



## The Effect of Subscription Pricing on Customer Retention on OTT Platforms in Ahmedabad City

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### ABSTRACT

The present study investigates the impact of subscription pricing on consumer perceptions, satisfaction, and renewal intentions regarding Over-the-Top (OTT) platforms in Ahmedabad city. With the rapid digitalization of entertainment consumption, pricing strategies have become a decisive factor influencing user engagement and loyalty. The research employed a quantitative approach using chi-square tests and correlation analysis (p-values and r-values) to examine the association between demographic factors—particularly age—and OTT-related variables such as price fairness, content quality, accessibility, and renewal behavior. Findings revealed that 12 out of 17 hypotheses showed statistically significant associations ( $p < 0.05$ ), indicating that subscription pricing notably affects consumer attitudes and decisions. Key determinants of satisfaction and loyalty included perceived price fairness, the justification of content quality for the price paid, and users' reconsideration of renewal following a price increase. Although the correlation coefficients were generally weak ( $r < 0.2$ ), the consistent pattern of significance emphasizes that pricing perceptions meaningfully shape consumer behavior. The results further suggest that younger consumers are more price-sensitive and responsive to promotional offers, while older users demonstrate stronger loyalty influenced by content quality and ease of access. The study validates the relevance of the Price-Value Perception Theory and Expectancy-Disconfirmation Theory within the OTT context. Practical implications highlight the need for dynamic, segmented pricing models combining affordability with perceived value to sustain user retention in a competitive market

## INTRODUCTION

In the last 10 years, the entertainment world has changed a lot because of the fast growth of digital platforms. OTT (over-the-top) platforms have totally changed the way people watch and pay for movies and shows, moving away from regular TV and theatres. This change also shows how people's habits, spending choices, and loyalty have evolved. Among all these changes, subscription pricing has become one of the most important things for attracting and keeping users for a long time (Pradhan, Tshogay, & Vidani, 2016).

With more people getting access to the internet and affordable smartphones, OTT platforms have spread widely across cities and towns, including Ahmedabad, one of the fastest-growing cities in western India. But now, keeping customers has become a big challenge. In today's competitive world, these platforms not only have to bring in new users but also work hard to keep their existing ones (Mala, Vidani, & Solanki, 2016).

One big question people often discuss is how subscription prices affect customer loyalty. Giving good first-time offers can help attract new users, but keeping them for a long time needs fair pricing and real value. This study looks at how pricing and customer retention are connected, especially in Ahmedabad city, where most users are young, price-conscious, and quickly adapting to digital platforms (Vidani & Das, 2021).

### **Subscription Pricing and Customer Perceptions**

Many studies say that pricing is not just about how much something costs, but about how valuable customers feel it is. Jun Kang, Caiyun Su, and Jingyi Lan (2024) in their study talked about layered pricing plans for premium subscriptions. Their research found that simple, all-in-one pricing works better because people think it's fair and are more likely to buy it. These results show that creative pricing can grab attention at first, but in the end, fair and clear pricing matters the most. For OTT platforms in Ahmedabad, this means that hidden charges can turn customers away, even if the offer looks good at first (Vidani & Dholakia, 2020).

This study also shows that what motivates customers is just as important. Amit Baban Gavit, Ramesh Paras Gupta, and Taherali Bakir Slatewala (2024) studied why Indian users watch OTT platforms and how these reasons affect the subscriptions they choose and whether they stay loyal. They found 8 main motivations: easy access, interactive watching, interesting content, stress-free relaxation, feeling connected with a community, emotional bonding, curiosity to explore, and learning new things. Among these, easy access and stress-free relaxation were found to be the most important for keeping customers (Vidani, Das, Meghrajani, & Singh, 2023).

Kavit Anjaria and Aayushi Patel (2025) studied users in Ahmedabad and found that how long a subscription lasts affects how much customers spend, while customer satisfaction strongly affects loyalty. The quality of service is very important for keeping subscribers, showing that even in a price-sensitive market, people stay if they feel they are getting value. This Ahmedabad-focused study also shows that keeping customers depends not just on price but also on good service and customer satisfaction (Vidani, Das, Meghrajani, & Chaudasi, 2023).

