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Factors Influencing Subscription Decisions for OTT Media Services among Gen Y and Gen Z Consumers in Haryana

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ABSTRACT: The rapid expansion of subscription-based over-the-top (OTT) media services has transformed entertainment consumption in India. India's OTT user base was 664.9 million, or 45% of India's population, in 2026, and its active paid subscriber base was 172.6 million in 2026; digital subscription revenues increased 60% to ₹16,300 crore in 2025. Challenges include limited progress in converting free viewers into loyal subscribers and trends of multiplatform and switching usage as content shifts platforms. This paper studies subscription decision factors for Millennials and Gen Z consumers in Haryana, a state that includes tech-oriented urban areas such as Gurugram and Faridabad and semiurban and rural areas. Theories applied include Uses and Gratifications Theory, UTAUT2, perceived value theory, and the Expectation–Confirmation Model. A Need–Decision (N-D) model was developed in which content value, price, convenience, variety, personalization, and social influences affect consumer needs assessments related to OTT services, which in turn affect perceived service value and subscription and retention or switching decisions. Generational cohort serves as a moderating variable. This paper reviews recent Indian studies and data on OTT service use, offers eight research hypotheses, and describes survey instruments and other methods for testing hypotheses among Haryana respondents in multiple groups. Review findings suggest that Millennials' subscription decisions are likely to be influenced by value for money and other household benefits and reliability of content, and that Gen Z decisions are likely to be influenced by convenience, personalization, variety of content, and peer pressure. Products and practices to test in Haryana and other regional Indian markets are described.

1. INTRODUCTION

Subscription video services have changed how consumers interact with media. Movies, TV shows, web series, and other content—and live sports and music programming—are accessible on mobile devices and other connected devices, including TVs, at various price points, including lower-priced mobile subscriptions and higher-priced family plans. These changes in viewing habits have also affected how consumers pay for media. Households usually bought linear video service for the home through a cable or DTH subscription. With subscription video services, consumers make multiple decisions about whether and how to use different video services over time, including decisions about renewal and cancellation.

India is among the largest and most competitive global markets for streaming services. The national OTT audience was 664.9 million in 2026, an 11% increase over 2025, according to the Ormax OTT Audience Report 2026. Paid subscriptions increased 16% to 172.6 million during the same period. The number of connected TV users, at 206.9 million, jumped 60% in 2026, suggesting that OTT viewing is shifting from an individual, mobile activity to one watched by household members. Digital subscription revenues, including video, increased 60% in 2025 to ₹163 billion, and India had 216 million paid video subscribers living in 143 million households, according to the FICCI–EY Media and Entertainment Report 2026. Other trends in the Indian market include mergers, such as the creation of JioHotstar; bundling of OTT services with mobile and broadband services by telcos; and the rise of OTT aggregators offering one subscription to multiple services.

These developments raise a central marketing question: what drives consumers to move from free viewing to paid subscription, and what sustains that commitment? Prior research in India has identified content, convenience, features, price and quality as major determinants of the willingness to subscribe (Nagaraj et al., 2021), while Uses and Gratifications studies show that convenient navigability, binge-watching and relaxation predict purchase intention (Talwar et al., 2022). More recent work shows that perceived value can outweigh subscription cost in shaping continuance and recommendation (Chavadi et al., 2025) and that consumers in India maintain portfolios of platforms shaped by social endorsement (Sarraf & Kar, 2026).

Generational differences are especially relevant. Gen Y consumers, born roughly between 1981 and 1996, came of age during a shift in media consumption from traditional broadcast television to online video and other services, and many serve as primary decision-makers for other household members. Gen Z consumers, born roughly between 1997 and 2012, have never known a world without mobile devices and short-form video content and social media recommended by algorithms. While both groups consume similar video services, they have different motivations and price sensitivities and different expectations about personalization and social connection. It's important not to lump all video consumers together.

