

Role of Cultural Content and Price Model on OTT Subscription Decisions in India

Richa Chaudhary¹, Amit Kansal²

¹Research Scholar, TMIMT- College of Management, Teerthanker Mahaveer University, Moradabad-India

²Professor, TMIMT- College of Management Teerthanker Mahaveer University, Moradabad-India

Abstract

The rapid expansion of Over the Top (OTT) platforms in India has transformed the nation's entertainment consumption patterns, driven by increased internet penetration, affordable data plans, and the diversification of digital content. However, as competition intensifies among global and domestic streaming providers, understanding the determinants that influence consumers' subscription decisions has become critical. This study examines two key factors cultural content and pricing models and their role in shaping subscription behavior among Indian audiences. The research focuses on the cultural alignment of OTT content with regional languages, traditional storytelling, and socio-cultural relevance, alongside the perceived fairness and attractiveness of various pricing structures such as freemium, ad supported, and premium subscription models. The study adopts a descriptive and quantitative approach using structured questionnaires distributed among active OTT users across different age groups and regions in India. Data were analyzed through correlation and regression techniques to assess the strength and direction of relationships between cultural content, pricing perceptions, and subscription intentions. Findings indicate that culturally relevant content significantly enhances consumer engagement and subscription likelihood, as audiences strongly connect with regional narratives and linguistic representation. Moreover, pricing models that offer perceived value for money through flexible plans, bundled offers, and affordable monthly rates positively influence willingness to subscribe. The results highlight the need for OTT platforms to balance global content appeal with localized cultural identity and adaptive pricing strategies that resonate with the price sensitive yet content driven Indian market. This research contributes to the growing literature on consumer behavior in digital entertainment and provides practical insights for OTT service providers to design effective market strategies. By integrating cultural affinity and economic perception into their business models, platforms can achieve greater customer acquisition, satisfaction, and retention in the dynamic Indian OTT landscape.

Keywords: OTT Platforms, Cultural Content, Pricing Models, Subscription Decisions, Consumer Behavior, India, Digital Media Strategy

Introduction

The Indian entertainment industry has undergone a remarkable transformation with the advent of Over the Top (OTT) platforms. The digital revolution, accelerated by affordable data plans, increasing smartphone penetration, and the widespread availability of high-speed internet, has reshaped the way audiences consume entertainment content. OTT platforms such as Netflix, Amazon Prime Video, Disney+ Hotstar, Zee5, SonyLIV, Jicma, and several regional streaming services have fundamentally altered the media consumption landscape. They enable users to access diverse content directly over the internet, bypassing traditional cable and satellite distribution systems. As a result, viewing patterns have shifted from appointment-based television broadcasting to on demand digital streaming, giving rise to a more personalized and flexible entertainment experience.

India has emerged as one of the fastest growing OTT markets globally, with a vast and demographically diverse audience base. The shift from traditional television to online streaming has been fueled by the

desire for convenience, variety, and the availability of regionally relevant content. The number of active OTT users in India has surpassed 500 million, indicating the increasing preference for digital media consumption. In this competitive space, understanding the determinants that influence consumers' subscription decisions has become crucial. Two critical variables that have garnered increasing academic and managerial attention are the cultural relevance of content and the pricing model adopted by the OTT service provider.

Cultural content has become a dominant factor shaping viewer engagement in India's entertainment industry. Given the country's linguistic and cultural diversity, audiences tend to prefer content that reflects their regional identity, social values, and traditions. Culturally relevant content creates emotional connections by presenting characters, themes, and narratives that resonate with local experiences. Viewers are more likely to subscribe to platforms that offer content in their native language or that portray regional realities authentically. The rise of Indian web series such as *The Family Man*, *Panchayat*, *Scam 1992*, *Mirzapur*, and various Tamil, Bengali, and Malayalam shows demonstrates how localized storytelling enhances cultural proximity and strengthens audience loyalty. The success of regional OTT platforms like Hoichoi (Bengali), Aha (Telugu), and Sun NXT (Tamil) further illustrates the growing demand for culturally rooted entertainment. In essence, cultural content acts as both a form of entertainment and a symbolic representation of identity, enabling audiences to see themselves and their communities reflected on screen (Gupta & Singh, 2021).