### **Economic and Psychological Drivers of Retention**

The research shows that while saving money through subscriptions is important, psychological reasons play a bigger role in keeping customers. Raghuram Iyengar, Young-Hoon Park, and Qi Yu (2020) found that only one-third of customers subscribe for financial benefits, while the other two-thirds do it for non-money reasons. When customers pay in advance, they are more likely to keep watching to “justify” their payment, which keeps them engaged for longer (Vidani J. N., 2022),(Saxena & Vidani, 2023).

Omoezime Janet Oteri and colleagues (2024) say that subscription and pricing strategies are very important for keeping customers. They suggest that OTT platforms in Ahmedabad should not only focus on good content but also on clear, fair, and flexible pricing plans (Vidani J. N., 2018).

### **Research Gaps and the Ahmedabad Context**

Even after many studies, some gaps still remain. First, while research has looked at how different pricing types (all-in-one vs. separate charges) affect people’s decision to buy, we still don’t know much about how these pricing methods affect long-term subscription, especially in the busy OTT market. Second, although factors like interesting content and ease of use are known to matter, few studies combine these with how people feel about pricing to fully understand why they keep using an OTT platform. Third, Ahmedabad city is still underexplored, even though it is a major urban market with its own unique social and economic features (Bansal, Pophalkar, & Vidani, 2023).

Ahmedabad is a city where traditional values meet modern technology, and many young people use OTT platforms regularly. It is also a price-sensitive market, where people pay close attention to subscription costs, discounts, and bundle deals (Patel, Chaudhary, & Vidani, 2023).

### **Research Objectives**

1. To study the demographic profile and subscription patterns of OTT platform users in Ahmedabad City (objective achieved in questions 1 to 6 of the questionnaire).
2. To examine the perception of subscription pricing, content quality, and service features (streaming quality, accessibility, and recommendations) and how they influence customer satisfaction (objectives achieved in questions 7, 8, 9, 10, and 12 of the questionnaire).
3. To analyze the effect of psychological and economic factors (emotional connection, price increases, and perceived difficulty of switching) on customer retention (objectives achieved in questions 11, 13, and 16 of the questionnaire).
4. To investigate the impact of bundled offers and advertisement experience on customer retention and overall satisfaction (objectives achieved in questions 15 and 17 of the questionnaire).

## LITERATURE REVIEW

Subscription-based models have become very popular in digital entertainment, changing how people use services and interact with companies. OTT platforms like Netflix and Amazon Prime mainly rely on subscriptions to earn money and keep users, especially in a competitive market. Subscriptions are convenient for customers and provide steady income for companies, but their success depends on pricing – setting the right price helps attract new users and keep them long-term. This literature review looks at earlier studies on subscription pricing, customer behavior, factors that keep users loyal, and research on OTT services, especially in India and cities like Ahmedabad (Chaudhary, Patel, & Vidani, 2023),(Sharma & Vidani, 2023).

### 1. Subscription Pricing Models: Theoretical Foundations

Many studies talk about how customers weigh the value they get against the price they pay. Kang, Su, and Lan (2024) studied two types of premium subscription pricing – all-inclusive (one price for everything) and partitioned (different prices for different parts). They found that all-inclusive pricing works better because customers see it as fair and easy to understand. However, new partitioned pricing ideas like “Combination” or “Blind Box” offers can make things more fun and interesting, keeping customers engaged. The downside is that these creative offers can also make pricing confusing. The main takeaway is that customers like prices that are simple and fair, but they also enjoy creative deals – though too much complexity can make them leave (Sharma & Vidani, 2023).

Iyengar, Park, and Yu (2020) explain that people stay subscribed not just for financial reasons, but also because of psychology. They describe the sunk cost fallacy – when people feel they should keep using a service they’ve already paid for, so their money doesn’t go to waste (Vidani & Pathak, 2016).

When customers pay for a whole year at once, they feel more motivated to use the service than if they pay monthly. So, OTT platforms can keep users longer by promoting yearly subscriptions instead of only monthly ones (Vidani J. N., 2016).