Haryana offers valuable insights into group differences. The state includes highly developed digital corridors located in the National Capital Region, including the cities of Gurugram and Faridabad, as well as less developed agricultural and semiurban areas, including the Haryana districts of Hisar, Rohtak, Karnal, and Sirsa. Mobile penetration rates in Haryana are relatively high; according to data recently released by TRAI for the December 2025 quarter, mobile tele-density in urban areas of Haryana is 115.30 subscribers per 100 inhabitants and 69.29 subscribers per 100 inhabitants in rural areas. Linguistic and other regional factors, as well as economic differences, make Haryana a suitable location for studying group differences. Our study builds an N-D model and other research tools to compare Gen Y and Gen Z mobile subscribers in Haryana.

2. THEORETICAL FOUNDATIONS

Four theoretical perspectives inform the study. Uses and Gratifications Theory (Katz et al., 1973) holds that audiences actively select media to satisfy specific needs such as entertainment, relaxation, escape, social interaction and information. In the OTT context, gratifications such as binge-watching, convenient navigation and relaxation have been shown to predict both purchase and continuation intentions (Talwar et al., 2022). UTAUT2 (Venkatesh et al., 2012) extends technology-acceptance research to consumer settings by adding hedonic motivation, price value and habit to performance expectancy, effort expectancy and social influence; it is especially suited to paid digital services in which enjoyment and cost are weighed together. Perceived value theory (Zeithaml, 1988; Sheth et al., 1991) treats the consumer's decision as a trade-off between what is received—functional, emotional, social and epistemic value—and what is given up in money, time and effort. Finally, the Expectation–Confirmation Model (Bhattacharjee, 2001) explains post-adoption behaviour: when the experience confirms or exceeds expectations, satisfaction rises and so does the intention to continue.

Generational cohort theory provides the segmentation logic. Cohorts that experience similar technological and social conditions during their formative years tend to develop shared values and consumption patterns that persist over time (Mannheim, 1952). Table 1 summarises the cohort characteristics relevant to streaming behaviour.

Table 1. Generational cohort profile relevant to OTT subscription behaviour

Dimension	Generation Y (Millennials)	Generation Z
Birth years (approx.)	1981–1996	1997–2012
Age in 2026	About 30–45 years	About 14–29 years (adult respondents 18–29)
Formative media environment	Cable/DTH television, DVDs, early internet and desktop video	Smartphones, 4G/5G, social media, short-form video
Typical role in subscription	Household purchaser; family or shared plans	Individual user; often on shared, bundled or parent-paid access
Expected decision anchors	Value-for-money, reliability, household utility, content quality	Convenience, personalisation, variety, peer relevance, immediacy
Expected post-decision pattern	Stable continuance; selective consolidation	Rotation, multihoming and faster switching

Source: Authors' compilation based on generational cohort literature and OTT consumer studies.

3. REVIEW OF LITERATURE

Indian research on OTT consumption has progressed from adoption studies toward models of willingness to pay, satisfaction, continuance and switching. Nagaraj, Singh and Yasa (2021) identified fourteen reasons for subscription and eleven reasons for non-subscription among Indian consumers; exploratory factor analysis reduced these to five determinants—content, convenience, features, price and quality—all of which affected the subscription decision, with price exhibiting an inverse relationship. Khatri (2021) compared Gen Z, Millennials and Gen X and found that evolving lifestyles, wider choice, personalised content and richer viewing experiences were increasing subscription uptake across cohorts.

Talwar et al. (2022) examined 576 Indian OTT users from a Uses and Gratifications perspective and identified eight gratifications: convenient navigability, binge-watching, entertainment, relaxation, social interaction, companionship, voyeurism and information seeking. Purchase intention was predicted by convenient navigability, binge-watching and relaxation, whereas continuation intention was predicted by convenient navigability, binge-watching and entertainment. Gupta, Joshi and Singh (2025) integrated the Technology Acceptance Model with Uses and Gratifications Theory in a sample of 256 users and found that intrinsic factors—instrumental use, interactive control and flow experience—were strongly associated with willingness to pay.

