

THESIS SUMMARY

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Student name: Egedi Boglárka
Neptun code J17YJW
Full time/part time Full time
Programme/specialisation Business Administration and Management
Enterprise Management Specialisation

Address: 6726, Szeged Hetényi Géza street 5.
Mobile phone +36 30 9519 656
E-mail address: egedibogi@gmail.com

Thesis title: K-Drama Fever on Netflix: Exploring the Marketing
Techniques Used to Promote South Korean Dramas
to International Viewers

Basis for writing the thesis :
Company name: Budapest Business University Department of
Finance and Accountancy
Company address: 1149, Budapest Buzogány street 10-12.
External consultant
Name, post: Dr. Gajzágó Éva Judit associate professor
E-mail address, phone
number: gajzago.eva@uni-bge.hu +36 1 374 6200

SUMMARY

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The rise of South Korean dramas, commonly referred to as K-dramas, is a popular phenomenon in recent years on Netflix. The fast-growing global fanbase following these dramas, as part of the larger Korean Wave (Hallyu), has prompted increased attention to the marketing strategies used to engage and captivate international viewers. Netflix's massive impact on watching patterns, paired with its vast marketing arsenal, gives it unique techniques that drive K-dramas' worldwide success. This research explores the complex array of marketing techniques that have contributed to the successful promotion of South Korean dramas on the global stage.

This thesis's primary objective is to comprehensively analyze the popular marketing tactics employed to promote K-dramas to international audiences on Netflix. By dissecting these strategies, this study aims to illuminate the economic dynamics underpinning the global success of K-dramas. Through the lens of marketing, this research endeavors to uncover how effective promotional techniques contribute to expanding the market reach of South Korean dramas.

Furthermore, the thesis assesses Hungarian Netflix users' viewing habits to understand the mechanisms that drive people to choose Korean content to watch. Since there is not too much data regarding Hungarian audiences, this thesis contains a survey of Hungarian Netflix users seeking data regarding K-dramas. The survey gathers information on the participants' demographics, previous exposure to K-dramas, and motivations for choosing this genre. Additionally, it explores the impact of social media influence in the case of the worldwide popular series called Squid Game.

By identifying patterns or preferences that may exist, valuable insights can be provided into Netflix's international marketing strategies. The findings from this research will contribute to a deeper understanding of the global appeal of K-dramas and provide insights into the specific preferences and motivations of Hungarian Netflix users. This research will also help identify any potential barriers or challenges that may exist in the adoption and popularity of K-dramas in Hungary, allowing for targeted marketing strategies to be developed to promote this genre among Hungarian viewers further.



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