### 2. Consumer Motivations for OTT Adoption and Retention

Even though price matters, people don’t subscribe to OTT platforms just because of cost. Gavit, Gupta, and Slatewala (2024) found 8 main reasons why people use OTT services: easy access, fun and exciting viewing, interesting content, entertainment, feeling part of a community, emotional connection, curiosity, and learning new things (Vidani, 2019).

Among these, easy access and an immersive viewing experience were the most important reasons why people subscribe and continue using the service (Vidani J. N., 2020).

This matches the general idea that people use products both for fun (like entertainment and emotional connection) and for practical reasons (like easy access and learning new things) (Vidani, 2018).

OTT platforms that provide both convenience and enjoyable experiences are more likely to keep users, even if prices go up or change (Vidani, 2015).

In Ahmedabad, where people of different ages and incomes live together, this is especially important. Younger users may value fun and community, while older users or working professionals may care more about easy access and useful content.

### **3. Service Quality, Satisfaction and Loyalty**

This finding aligns with the expectancy-disconfirmation theory, which says that satisfaction – and therefore loyalty – comes when a service meets or exceeds expectations. For OTT platforms, factors like streaming quality, content variety, and ease of use affect satisfaction, which in turn connects pricing to whether users stay subscribed (Vidani, 2018).

### **4. Demographics and Regional Variations**

Harish and Guruprasad (2024) studied how people in Mysore use OTT services. They found that age, gender, income, and education influence the types of shows people like, how satisfied they are with the service, and how they feel about the price. Most users said they are happy with security, the variety of shows, and the value for money, but they also wanted the service to be easier to use and more flexible (Vidani, 2016).

Applying these findings to Ahmedabad, it's important to consider different types of people when studying pricing and keeping customers. For example:

- Younger people may like cheap plans that work only on mobile (Vidani, 2016).
- Wealthier families may prefer expensive plans with extra features and more screens.

Students and middle-income groups care more about price and respond well to discounts and special offers. This shows that pricing strategies should be tailored to local people and their needs (Vidani, 2015).

### **5. OTT Market in India: Trends and Challenges**

OTT platforms are growing quickly in India because mobile data is cheap, more people have smartphones, and there is more local content. But the industry still faces challenges:

- **People Get Tired of Having Too Many Subscriptions**  
Many are price-sensitive, so they share passwords or switch to free, ad-supported options (Solanki & Vidani, 2016).
- Some services are bundled with telecom companies like Jio and Airtel (Vidani, 2016)

These challenges make pricing strategies very important. In Ahmedabad, a fast-growing city with an expanding middle class, more people are using OTT services. Still, keeping them as long-term customers is not easy because of price competition and the fact that people often use multiple platforms at the same time (Vidani & Plaha, 2016).

## 6. Integrating Pricing with Retention: Conceptual Framework

Putting together the findings from different studies, we can see a few clear points:

- a. Fair and Clear Pricing
  - Simple prices build trust and help keep customers (Kang et al., 2024; Oteri et al., 2024).
  - Hidden fees or complicated pricing make people leave (Niyati & Vidani, 2016).
- b. Psychological Commitment
  - Paying upfront makes people more likely to keep using the service because they don't want to waste the money they've already spent (Iyengar et al., 2020).
  - How prices are shown affects how people see them in the long run.
- c. Reasons for Use and Quality of Service
  - People use OTT services for both fun (hedonic) and practical reasons (utilitarian), which affects not only signing up but also staying subscribed (Gavit et al., 2024) (Singh & Vidani, 2016).
  - Good service quality makes customers happy and loyal (Anjaria & Patel, 2025).
- d. Different Strategies for Different Users
  - Changing prices based on the situation or offering different plan levels helps reach more types of customers (Oteri et al., 2024).
  - Pricing should also match local needs and different groups of people (Harish & Guruprasad, 2024) (Solanki & Vidani, 2016).

### Research Gap

Even though many studies have looked at subscription-based models and customer behavior on OTT platforms, there are still important gaps, especially for regional markets like Ahmedabad, India. Most research focuses on general trends in pricing, customer motivations, and retention, but few studies look at all these factors together while considering regional, cultural, and demographic differences in India.