Post-adoption behaviour has received growing attention. Chavadi et al. (2025), using data from 390 respondents, showed that engagement and experience shape continuance and recommendation behaviour, and that perceived value may carry greater weight than subscription cost. Mondal and Panda (2026) integrated UTAUT2 with the Expectation–Confirmation Model for Gen Z consumers in India and found that OTT-specific experiential factors—content availability, binge-watching and personalisation—together with price value and hedonic motivation were the strongest enablers, with satisfaction mediating their effect on continuance intention. Sarraf and Kar (2026) studied 706 users in India and Australia and reframed subscription fatigue as a portfolio-fit problem rather than a pure cost problem; Indian users maintained 'social portfolios' of platforms driven by community endorsement. Table 2 summarises these studies.

Table 2. Synthesis of selected empirical studies on OTT subscription behaviour in India

Study	Sample / method	Key determinants	Relevance to cohort comparison
Nagaraj et al. (2021)	Indian consumers; EFA and regression	Content, convenience, features, price (–), quality	Baseline determinants of subscription

Khatri (2021)	Gen Z, Millennials, Gen X; survey	Lifestyle change, choice, personalisation, experience	Early evidence of cohort differences
Talwar et al. (2022)	576 users; U&G, SEM	Navigability, binge-watching, relaxation, entertainment	Separates purchase from continuation
Gupta et al. (2025)	256 users; TAM + U&G	Instrumental use, interactive control, flow	Intrinsic drivers of willingness to pay
Chavadi et al. (2025)	390 users; SEM	Engagement, experience, perceived value > cost	Value outweighs price in retention
Mondal & Panda (2026)	Gen Z India; UTAUT2 + ECM, PLS-SEM	Content availability, binge-watching, personalisation, price value, hedonic motivation	Gen Z-specific continuance drivers
Sarraf & Kar (2026)	706 users, India and Australia	Social, functional, experiential and epistemic value	Multihoming as portfolio behaviour

Source: Compiled by the authors from the cited studies.

4. MARKET CONTEXT: GROWTH, CONSOLIDATION AND SUBSCRIPTION DYNAMICS

The Indian OTT market has entered a phase in which audience growth is slowing but monetisation is accelerating. Ormax data show the audience universe rising from 481.1 million in 2023 to 664.9 million in 2026 (Figure 1). In 2024, audience growth of 13.8% was driven entirely by ad-supported (AVOD) viewers, and active paid subscriptions remained close to 100 million. Since then, paid subscriptions have risen sharply to 148.2 million in 2025 and 172.6 million in 2026, helped by telecom bundles, aggregators and aggressive low-price plans. Table 3 summarises the latest indicators.

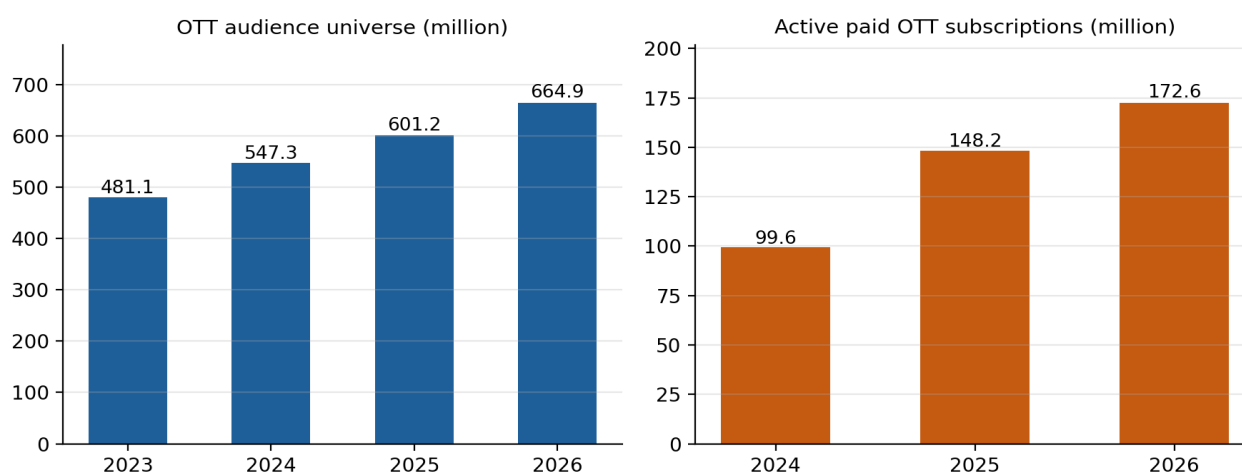


Figure 1. Growth of India's OTT audience and active paid subscriptions

Source: Ormax Media, The Ormax OTT Audience Report (2024, 2025, 2026). The 2025 and 2026 subscription counts include telecom bundles and aggregators.