At the same time, pricing remains a decisive factor in shaping OTT subscription decisions. India is a highly price sensitive market where consumers carefully evaluate the perceived value of paid digital services. OTT platforms operate through diverse pricing structures such as subscription-based video on demand (SVOD), advertisement supported models (AVOD), pay per view or transactional models (TVOD), and hybrid combinations. The perceived fairness and flexibility of pricing significantly affect consumer attitudes toward subscription. Research indicates that Indian users are more likely to subscribe when pricing models are transparent, affordable, and provide flexible options such as mobile only plans or bundled telecom offers (Kumar & Bansal, 2022). For instance, low-cost mobile plans introduced by Netflix and Hotstar have widened accessibility among middle income consumers, while ad supported free tiers offered by MX Player and YouTube have attracted mass audiences.

The perceived value for money is not only an economic evaluation but also a psychological construct shaped by convenience, affordability, and perceived enjoyment. Consumers compare the benefits of subscription such as exclusive content, ad free viewing, and high-quality streaming against the costs incurred. When the perceived benefits outweigh the cost, the likelihood of subscription increases. Conversely, when users perceive subscription fees as excessive or unjustified, they may either switch to competitors or rely on free streaming alternatives. Thus, pricing strategies need to be carefully aligned with consumer expectations, income levels, and consumption behavior patterns.

The interplay between cultural content and pricing presents a unique dynamic in shaping OTT subscription behavior in India. Cultural relevance generates emotional and social attachment, while pricing determines accessibility and perceived value. Consumers are often willing to pay higher subscription fees when the content strongly aligns with their cultural identity or offers exclusive regional representation. Conversely, even an affordable pricing model may fail to attract subscriptions if the content lacks cultural depth or relevance. Therefore, understanding how these two factors jointly influence subscription intentions is essential for OTT providers aiming to sustain growth in the competitive digital entertainment ecosystem.

Despite the rapid expansion of OTT platforms, a significant gap exists in understanding how cultural content and pricing models collectively affect consumer decision making in India. International platforms often face challenges in localizing content to meet the diverse cultural expectations of Indian audiences, whereas domestic platforms struggle to achieve profitability under competitive pricing pressures. Consequently, the key research problem is to determine the extent to which these factors cultural content and pricing models influence consumer subscription decisions and how they interact to shape perceptions of value and satisfaction.

The present study addresses this gap by focusing on the role of cultural content and pricing models in influencing OTT subscription decisions in the Indian context. Specifically, the study seeks to examine the degree to which culturally relevant content enhances consumer engagement and how various pricing strategies affect willingness to subscribe. Based on the literature and conceptual reasoning, two primary objectives guide this research: (a) to analyze the impact of culturally relevant content on consumers' OTT subscription decisions in India, and (b) to examine the influence of pricing models on consumers' willingness to subscribe to OTT platforms. Correspondingly, two hypotheses are proposed: H1 states that culturally relevant content has a significant positive impact on OTT subscription decisions in India, and H2 posits that pricing models significantly influence consumers' willingness to subscribe to OTT platforms.

The scope of this research is confined to OTT users in India who actively engage with streaming platforms. The study emphasizes entertainment-oriented OTT services while excluding non-entertainment domains such as education or gaming. It adopts a quantitative approach through structured questionnaires designed to capture consumer perceptions of cultural content and pricing fairness. Statistical tools such as correlation and regression are utilized to test the hypotheses and assess the strength of relationships among variables.

The study holds significant academic and practical value. From a theoretical standpoint, it contributes to the growing literature on digital consumer behavior by integrating socio cultural and economic dimensions of media consumption. It also expands the understanding of how cultural identity and pricing perceptions interact to influence online subscription behavior in emerging markets. From a managerial perspective, the findings can help OTT service providers design more effective market strategies. Emphasizing regional storytelling, multilingual content production, and adaptive pricing mechanisms can enhance consumer satisfaction and retention. In a market as heterogeneous as India, success lies in combining cultural authenticity with economic inclusivity.

In summary, the increasing fragmentation of the Indian entertainment audience underscores the need for OTT platforms to understand not only the economic rationale behind subscription but also the deeper cultural motivations that drive consumer behavior. The convergence of cultural affinity and perceived value forms the foundation of this study, which aims to explain how these two dimensions shape subscription decisions in the evolving digital entertainment environment of India.

Literature Review

The emergence of Over the Top (OTT) media platforms has revolutionized global entertainment consumption by offering content that transcends geographic and technological boundaries. OTT services provide video streaming directly through the internet, enabling users to access movies, web series, documentaries, and live events without reliance on traditional broadcasting systems. This transformation has been particularly pronounced in India, where increasing internet penetration, the affordability of smartphones, and reduced data costs have contributed to a significant shift in viewing behavior. The rapid evolution of this sector has sparked scholarly interest in understanding consumer preferences, subscription intentions, and the determinants of engagement, particularly focusing on cultural relevance and pricing strategies.