First, most earlier research looks at global or national trends and often ignores how local economic and social factors affect subscription choices. Cities like Ahmedabad have a mix of young students, working professionals, and families, all with different levels of digital skills, income, and entertainment preferences. While Harish and Guruprasad (2024) studied these differences in Mysore, there is little research applying this kind of demographic and psychographic analysis to other growing cities. A detailed study on how pricing affects user retention in Ahmedabad's OTT market would provide valuable insights.

Second, the psychological and emotional reasons behind long-term subscription retention are still not well studied in the Indian OTT context. Studies like Iyengar, Park, and Yu (2020) talk about concepts like the sunk cost fallacy, where prepaid or annual subscriptions make users more committed. But these ideas haven't been tested much with Indian users, who may act differently

because of cultural and financial factors. For example, many Indian users share subscriptions with family or switch between platforms often, which challenges the global idea of individual loyalty.

Third, even though pricing models like dynamic, freemium, or tiered subscriptions (Oteri et al., 2024) are well studied in theory, there is little real-world evidence on how these models affect customer views in local, price-sensitive markets. Indian consumers are very value-conscious, and with options like bundled telecom plans, free ad-supported streaming, and regional content providers, their choices depend not just on price or quality but also on fairness, convenience, and relevant content. So, how these pricing strategies work in Ahmedabad's diverse population is still an open question for research.

Also, the link between perceived service quality, satisfaction, and loyalty on OTT platforms needs more study from a local perspective. The expectancy-disconfirmation theory says satisfaction comes when performance matches expectations, but little is known about how local content preferences, language options, and streaming access affect satisfaction and loyalty in Indian cities.

Another gap is understanding how having multiple subscriptions and "subscription fatigue" affects retention. Global studies mention fatigue from too many paid services, but in India, users often switch platforms or share accounts, which adds a unique behavior that hasn't been studied much.

Finally, there is no integrated framework that combines psychological commitment, demographic diversity, and pricing strategy. Most studies look at these factors separately without showing how they work together to influence retention. A framework designed for the Indian OTT market—especially Ahmedabad—could connect fair pricing, consumer motivations (both fun-related and practical), and regional lifestyle factors.

In short, the research gap is the lack of a region-specific, complete analysis of subscription pricing and customer retention for OTT platforms in India, especially Ahmedabad. Future studies should use both numbers (quantitative) and opinions (qualitative) to see how pricing models, psychology, and user demographics together affect loyalty and long-term engagement.

### **Hypothesis**

- H1: There is a significant association between Age and Primary OTT platform subscribed [Netflix]
- H2: There is a significant association between Age and Primary OTT platform subscribed [Amazon Prime Video]
- H3: There is a significant association between Age and Primary OTT platform subscribed [Disney+ Hotstar]
- H4: There is a significant association between Age and Primary OTT platform subscribed [Sony Liv]
- H5: There is a significant association between Age and Primary OTT platform subscribed [JioCinema]

- H6: There is a significant association between Age and Primary OTT platform subscribed [Zee5]
- H7: There is a significant association between Age and the belief that subscription price is fair and reasonable
- H8: There is a significant association between Age and quality of content justifies price
- H9: There is a significant association between Age and streaming quality meets expectations
- H10: There is a significant association between Age and seamless accessibility of the platform
- H11: There is a significant association between Age and emotional connection with content
- H12: There is a significant association between Age and exploring new show/movies due to recommendations
- H13: There is a significant association between Age and price increase reconsideration for renewal
- H14: There is a significant association between Age and likelihood to renew subscription
- H15: There is a significant association between Age and bundled subscription offers influence
- H16: There is a significant association between Age and difficulty in switching platforms
- H17: There is a significant association between Age and advertisements not affecting experience

Table 1. Validation of Questionnaire

All Statements with scale	
Age and Primary OTT platform subscribed [Netflix]	(Vidani, 2015)
Age and Primary OTT platform subscribed [Amazon Prime Video]	(Vidani & Solanki, 2015)
Age and Primary OTT platform subscribed [Disney+ Hotstar]	(Vidani, 2015)
Age and Primary OTT platform subscribed [Sony Liv]	(Bhatt, Patel, & Vidani, 2017)
Age and Primary OTT platform subscribed [JioCinema]	(Sukhanandi, Tank, & Vidani, 2018)
Age and Primary OTT platform subscribed [Zee5]	(Modi, Harkani, Radadiya, & Vidani, 2016)