Table 3. Key indicators of India's streaming market

Indicator	Value	Year / source
OTT audience universe	664.9 million ($\approx 45\%$ of population)	2026, Ormax
Active paid OTT subscriptions	172.6 million (+16% YoY)	2026, Ormax
Connected TV users	206.9 million (+60% YoY)	2026, Ormax

Average weekly OTT viewing time	14.9 hours per viewer	2026, Ormax
Digital subscription revenue	₹163 billion (+60%)	2025, FICCI-EY
Paid video subscriptions / households	216 million across 143 million households	2025, FICCI-EY
Total internet subscribers (India)	1,092.79 million; 76.59 per 100 population	Mar 2026, TRAI
Average wireless data use	26.70 GB per subscriber per month	Jan–Mar 2026, TRAI
Haryana tele-density (urban / rural)	115.30 / 69.29 per 100 population	Dec 2025, TRAI

Source: Ormax Media (2026); FICCI-EY (2026); TRAI Performance Indicator Reports (2026).

Two further trends are relevant to cohort behaviour. First, the rapid rise of connected TV (Figure 2) signals that subscription decisions are increasingly made for the household screen, a context in which Gen Y typically acts as the purchaser. Second, the average number of paid platforms per SVOD user fell from 2.8 in 2023 to 2.5 in 2024, indicating that paying consumers began to consolidate and rotate subscriptions rather than accumulate them. This pattern of selective retention and periodic switching—often described as subscription fatigue—is precisely where generational differences in value perception are likely to matter most.

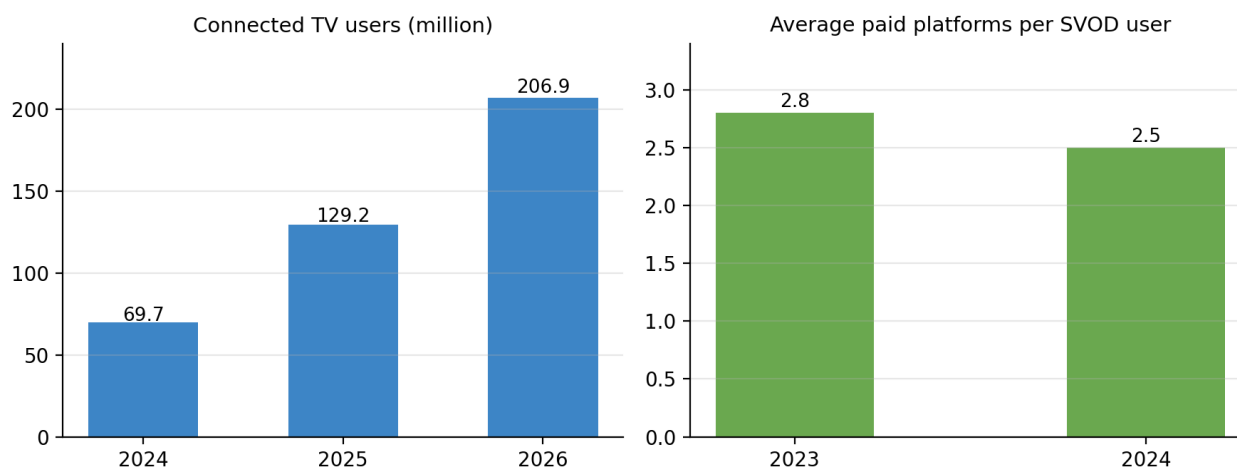


Figure 2. Connected TV adoption and subscription consolidation

Source: Ormax Media, The Ormax OTT Audience Report (2024, 2025, 2026).