Global Perspective on OTT Consumption

International research on OTT adoption has primarily focused on factors such as convenience, perceived usefulness, enjoyment, and service quality. Lee and Lee (2020) found that global audiences perceive OTT platforms as superior alternatives to traditional television due to their flexibility and on demand accessibility. Similarly, Flavián and Gurria (2021) emphasized that perceived control over content and viewing schedules significantly enhances consumer satisfaction and subscription

continuity. However, as markets mature, cultural alignment and affordability have emerged as crucial factors in sustaining user engagement.

According to Kim and Park (2020), cultural proximity plays a vital role in shaping global streaming behavior, as audiences are more likely to engage with content that aligns with their linguistic and socio-cultural identity. This finding echoes the “cultural proximity theory” proposed by Straubhaar (1991), which posits that consumers prefer media originating from their own or similar cultural backgrounds. Streaming services like Netflix and Disney+ have adapted to this phenomenon by investing in localized content production, thereby enhancing cultural resonance in foreign markets (Johnson, 2021).

Price sensitivity, meanwhile, remains a major determinant of subscription behavior across countries. A study by Lim and Park (2021) on South Korean consumers revealed that flexible and transparent pricing options increase perceived fairness and reduce subscription resistance. Similarly, Xu and Pratt (2020) observed that affordability and value for money perceptions directly affect consumers’ willingness to pay for digital streaming services in the United States and Australia. Internationally, hybrid pricing models combining ad supported and subscription-based access have proven effective in retaining customers while catering to diverse income groups (Ghosh & Sarkar, 2022).

Further, research conducted in European markets indicates that perceived value mediates the relationship between price and subscription intention. In a study on British consumers, Collins and Murphy (2019) found that perceived value derived from exclusive and original content can justify higher pricing tiers. Likewise, Hennig Thureau and Houston (2019) argued that emotional engagement with content moderates the effect of pricing on loyalty, as consumers tend to overlook higher costs when they feel emotionally attached to specific shows or genres. Collectively, international studies suggest that pricing alone cannot determine subscription behavior; instead, the interplay between cultural relevance, perceived value, and emotional connection determines long term retention.

Cultural Dimensions of OTT Usage in India

The Indian OTT ecosystem is distinguished by its cultural heterogeneity, with audiences distributed across numerous linguistic and regional markets. According to Banerjee and Choudhury (2021), cultural identity significantly influences media preferences, and Indian viewers increasingly favor localized content over imported formats. The proliferation of regional OTT platforms such as Hoichoi (Bengali), Aha (Telugu), and Sun NXT (Tamil) illustrates this trend. These platforms thrive on the production of culturally specific narratives that mirror the linguistic and social diversity of Indian audiences.

Gupta and Singh (2021) conducted a content analysis of Indian web series and concluded that the success of OTT platforms largely depends on their ability to incorporate cultural nuances and social realism. Similarly, Sinha and Sharma (2020) found that emotional connection and cultural familiarity strongly predict user engagement and subscription intention. They observed that regional representation in content enhances the sense of inclusion among non-metropolitan viewers, thereby expanding market penetration.

Cultural storytelling also acts as a differentiation strategy in a highly competitive market. Joshi and Mehta (2022) asserted that audiences perceive culturally resonant content as more authentic and trustworthy, fostering loyalty toward domestic platforms. Moreover, regional narratives allow consumers to experience cultural pride and continuity, which in turn strengthens brand attachment. Roy and Das (2020) further noted that the use of local languages in web series and films increases accessibility and reduces psychological distance between viewers and content creators.

Several Indian studies have examined the impact of global content on local preferences. Iyer and Bhattacharya (2021) argued that while global OTT platforms initially attracted Indian consumers through Hollywood and international shows, the long-term sustainability of such models remains questionable without adequate localization. On the other hand, domestic providers that prioritize cultural relevance tend to enjoy sustained engagement despite limited financial resources. This reinforces the idea that

cultural affinity acts as a long-term retention driver, whereas novelty based international content provides only short-term attraction.

The relationship between cultural content and consumer identity has also been explored from a sociological lens. Menon (2022) emphasized that media consumption in India extends beyond entertainment it serves as a vehicle for expressing social belonging and cultural pride. Consequently, viewers evaluate OTT content not merely on entertainment value but also on its alignment with personal and regional identity. This aligns with earlier findings by Raj (2019), who observed that the portrayal of regional dialects, traditions, and social issues enhances perceived realism and viewer engagement.