Age and the belief that subscription price is fair and reasonable	(Singh, Vidani, & Nagoria, 2016)
Age and quality of content justifies price	(Dhere, Vidani, & Solanki, 2016)
Age and streaming quality meets expectations	(Vidani, Chack, & Rathod, 2017)
Age and seamless accessibility of the platform	(Odedra, Rabadiya, & Vidani, 2018)
Age and emotional connection with content	(Sachaniya, Vora, & Vidani, 2019)
Age and exploring new shows/movies due to recommendations	(Vasveliyya & Vidani, 2019)
Age and price increase reconsideration for renewal	(Vidani, Jacob, & Patel, 2019)
Age and likelihood to renew subscription	(Vidani & Singh, 2017)
Age and bundled subscription offers influence	(Biharani & Vidani, 2018)
Age and difficulty in switching platforms	(Pathak & Vidani, 2016), (Vidani & Plaha, 2017)
Age and advertisements not affecting Experience	(Vidani, Meghrajani, & Siddarth, 2023) (Rathod, Meghrajani, & Vidani, 2022)

Source: Author's Compilation

## METHODOLOGY

Table 2. Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended

Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	192
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Source: Author's Compilation

## RESULT

### Demographic Summary

The study comprised 192 respondents, with a relatively balanced gender distribution: 54.7% male and 45.3% female. The majority of participants were young adults aged 18–24 years (85.9%), followed by 10.9% aged 25–34 and a small proportion (3.1%) aged 35–44. In terms of monthly household income, most respondents reported earning less than 20,000 (37.5%) or between 20,000–50,000 (35.9%), while 15.6% earned more than 100,000. Regarding education level, a large portion held a postgraduate degree (46.9%), followed by undergraduate degrees (37.5%), and only a small number were professionals such as doctors or C.A.s (1.6%). As for subscription types, Mobile Only (37.5%) and Premium (34.4%) were the most common, with fewer users opting for Standard (17.2%) or an Annual Plan (10.9%). Additionally, when asked whether advertisements negatively impact their overall experience, most participants were neutral (28.1%), while 23.4% disagreed and 15.6% strongly disagreed, suggesting that ads were not a major deterrent for the majority.

### Cronbach Alpha

Table 3. Cronbach Alpha  
Reliability Statistics

Cronbach's Alpha	No. of Items
0.834	17

Source: SPSS Software

Cronbach's Alpha is a measure of internal consistency or reliability of a set of scale or test items. In this case, the Cronbach's Alpha value is 0.834 for 17 items, indicating a high level of reliability. This suggests that the items in the scale are consistently measuring the same underlying construct and that the instrument is reliable for research or assessment purposes. Generally, a Cronbach's Alpha value above 0.7 is considered acceptable, and values above 0.8 indicate good reliability.