5. RESEARCH GAP AND OBJECTIVES

Existing Indian research has examined adoption, willingness to pay, satisfaction, continuance and perceived value, but three gaps remain. First, few studies directly compare Gen Y and Gen Z within the same model; most either pool respondents or focus on a single cohort. Second, the evidence is concentrated in metropolitan samples, with little attention to regional markets such as Haryana, where urban, semi-urban and rural consumers coexist and where regional-language content plays a distinctive role. Third, the literature tends to study the subscription decision and post-decision behaviour separately, without an integrated framework that connects consumer needs, evaluative attributes, perceived value, the decision itself and the subsequent choice to continue, multihome or switch. The study addresses these gaps through the following objectives:

- To identify the major factors influencing OTT subscription decisions among Gen Y and Gen Z consumers in Haryana.
- To compare the two cohorts with respect to content value, price, convenience, variety, personalisation and social influence.
- To examine the role of perceived value in linking evaluative factors to subscription intention and continuance intention.
- To assess whether generational cohort moderates the relationships in the proposed N-D framework.

- To derive cohort-specific managerial implications for streaming service providers.

6. THE NEED–DECISION (N-D) ANALYTICAL FRAMEWORK AND HYPOTHESES

The N-D framework treats streaming consumption as a sequential process with four stages (Figure 3). In the **need** stage, consumers seek gratifications such as entertainment, relaxation, escape, social connection and information. In the **evaluation** stage, they assess platforms against six attributes: content value, price and affordability, convenience and navigability, content variety, personalisation and social influence. These assessments combine into **perceived value**, which drives the **subscription decision**. The post-decision experience then determines whether the consumer continues, adds further platforms (multihoming) or switches and churns. The generational cohort is proposed as a moderator of the links between the evaluative attributes, perceived value and the decision.

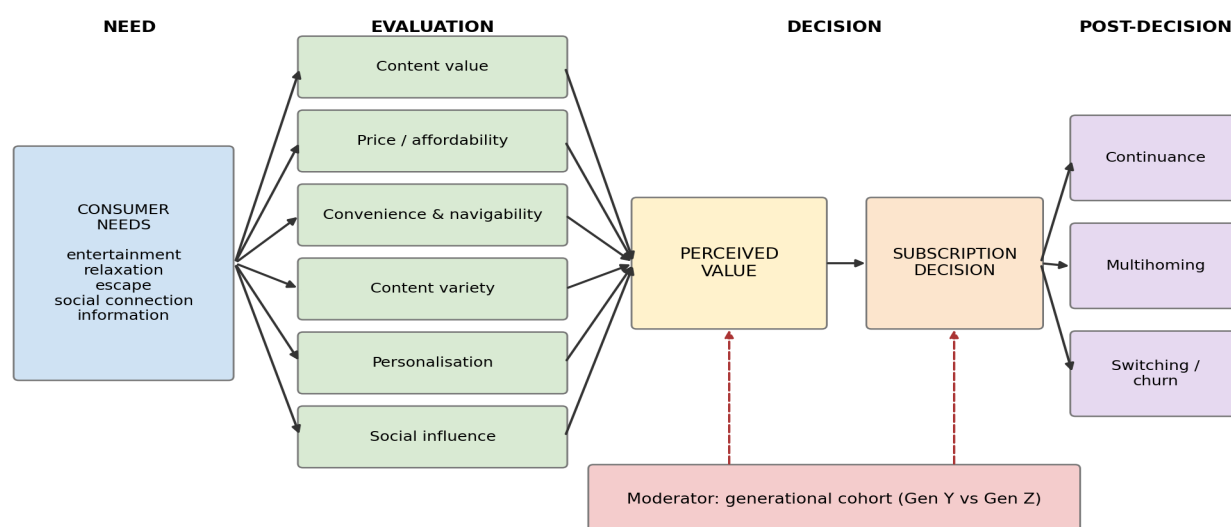


Figure 3. The Need–Decision (N-D) analytical framework for OTT subscription behaviour

Source: Authors' construction based on Katz et al. (1973), Venkatesh et al. (2012), Zeithaml (1988) and Bhattacharjee (2001).