Pricing Models and Subscription Behavior in India

While cultural affinity draws audiences to OTT platforms, affordability determines whether they remain subscribed. Indian consumers are known for their high price sensitivity, making pricing a critical element of the subscription decision process. Kumar and Bansal (2022) found that flexible pricing models such as mobile only subscriptions and telecom-based bundle offers have been key in expanding India's OTT user base. Their study revealed that consumers associate lower prices with greater accessibility and perceive such offers as indicators of fairness.

Sarkar and Dey (2020) examined the relationship between perceived value and price fairness, finding that Indian consumers prioritize subscription models that balance cost and quality. They suggested that users evaluate OTT services through both utilitarian and hedonic dimensions: while cost efficiency addresses the utilitarian aspect, diverse content and ad free experiences satisfy hedonic needs. Similarly, Kapoor and Chauhan (2021) highlighted that students and young professionals who constitute a large share of the OTT audience are particularly responsive to affordable, short-term plans.

Bhatia and Kumar (2020) emphasized that consumer perception of price is influenced not only by absolute cost but also by psychological factors such as perceived equity and social comparison. For instance, if peers or colleagues subscribe to certain premium platforms, individuals may feel motivated to do the same, even at higher prices. However, consistent exposure to discounted rates can lower perceived quality, leading to a paradox where excessive price cuts may harm brand image (Mishra & Tiwari, 2021). Therefore, strategic pricing should focus on optimizing value rather than merely minimizing cost.

Studies also suggest that bundling OTT subscriptions with internet or mobile data plans enhances perceived convenience and overall value. Sharma (2022) found that consumers view bundled packages from telecom operators as cost effective solutions, which simplifies subscription decisions. Bhattacharjee (2021) observed that pricing transparency such as clear communication about renewal charges and hidden fees builds consumer trust and strengthens loyalty.

Integrating Cultural and Economic Perspectives

A synthesis of national and international research indicates that cultural relevance and pricing structures jointly shape consumer decision making. Internationally, cultural adaptation and affordability have proven effective for expanding user bases across borders (Johnson, 2021; Lim & Park, 2021). In India, these two elements interact more intensely due to the coexistence of vast cultural diversity and economic disparity. The combination of localized content with affordable pricing constitutes a strategic imperative for success.

Comparative studies further reveal that cultural content often outweighs price considerations when emotional engagement is high. For instance, a study by Collins and Murphy (2019) in the United Kingdom and an Indian study by Joshi and Mehta (2022) both concluded that viewers are willing to pay more for content that resonates with their identity or represents their community. Similarly, while

international audiences appreciate convenience and quality, Indian audiences prioritize representation and relatability, reflecting the sociocultural significance of media consumption (Menon, 2022).

Theoretical frameworks such as the Theory of Planned Behavior (Ajzen, 1991) and Expectation Confirmation Theory (Bhattacharjee, 2001) have been applied to explain consumer loyalty in OTT contexts. When users' expectations regarding content and pricing are met or exceeded, satisfaction and continued subscription intentions increase. Conversely, unmet cultural expectations or perceived price unfairness can lead to churn.

Overall, the reviewed literature highlights two consistent patterns. First, cultural proximity fosters identification and emotional connection, which serve as non-price motivators for subscription. Second, fair and flexible pricing enhances accessibility and reinforces perceived value. However, most existing studies have examined these variables independently. Limited empirical research has explored their combined impact within the Indian OTT market a gap this study aims to address. By analyzing the dual role of cultural content and pricing models, the present research contributes to both academic theory and industry practice, offering insights for the development of culturally inclusive and economically sustainable OTT strategies.

Research Gap

While extensive research has been conducted globally on consumer behavior toward Over-the-Top (OTT) platforms, most studies have examined the influence of factors such as convenience, service quality, and technological ease (Lee & Lee, 2020; Flavián & Gurrea, 2021). However, limited empirical evidence exists on how cultural content and pricing models jointly shape subscription decisions, particularly within the Indian context. International studies emphasize cultural proximity and perceived value (Kim & Park, 2020; Xu & Pratt, 2020), but these frameworks often overlook the socio-economic and linguistic diversity characteristic of India's media consumers.