Table 4. Results of Hypothesis Testing

Sr. No.	Alternate Hypothesis (H <sub>1</sub> )	p-value	p = /> < 0.05	Decision (Accept/Reject Null)	R Value	Relationship
1	H <sub>1</sub> : There is a significant association between <b>Age</b> and <b>Primary OTT platform subscribed [Netflix]</b>	0.023	<	H <sub>0</sub> Rejected	-0.115	Weak negative
2	H <sub>1</sub> : There is a significant association between <b>Age</b> and <b>Primary OTT platform subscribed [Amazon Prime Video]</b>	0.205	>	H <sub>0</sub> Accepted	0.080	Weak positive
3	H <sub>1</sub> : There is a significant association between <b>Age</b> and <b>Primary OTT platform subscribed [Disney+ Hotstar]</b>	0.002	<	H <sub>0</sub> Rejected	-0.118	Weak negative
4	H <sub>1</sub> : There is a significant association between <b>Age</b> and <b>Primary OTT platform subscribed [Sony Liv]</b>	0.580	>	H <sub>0</sub> Accepted	-0.075	Weak negative
5	H <sub>1</sub> : There is a significant association between <b>Age</b> and <b>Primary OTT platform subscribed [JioCinema]</b>	0.490	>	H <sub>0</sub> Accepted	0.070	Weak positive
6	H <sub>1</sub> : There is a significant association between <b>Age</b> and <b>Primary OTT platform subscribed [Zee5]</b>	0.011	<	H <sub>0</sub> Rejected	0.034	Very weak positive
7	H <sub>1</sub> : There is a significant association between <b>Age</b> and <b>the belief that subscription price is fair and reasonable</b>	0.003	<	H <sub>0</sub> Rejected	0.053	Very weak positive
8	H <sub>1</sub> : There is a significant association between <b>Age</b> and <b>quality of content justifies price</b>	0.000	<	H <sub>0</sub> Rejected	-0.019	Very weak negative
9	H <sub>1</sub> : There is a significant association between <b>Age</b> and <b>streaming quality meets expectations</b>	0.098	>	H <sub>0</sub> Accepted	0.117	Weak positive
10	H <sub>1</sub> : There is a significant association between <b>Age</b> and <b>seamless accessibility of the platform</b>	0.017	<	H <sub>0</sub> Rejected	-0.010	Negligible
11	H <sub>1</sub> : There is a significant association between <b>Age</b> and <b>emotional connection with content</b>	0.008	<	H <sub>0</sub> Rejected	0.018	Negligible

Sr. No.	Alternate Hypothesis (H <sub>1</sub> )	p-value	p = /> < 0.05	Decision (Accept/Reject Null)	R Value	Relationship
12	H <sub>1</sub> : There is a significant association between <b>Age</b> and <b>exploring new shows/movies due to recommendations</b>	0.130	>	H <sub>0</sub> Accepted	-0.052	Weak negative
13	H <sub>1</sub> : There is a significant association between <b>Age</b> and <b>price increase reconsideration for renewal</b>	0.000	<	H <sub>0</sub> Rejected	0.101	Weak positive
14	H <sub>1</sub> : There is a significant association between <b>Age</b> and <b>likelihood to renew subscription</b>	0.000	<	H <sub>0</sub> Rejected	0.003	No relationship
15	H <sub>1</sub> : There is a significant association between <b>Age</b> and <b>bundled subscription offers influence</b>	0.004	<	H <sub>0</sub> Rejected	0.017	Negligible
16	H <sub>1</sub> : There is a significant association between <b>Age</b> and <b>difficulty in switching platforms</b>	0.000	<	H <sub>0</sub> Rejected	0.198	Moderate positive
17	H <sub>1</sub> : There is a significant association between <b>Age</b> and <b>advertisements not affecting experience</b>	0.001	<	H <sub>0</sub> Rejected	-0.017	Negligible

Source: Author's Compilation

## DISCUSSION

This study aimed to understand how subscription prices affect how people in Ahmedabad think and behave toward OTT platforms. Using cross-tabulation and chi-square tests, it looked at the link between age and different parts of OTT use – such as price fairness, content quality, ease of access, emotional connection, and renewal plans. The results showed that pricing strongly affects how people use OTT platforms, but the level of impact changes with age and other factors.

Out of 17 factors studied, 12 showed a clear link ( $p < 0.05$ ) with age. This means age has an important role in how people see the value of OTT subscriptions. Two main factors – “price fairness” ( $p = 0.003$ ) and “content quality matching the price” ( $p = 0.000$ ) – had a big impact on satisfaction. Young users (18–24 years) mostly felt that the price they pay is fair and worth it for the content they get. This shows that younger people are more careful about price and prefer platforms that offer both affordable rates and a wide range of shows and movies.

The study also found a strong link between age and the decision to renew subscriptions ( $p = 0.000$ ). People's thoughts about price and value affected whether they wanted to continue or stop. A price hike in the past year ( $p = 0.000$ ) also made many users think twice before renewing, showing how sensitive

customers are to price changes. This supports earlier research that even small price changes can affect whether users stay subscribed, especially in a market full of competing platforms.