Grounded in the literature reviewed above, the study proposes the hypotheses in Table 4. Hypotheses H1–H6 specify the direct effects of the evaluative attributes, H7 the link from perceived value to subscription and continuance intention, and H8 the moderating role of cohort.

Table 4. Proposed hypotheses and theoretical basis

No.	Hypothesis	Theoretical basis	Expected cohort pattern
H1	Content value positively influences perceived value	Perceived value; Nagaraj et al. (2021)	Strong for both; stronger for Gen Y
H2	Price affordability positively influences perceived value	UTAUT2 price value	Stronger for Gen Y (household budget)
H3	Convenience and navigability positively influence perceived value	U&G; Talwar et al. (2022)	Stronger for Gen Z
H4	Content variety positively influences perceived value	Epistemic value; Sarraf & Kar (2026)	Stronger for Gen Z
H5	Personalisation positively influences perceived value	Mondal & Panda (2026)	Stronger for Gen Z
H6	Social influence positively influences perceived value	UTAUT2; social value	Stronger for Gen Z

H7	Perceived value positively influences subscription and continuance intention	Perceived value; ECM	Significant for both cohorts
H8	Generational cohort moderates the effects in H1–H6	Generational cohort theory	Significant path differences

Source: Developed by the authors.

7. RESEARCH METHODOLOGY

7.1 Research design and sampling

The study adopts a cross-sectional, descriptive and causal research design. The population consists of adult OTT users in Haryana belonging to Gen Y (aged about 30–45 years) and Gen Z (aged 18–29 years), who have used at least one paid or bundled streaming service in the preceding six months. A multi-stage quota sampling strategy is specified. In the first stage, districts are selected to represent the urban NCR belt (Gurugram, Faridabad), major regional centres (Rohtak, Hisar, Karnal, Panipat) and semi-urban areas. In the second stage, quotas are set by cohort, gender and urban/semi-urban residence to ensure balanced representation. A minimum of 200 usable responses per cohort (400 in total) is targeted, which exceeds the thresholds recommended for PLS-SEM with the proposed number of predictors and allows adequately powered multi-group comparison (Hair et al., 2022). Data are collected through a bilingual (Hindi–English) structured questionnaire administered both online and in person.

7.2 Measurement instrument

All constructs are measured on five-point Likert scales (1 = strongly disagree; 5 = strongly agree) adapted from validated sources, as shown in Table 5. A pilot test with about 50 respondents precedes the main survey to confirm clarity and preliminary reliability. The questionnaire also records demographic characteristics, number and names of platforms subscribed, plan type (individual, family, bundled), monthly spending, devices used, preferred language and genres, and weekly viewing time.

Table 5. Constructs, indicative items and sources

Construct	Items	Sample item	Adapted from
Content value	4	The platform offers content that is worth paying for	Nagaraj et al. (2021)
Price affordability	4	The subscription price is reasonable for what I receive	Venkatesh et al. (2012)
Convenience & navigability	4	It is easy to find what I want to watch	Talwar et al. (2022)
Content variety	3	The platform offers a wide range of genres and languages	Sarraf & Kar (2026)
Personalisation	3	Recommendations match my interests	Mondal & Panda (2026)
Social influence	3	People important to me recommend this platform	Venkatesh et al. (2012)
Perceived value	4	Overall, the subscription provides good value	Zeithaml (1988)
Subscription intention	3	I intend to pay for this service	Talwar et al. (2022)
Continuance intention	3	I intend to renew my subscription	Bhattacharjee (2001)
Switching / multihoming intention	3	I am likely to move to or add another platform	Sarraf & Kar (2026)

Source: Developed by the authors from the cited scales.