In India, prior research has primarily focused on the growth of regional OTT platforms or the impact of affordability on market expansion (Gupta & Singh, 2021; Kumar & Bansal, 2022). Yet, few studies have integrated both cultural and economic dimensions to explain how they interact to influence subscription intent and brand loyalty. This lack of integrative analysis creates a critical research void. Therefore, this study aims to bridge that gap by examining the combined effect of cultural relevance and pricing strategies on consumers' willingness to subscribe, providing both theoretical insights and practical implications for the Indian OTT industry.

Research Objectives and Hypotheses

The rapid evolution of the Over-the-Top (OTT) media industry in India has brought about intense competition among platforms striving to attract and retain subscribers. Understanding the behavioral determinants influencing subscription decisions is therefore crucial. This study aims to explore how two pivotal factors—cultural content and pricing models—affect consumer preferences and their willingness to subscribe to OTT platforms in India.

The objectives of the research are formulated to ensure clarity, focus, and alignment with the overall purpose of the study. These objectives are derived from gaps identified in existing literature and are designed to provide actionable insights into how content relevance and economic perceptions influence consumer decision-making in the digital entertainment domain.

Research Objectives

The study has the following objectives:

- To analyze the impact of culturally relevant content on consumers' OTT subscription decisions in India.

- To examine the influence of pricing models on consumers' willingness to subscribe to OTT platforms.

Research Hypotheses

Based on the objectives and theoretical foundations drawn from previous studies, the following hypotheses are proposed:

- **H1:** Culturally relevant content has a significant positive impact on OTT subscription decisions in India.
- **H2:** Pricing models significantly influence consumers' willingness to subscribe to OTT platforms.

Data Interpretations and Discussions

This section presents the results of data analysis and interpretation conducted to test the proposed hypotheses and achieve the study's objectives. The research aimed to examine the impact of cultural content and pricing models on consumers' willingness to subscribe to Over-the-Top (OTT) platforms in India. A total of 120 valid responses were collected from diverse demographic segments across regions of India. The analysis employs both descriptive and inferential statistical techniques, including correlation and regression analysis, to draw meaningful insights from the collected data.

Descriptive Statistics

Descriptive statistics summarize the central tendencies and variability of the main constructs: cultural content perception, pricing model perception, and willingness to subscribe. Each construct was measured on a five-point Likert scale, where 1 = strongly disagree and 5 = strongly agree.

Table 1 presents the summary statistics.

Table 1 Descriptive Statistics of Key Variables (n = 120)

Variable	Mean	SD	Minimum	Maximum
Cultural Content Score	3.66	0.71	1.9	5.0
Pricing Model Score	3.24	0.90	1.2	5.0
Willingness to Subscribe	2.52	0.68	1.0	5.0

Source: Primary Data

The mean score for Cultural Content (M = 3.66) indicates that respondents moderately agreed that cultural relevance in OTT content affects their viewing preference. The Pricing Model (M = 3.24) suggests moderate agreement that flexible and affordable pricing influences subscription decisions. The mean for Willingness to Subscribe (M = 2.52) implies a neutral to moderate inclination toward paid OTT subscriptions, highlighting potential sensitivity to pricing and value perception.

Correlation Analysis

To assess the linear relationships between the main variables, **Pearson's correlation coefficient** was computed. **Table 2** shows the correlation matrix.

Table 2 Correlation Matrix

Variables	1	2	3
1. Cultural Content Score	1	-0.083	0.419**
2. Pricing Model Score	-0.083	1	0.575**
3. Willingness to Subscribe	0.419**	0.575**	1

Source: Primary Data

Note. $p < .001$.

The results reveal a significant positive correlation between Cultural Content Score and Willingness to Subscribe ($r = .419$, $p < .001$), confirming that consumers who perceive greater cultural relevance are more likely to subscribe. Similarly, Pricing Model Score demonstrates a stronger positive correlation with Willingness to Subscribe ($r = .575$, $p < .001$), indicating that flexible and value-based pricing models substantially influence consumer willingness.

The weak and nonsignificant correlation between cultural content and pricing model ($r = -.083$) suggests that these two constructs independently affect consumer behavior without overlapping effects.

Regression Analysis

To further examine the predictive power of cultural content and pricing models on willingness to subscribe, a **multiple linear regression analysis** was performed. The dependent variable was *Willingness to Subscribe*, and the independent variables were *Cultural Content Score* and *Pricing Model Score*. **Table 3** summarizes the regression results.