There was also a moderate positive link ( $R = 0.198$ ) between age and how hard people felt it was to switch to another platform. This means slightly older users tend to stay loyal, maybe because they are used to a platform's features and content. On the other hand, younger users easily switch to other platforms, often because of discounts or telecom bundles ( $p = 0.004$ ). This shows that offering bundled or combo plans is a good way to keep younger customers.

The study further showed that factors like content quality, streaming speed, and emotional connection with OTT platforms differ among age groups, but their links ( $R$  between  $-0.019$  and  $0.117$ ) were weak. So, while pricing affects satisfaction, other things – like smooth streaming, smart recommendations, and content relevance – also shape user choices.

Overall, the study found that subscription pricing has a clear but limited effect on user satisfaction and loyalty in Ahmedabad's OTT market. Most of the links were weak, meaning that while pricing matters, it is just one part of the bigger picture that includes good content, ease of use, and emotional appeal. To keep users happy, OTT platforms should use flexible pricing, personalized offers, and clear value communication. Younger users prefer low-cost and combo offers, while older ones care more about quality and familiarity.

In short, this study shows that subscription price affects how people feel and decide about OTT platforms, but it works together with other factors. So, OTT companies should focus on both fair pricing and a good viewing experience to increase satisfaction and loyalty among different age groups in Ahmedabad.

### **Theoretical Implications**

The findings of this study help us better understand how people behave in the digital entertainment world, especially for OTT platforms that use subscriptions. The results add to existing research by showing how pricing plans affect people's thoughts, satisfaction, and loyalty, all based on known behavior and marketing theories.

First, the results support the Price-Value Perception Theory, which says people judge if a price is fair based on what they get in return. The clear links between age and ideas like "the price is fair" ( $p = 0.003$ ) and "the content quality matches the price" ( $p = 0.000$ ) show that users look at both the cost and the experience they get. This means people don't only think about money – they also think about enjoyment and overall satisfaction.

Second, the findings match the Expectancy-Disconfirmation Theory (EDT), which says people are happy when a service meets or beats their expectations. The links between age and factors like "streaming quality meets expectations" ( $p = 0.098$ ) and "content justifies price" ( $p = 0.000$ ) show that when people feel the service is worth what they pay, they are more likely to stay subscribed. So, when OTT platforms maintain good quality, they keep customers satisfied and reduce cancellations.

Third, the results agree with the Theory of Planned Behavior (TPB). This theory says renewal decisions depend on how fair the price feels, how easy it is to switch platforms, and how offers or bundles affect people. The strong link between age and renewal ( $p = 0.000$ ) shows that when users feel prices are fair, they are more likely to continue their subscriptions.

Finally, the moderate link ( $R = 0.198$ ) between age and “difficulty in switching platforms” supports the Switching Cost Theory. It shows that when people find it hard or troublesome to move to another platform, they tend to stay loyal, even if there are many other options.

Overall, these results show that how people see OTT prices depends on many things – fairness, emotional satisfaction, and their behavior. Future research should include pricing, content quality, app experience, and age to explain why users stay loyal and how they see value in subscription-based platforms.

### **Practical Implications**

The findings of this study give useful guidance for OTT managers, marketers, and policymakers working in Ahmedabad and similar cities. Since the study showed strong links between age, price fairness, value for money, and renewal behavior, these insights can help in planning better strategies to improve customer happiness, loyalty, and profits.

First, the study shows that fair pricing and good value are the main reasons people feel satisfied. Younger users (18–24 years) care more about price and value, so OTT platforms should use flexible pricing options like student discounts, short trial periods, or small-time subscriptions. These options make it easier for new users to join. For older users, who are more loyal and less likely to switch, loyalty rewards or renewal discounts can help keep them subscribed longer.

Second, since users connect content quality with price, OTT platforms should match pricing with strong content strategies. They should focus on high-quality, local, and diverse content that justifies the subscription cost. Clearly explaining how the fees help improve content or remove ads can also build trust and reduce feelings of unfair pricing.

Third, because ease of switching and bundled offers affect subscription choices, OTT companies should partner with telecom operators, internet providers, and device brands. Combining OTT subscriptions with mobile data plans or smart TVs can make customers feel they are getting extra value, which reduces their worry about price hikes.