7.3 Analytical strategy

The analysis proceeds in five stages (Figure 4). After data screening for missing values, outliers and common-method bias (Harman's single-factor test and full-collinearity VIFs), the measurement model is assessed through indicator loadings,

Cronbach's alpha, composite reliability ($CR \geq 0.70$), average variance extracted ($AVE \geq 0.50$) and the heterotrait–monotrait ratio ($HTMT < 0.85$). Cohort differences in construct means are tested using independent-samples t-tests or Mann–Whitney U tests, with Cohen's d reported as the effect size; chi-square tests examine associations between cohort and categorical behaviour such as plan type and number of platforms. The structural model is estimated using PLS-SEM with bootstrapping (5,000 resamples), reporting path coefficients, R^2 , f^2 and Q^2 predict. Finally, measurement invariance is established through the MICOM procedure before a multi-group analysis tests H8 by comparing path coefficients between Gen Y and Gen Z. Table 6 links each objective to its analytical technique.

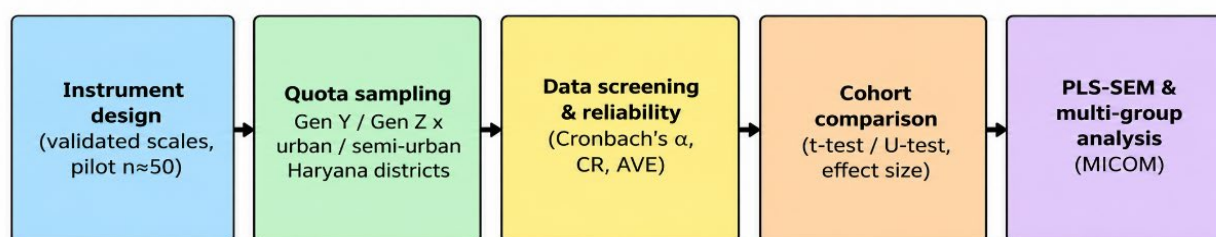


Figure 4. Research design and analytical sequence

Source: Authors' construction.

Table 6. Objectives and analytical techniques

Objective	Technique	Output reported
Identify major factors	Descriptive statistics; EFA/CFA	Means, SD, loadings, reliability and validity
Compare Gen Y and Gen Z	t-test / Mann–Whitney U; chi-square	Mean difference, test statistic, p-value, Cohen's d
Role of perceived value	PLS-SEM; mediation analysis	Path coefficients, indirect effects, R^2 , Q^2
Moderation by cohort	MICOM; PLS multi-group analysis	Path differences and significance
Managerial implications	Importance–performance map analysis (IPMA)	Priority attributes by cohort

Source: Developed by the authors following Hair et al. (2022).

8. COMPARATIVE ANALYSIS OF GEN Y AND GEN Z

Integrating the theoretical insights with research and industry data can help you compare and contrast the two groups. Content value is a key factor driving interest among both generations because content purchase decisions are primarily motivated by a desire for content. Other motivating factors for Gen Y include content value related to content familiarity with popular brands, sports, local movies, and other family-oriented content offerings that make subscriptions worthwhile for families. Factors influencing Gen Z content value decisions include original content and other factors that spark cultural discussions.

Price considerations are likely to differ. Gen Y customers have more personal and family financial responsibilities and are likely to prioritize other service features, such as price and benefits, in making purchase and other decisions. Gen Z customers may be less price sensitive in some situations because they often use family accounts or other services, including low-cost mobile service plans. However, they may be less willing to pay full price for individual services. Mondal and Panda (2026) found strong effects of income and other factors on Gen Z continuance intention, consistent with this view.

Convenience and choice factors are likely to be more important to Gen Z users. Like other social media users, they are used to highly targeted content feeds and compare streaming services to social media. Lack of search options and a limited selection of content may increase churn among Gen Z users. Greater social media influence on Gen Z viewing decisions may result from a desire to watch popular content and avoid feeling left out. Other research with Indian users suggests that platform use is influenced by social media recommendations (Sarraf & Kar, 2026).

The post-decision phase offers the greatest potential for differences between these two groups. Members of Gen Y are expected to have higher retention rates for a limited number of preferred media sites and decrease usage when prices increase. Gen Z members are expected to have high turnover rates for media sites related to new product offerings and other events but multiple low-cost subscriptions or bundled media site offerings. Fewer total media sites per user and growth in bundled and aggregated offerings indicate that both groups are experiencing subscription fatigue but responding differently—Gen Y by consolidation and Gen Z by rotation. H1–H8 present hypotheses based on these observations to be tested using data from the Haryana survey.