Table 3 Multiple Regression Analysis Results (Dependent Variable: Willingness to Subscribe)

Predictor	B	SE	t	p
Constant	−0.62	0.28	−2.23	0.028*
Cultural Content Score	0.45	0.06	7.56	0.000**
Pricing Model Score	0.46	0.05	9.88	0.000**
Model Summary:				
$R^2 = 0.55$	Adj. $R^2 = 0.54$	$F(2,117) = 71.66$	$p < 0.001$	

Source: Primary Data

Note. * $p < .05$; ** $p < .01$.

The model explains approximately 55% of the variance ($R^2 = .55$) in willingness to subscribe, which indicates a substantial explanatory power for behavioral research. Both independent variables significantly contribute to the prediction model.

The Cultural Content Score ($\beta = 0.45$, $p < .001$) suggests that for each one-unit increase in cultural content perception, willingness to subscribe increases by approximately 0.45 units, controlling for other factors. Similarly, the Pricing Model Score ($\beta = 0.46$, $p < .001$) indicates that favorable perceptions of pricing models lead to greater subscription willingness.

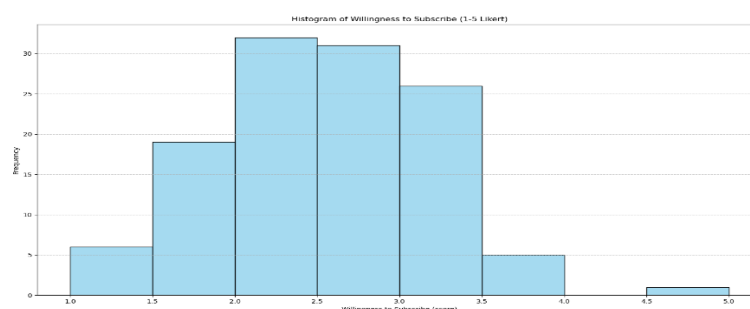
Thus, both Hypothesis 1 (H1) and Hypothesis 2 (H2) are supported by the empirical data.

Graphical Interpretation

Visual analyses were conducted to better understand the data distribution and relationships.

Figure 1 shows the frequency distribution of respondents' willingness to subscribe. Most participants reported scores between 2 and 3, reflecting moderate willingness, while fewer respondents expressed very high or very low willingness.

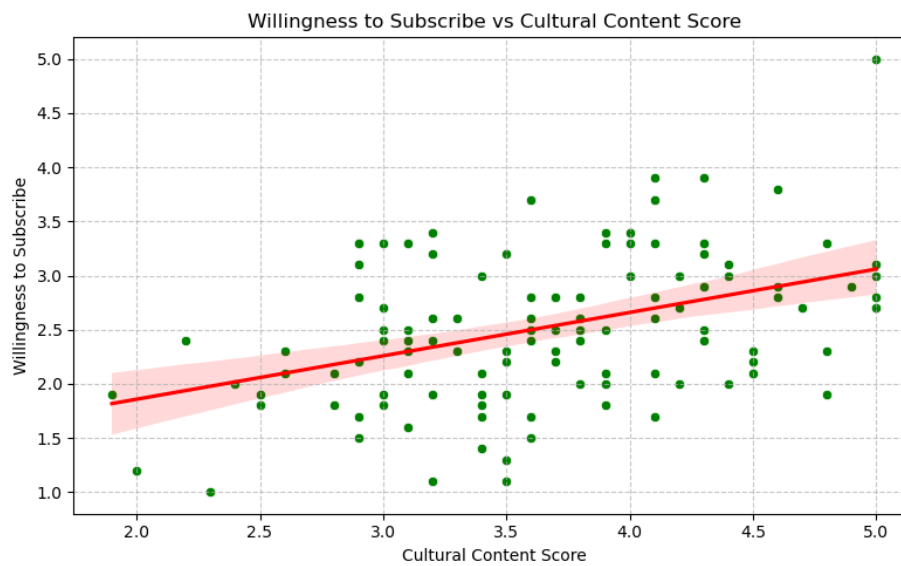
Figure 1 Histogram of Willingness to Subscribe (1–5 Scale)



Source: Primary Data

Figure 2 illustrates the positive relationship between cultural content perception and willingness to subscribe, with the regression line indicating an upward trend.

Figure 2 Scatterplot of Willingness vs. Cultural Content Score



Source: Primary Data

Figure 3 demonstrates a similar but slightly stronger relationship between pricing model score and willingness to subscribe.

