found out the product placement actually played its role in the Korean dramas. However, the impact was not strong. Other factors have greater influence on female audiences' consuming behaviors than the product placement.

Keywords: Consumer Behavior, Product Placement, Korean Wave, Cultural Industry Policies