9. DISCUSSION

The study suggests that streaming subscription behaviour is best understood through a value-based lens rather than a price-only lens. Convenience and ease of use lower the costs of obtaining entertainment. Content quality and variety are key benefits that encourage people to subscribe. Customization and other social benefits help make the subscription feel relevant and up to date. Cost is a factor in consumers' subscription decisions but less important than other benefits. These conclusions are supported by research findings in India showing that perceived value is more important than cost in continuing a subscription (Chavadi et al., 2025) and among members of Generation Z (Mondal & Panda, 2026).

Three factors related to Haryana are worth noting. First, the NCR and other semiurban areas of Haryana mean that Gen Z consumers there may have both common and unique interests and behaviors compared with other Gen Z consumers in the state. For example, a Gen Z consumer in Gurugram and one in Sirsa may have similar tech interests and usage but different income levels and media preferences. Second, content in local languages and about local sports, such as Haryanvi film and music and kabaddi, wrestling, and cricket, may be more important to media subscription decisions in Haryana than in cities. Third, the increasing adoption of connected TV may increase the influence of older household members, such as members of Gen Y, on media decisions for Gen Z consumers. To fully understand media consumption in Haryana, marketers need more than age information about consumers—they need information on household members' ages and other characteristics.

10. MANAGERIAL IMPLICATIONS

- **Differentiate plans by cohort.** Offer value-oriented family and annual plans for Gen Y households, and flexible, low-commitment mobile or weekly plans for Gen Z users.
- **Invest in regional and local content.** Combine popular national and international titles with Haryanvi, Punjabi and Hindi regional content and sports to strengthen relevance in the state.
- **Improve discovery and personalisation.** Use recommendation systems, curated rows and short previews to reduce search effort, particularly for Gen Z users.
- **Manage subscription fatigue.** Use bundles, pause options and loyalty benefits to reduce churn and encourage consolidation onto the platform.
- **Use cohort-specific communication.** Emphasise reliability, value and family utility for Gen Y; emphasise novelty, social buzz, creators and convenience for Gen Z.
- **Track switching behaviour.** Monitor rotation around major releases and events, and design re-engagement offers to win back lapsed subscribers.

11. LIMITATIONS AND SCOPE FOR FURTHER RESEARCH

The study has certain limitations. The comparative propositions are derived from theory, published empirical studies and national market data, and require confirmation through the Haryana survey specified in the methodology. Quota sampling, although appropriate for balancing cohorts and locations, limits statistical generalisation to the entire state population. Self-reported preferences may not match actual subscription and cancellation rates. The cross-sectional approach does not provide information about changing preferences over the life cycle of consumers and changes in product offerings by subscription services. National statistics may not accurately represent conditions in Haryana.

Further studies could build on this work in a number of ways, including longitudinal studies of subscription and churn behavior, combining usage data with survey data, adding Gen X and other older groups to better understand generation-level differences, and studying how telecom and other products and services, including ad-supported and other free video services, compete with paid subscriptions.

12. CONCLUSION

Subscription streaming services in India face various consumer behavior challenges and opportunities related to content and other service attributes, costs, personalization, social factors, and other measures of perceived service value. Nearly two-thirds of a billion people are exposed to streaming services, and paid subscription penetration is growing even faster than exposure. Former challenges of gaining consumer exposure now give way to new subscription and subscriber retention challenges. This study's Need–Decision framework explores relationships among consumer needs, attributes, perceived service value, subscription decisions, and retention and defection behaviors. The study also finds that cohort differences play an important role. Findings suggest that Gen Y consumers are more likely than Gen Z consumers to consider cost, reliability, and other household benefits in making subscription decisions and to be less loyal subscribers. In contrast, Gen Z consumers are more likely than Gen Y consumers to consider ease of use, personalization, and other social benefits and to shop among multiple subscription services. This study for the Haryana region of India provides hypotheses and research methodologies that can be used for further testing and practical guidance on pricing and other subscription service marketing strategies for different cohorts in other parts of India.

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