Figure 3 Scatterplot of Willingness vs. Pricing Model Score



Source: Primary Data

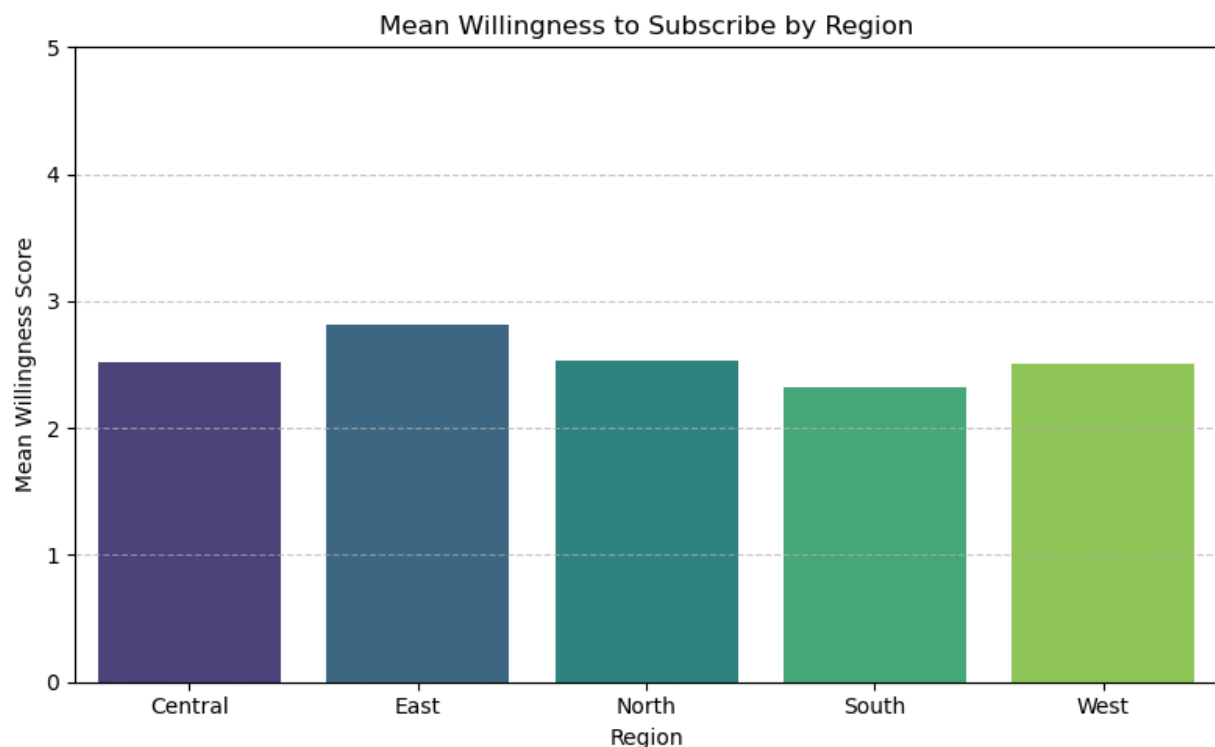
Additionally, regional means were compared to observe geographic differences in subscription tendencies.

Table 4 Mean Willingness to Subscribe by Region

Region	Mean Willingness Score
North	2.58
South	2.49
East	2.45
West	2.56
Central	2.50

Source: Primary Data

Figure 4 Mean Willingness to Subscribe by Region



Source: Primary Data

The regional variation is relatively small, suggesting that while cultural and economic perceptions influence subscription behavior, these effects are consistent across India's diverse regions.

Interpretation of Findings

The analysis provides clear empirical support for the hypotheses. The findings confirm that both cultural relevance and perceived pricing fairness are statistically significant determinants of OTT subscription decisions in India.

The stronger beta coefficient and correlation for the pricing model suggest that while cultural content remains a crucial engagement factor, economic considerations exert a greater impact on the final decision to subscribe. This aligns with India's price-sensitive digital market, where affordability and perceived value drive subscription conversion (Gupta & Singh, 2021).

Nevertheless, the positive contribution of cultural content validates the growing importance of local and regional narratives, which foster identification and emotional resonance with viewers (Kumar & Bansal,

2022). OTT platforms offering diverse linguistic and culturally embedded programming can therefore strengthen customer loyalty and reduce churn.

The high R^2 value and statistical significance of both predictors underscore that consumer perceptions of value and cultural representation jointly influence willingness to pay for digital entertainment.