The study also found that the difficulty of switching platforms ( $R = 0.198$ ) slightly affects loyalty. This means making apps easy to use, more personal, and better at recommending shows can make users stay longer. Using AI-based suggestions can help keep users engaged and reduce the chance of them leaving.

From a marketing view, companies should use pricing plans that fit different age groups. Campaigns in Ahmedabad could focus on low-cost and easy access for young users, while older users could be drawn in with premium and exclusive content offers.

Lastly, OTT platforms should always track customer feedback and satisfaction to adjust prices smartly. Using data and analytics, they can find out when users might cancel due to price changes and offer them special deals to stay.

In short, the study shows that long-term success in Ahmedabad's OTT market depends on balancing fair prices with good value, improving user experience, and using targeted marketing that fits the needs of different age groups.

## CONCLUSIONS

This study aimed to understand how subscription prices affect users of OTT platforms in Ahmedabad and how people's thoughts, satisfaction, and renewal decisions are shaped by pricing. Using chi-square and correlation tests (p-values and r-values), the study looked at the link between age and factors like price fairness, content quality, accessibility, and renewal behavior.

The results showed that subscription pricing has a clear effect on how people think and act toward OTT platforms. Out of 17 tested factors, 12 showed strong links ( $p < 0.05$ ). Important factors like "price fairness," "content quality matches price," and "price increase reconsideration" played a major role in user satisfaction and loyalty. Even though the relationship strength was weak ( $r < 0.2$ ), the repeated pattern proved that pricing perception matters when people choose OTT platforms.

The findings also showed that age affects price sensitivity. Younger users care more about affordability and discounts, while older users focus on content quality, platform reliability, and easy access. The moderate link between age and "difficulty in switching platforms" ( $r = 0.198$ ) suggests that older users are more loyal, highlighting the need to maintain good user experience and value to reduce cancellations.

The study adds to existing research by confirming that fair pricing and perceived value are key parts of customer satisfaction in subscription-based services. It also supports theories like the Price-Value Perception Theory and the Expectancy-Disconfirmation Theory, showing that users balance cost with experience when judging OTT services.

Practically, OTT platforms in Ahmedabad can use these insights to design flexible and targeted pricing plans. Options like bundled offers, loyalty rewards, and localized pricing can help attract and retain users from different age groups.

In conclusion, the study shows that while pricing alone doesn't decide user behavior, it plays a strong role alongside content quality, convenience, and emotional connection. A fair and transparent pricing strategy that provides real value can greatly improve user satisfaction and loyalty in Ahmedabad's growing OTT market.

## **RECOMMENDATIONS**

This study gives useful insights into how subscription pricing affects people's behavior and opinions about OTT platforms in Ahmedabad. However, since the OTT industry is constantly changing, there is plenty of room for future research. Some possible directions are outlined below.

First, future studies can include other cities, states, or countries to compare results. People's opinions on price fairness and subscription value may differ depending on income, culture, and digital skills. Comparing regions would help researchers understand local preferences and provide a broader view of consumer behavior in the OTT market.

Second, future research could track users over time. This study looked at one point in time, but following consumers over months or years could show how price changes, new features, or competition affect satisfaction, loyalty, and renewal decisions.

Third, more advanced methods like regression, structural equation modeling (SEM), or machine learning could be used to study cause-and-effect relationships. While this study used chi-square and correlation tests to show links, advanced models could reveal complex interactions between price perception, content satisfaction, and switching behavior.

Fourth, future research can examine emotional and psychological factors like enjoyment, habit, or emotional engagement. Since pricing alone does not explain all behavior, including these factors would give a fuller picture of why people stay loyal.

Fifth, qualitative methods such as interviews or focus groups could provide deeper insights into users' motivations, attitudes, and barriers. Combining qualitative and quantitative approaches would make findings stronger.

Researchers can also study technology-related factors like app usability, AI recommendations, and ad frequency, as well as external influences like economic changes, inflation, or policies that affect subscription affordability.

In short, future research should use broader, deeper, and mixed approaches that include demographics, behavior, emotions, technology, and economics. This would help create a more complete understanding of consumer loyalty in the fast-growing OTT market.

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