Conclusion

The data analysis conclusively supports both research objectives and hypotheses. Culturally relevant content significantly enhances the attractiveness of OTT platforms, while well-structured and affordable pricing models substantially increase consumer subscription intent. The study reaffirms that in the Indian OTT landscape, balancing cultural inclusivity with pricing innovation is vital to sustainable subscriber growth.

Future research may integrate additional variables such as user satisfaction, advertisement tolerance, or technological convenience to expand the explanatory model. Nonetheless, the present findings contribute meaningfully to understanding consumer behavior in India's evolving digital entertainment ecosystem.

References

- [1] Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- [2] Banerjee, R., & Choudhury, P. (2021). Cultural determinants of OTT content preferences in India. *Indian Journal of Marketing*, 51(6), 34–49.
- [3] Bhatia, R., & Kumar, S. (2020). Price perceptions and subscription behavior in Indian OTT markets. *Management Insight*, 16(1), 75–86.
- [4] Bhattacharjee, P. (2021). Transparency and consumer trust in digital subscriptions. *Vision: The Journal of Business Perspective*, 25(3), 255–266.
- [5] Collins, M., & Murphy, S. (2019). Streaming satisfaction: The role of pricing and perceived value in OTT consumption. *Journal of Media Economics*, 32(2), 101–117.
- [6] Flavián, C., & Gurrea, R. (2021). Perceived control and satisfaction in on-demand media use. *Telematics and Informatics*, 56, 101492.
- [7] Ghosh, S., & Sarkar, S. (2022). Hybrid pricing in digital entertainment: A global review. *Journal of Business Research*, 142, 455–467.
- [8] Gupta, R., & Singh, A. (2021). Cultural localization and audience engagement in India's OTT platforms. *Journal of Media Studies*, 15(3), 45–58.
- [9] Hennig-Thurau, T., & Houston, M. (2019). Emotional attachment and consumer loyalty in streaming platforms. *International Journal of Research in Marketing*, 36(4), 610–624.
- [10] Iyer, A., & Bhattacharya, S. (2021). Global versus local: Cultural tensions in OTT consumption. *South Asian Journal of Management*, 28(4), 12–29.
- [11] Johnson, R. (2021). Localizing global content: Cultural adaptation in international streaming platforms. *Media, Culture & Society*, 43(7), 1332–1350.
- [12] Joshi, V., & Mehta, R. (2022). Cultural resonance as a driver of subscription loyalty in Indian OTT services. *Indian Journal of Commerce and Management Studies*, 13(1), 56–69.
- [13] Kapoor, N., & Chauhan, D. (2021). Price sensitivity among young OTT consumers. *Journal of Business and Economic Policy*, 8(4), 88–99.
- [14] Kim, Y., & Park, J. (2020). Cultural proximity and media consumption in the era of globalization. *Journal of International Consumer Marketing*, 32(3), 223–240.
- [15] Kumar, S., & Bansal, R. (2022). Affordable pricing strategies for OTT platforms in India. *Management Insight*, 17(2), 101–115.
- [16] Lee, D., & Lee, H. (2020). Understanding user loyalty in online video streaming services. *Information & Management*, 57(2), 103–122.

- [17] Lim, S., & Park, H. (2021). The effects of flexible pricing on OTT subscription intention. *Asia Pacific Journal of Marketing and Logistics*, 33(5), 987–1002.
- [18] Menon, A. (2022). Media as identity: Cultural expressions through OTT platforms in India. *Journal of Social Research*, 46(2), 117–132.
- [19] Mishra, P., & Tiwari, R. (2021). The paradox of discounting: Pricing and brand perception in OTT services. *Indian Journal of Marketing Research*, 12(2), 84–98.
- [20] Raj, S. (2019). Regional representation in Indian digital content: A study of audience preferences. *Journal of Media and Cultural Studies*, 11(3), 33–48.
- [21] Roy, P., & Das, M. (2020). Linguistic diversity and media consumption in India's OTT ecosystem. *South Asian Media Studies*, 9(1), 50–63.
- [22] Sarkar, S., & Dey, M. (2020). Perceived value and price fairness in OTT subscription decisions. *Management Review Quarterly*, 60(3), 309–325.
- [23] Sharma, K. (2022). Telecom bundle offers and OTT adoption in India. *Indian Journal of Business Research*, 14(2), 77–90.
- [24] Sinha, P., & Sharma, A. (2020). Emotional engagement and regional content preferences in India. *Journal of Media Studies*, 15(2), 22–38.
- [25] Xu, Y., & Pratt, S. (2020). Affordability and value perception in streaming services. *International Journal of Hospitality Management*, 89, 102560.