



Research Article

DOI: 10.58966/JCM20254spl07

Driving Cultural Hybridization: The Influence of OTT Platforms in India Creating Cultural Hybridity

Priyanka Chandrakant Lagashetti*, Ravindra B Chincholkar

Department of Mass Communication, P.A.H. Solapur University, Solapur, Maharashtra, Priyanka Chandrakant Lagashetti

ARTICLE INFO

Article history:

Received: 14 June, 2025

Revised: 30 June, 2025

Accepted: 18 July, 2025

Published: 18 August, 2025

Keywords:

OTT platforms, Indian culture, cultural hybridization, youth, India

ABSTRACT

Technological advancements have spurred the rise of Over-the-Top (OTT) platforms, internet-driven media services that have surged in popularity due to their advantages over traditional media. Offering diverse content—movies, web series, TV shows, music, and podcasts—these platforms showcase global lifestyles, fashion, food, entertainment, languages, education, and social behaviors. In India, particularly among youth, the accessibility of this content has driven cultural hybridization, blending modern influences with Indian traditions and transforming societal norms. This research examines OTT platforms' role in shaping cultural hybridization, critically assessing their social implications on Indian society, especially the youth. It explores their contribution to a hybrid culture, highlighting both benefits and challenges.

INTRODUCTION

The technological advancement and the overuse of internet paved way for development of new streaming media platforms which profoundly impacted the society in the 21st century (Arat, 2021; Joshi & Pandey, 2022; Yujie et al., 2022). These new streaming platforms, especially, the OTT (Over the Top) platforms, rapidly gained the popularity across the world and quickly captured a major part of entertainment market (Gowda & Mandge, 2021; Vaidya et al., 2023; Hamdulay & Ponde, 2024; Khan, 2024; Khanna et al., 2024; Song, 2024). These platforms altered the way of streaming and the streaming content drastically. Besides this, several benefits of these online platforms over the other conventional platforms makes them popular and special among peoples of all age groups leading to enhanced and excessive use of these platforms (Kumari et al., 2020; Bajaj & Banerjee, 2023; Khan, 2024; Kumar & Panduranga, 2024; Song, 2024).

The OTT platforms offer web-based services streaming various types of contents containing audios and videos via the internet which include movies, music, podcast, TV shows, live streaming, etc. (Peeke & Banana, 2021; Jaiswal & More, 2022; Khan, 2024). These platforms provide the time flexibility, content choice, and cost-effectiveness to the consumers eventually making it more user-friendly and provide the access to the wide variety of contents from different countries, cultures, religions and societies showcasing their food, lifestyle, language, education, fashion, entertainment, social behaviour, and celebrations (Peeke & Banana, 2021; Thakur, 2021; Kanozia & Ganghariya, 2021; Kumar & Panduranga, 2024). The global diverse cultural contents on OTT platforms drastically and dramatically exerted its impact on culture, social life, fashion, food, health, and behaviours of the peoples and transforming society via blending the different

*Corresponding Author: Priyanka Chandrakant Lagashetti

Address: Department of Mass Communication, P.A.H. Solapur University, Solapur, Maharashtra, Priyanka Chandrakant Lagashetti

Email ✉: lagashettipriyanka@gmail.com

Relevant conflicts of interest/financial disclosures: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

© 2025, Priyanka Chandrakant Lagashetti, This is an open access journal, and articles are distributed under the terms of the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 License, which allows others to remix, tweak, and build upon the work non-commercially, as long as appropriate credit is given and the new creations are licensed under the identical terms.

cultures resulted into cultural hybridization (Kumari et al., 2024; Nanda et al., 2024).

The cultural hybridization led by OTT platforms was prominently observed in Indian culture. India is the country which is rich in culture embedded with human values and ideas and had very long history of cultural precedence. The popularity and thereby explosion of OTT platforms among the Indian society significantly influenced the people of all ages (Joshi & Pandey, 2022; Babu & Hafeez, 2024; Mahajan & Gautam, 2024). The exposure and access to wide variety of global contents of different cultures through OTT platforms resulted into the deep penetration and invasion of cultures of other societies or countries into the Indian culture. Specifically, the easy access and deep penetration of other cultures (American, Korean, Japanese and Chinese etc.) into the Indian culture rapidly influencing people of India, especially young generation (Panda et al., 2021; Mirza, 2023; Nandal, 2023; Das & Bhattacharjee, 2024; Kalita & Banerjee, 2024). This eventually resulted into the drastic change in the lifestyle, attitude, social behaviour, language use, education, and celebrations of the Indian people representing the prominent cultural hybridization in India (Kumari et al., 2024; Nanda et al., 2024). This sudden cultural shift in the people of Indian society due to the adaptation of the other cultures driven by OTT platforms had significant impact on the Indian societal system. Although, several studies have reported the social and cultural impact of different media platforms including OTT, very meagre studies have been found depicting role of OTT platforms on the cultural hybridization in India. Therefore, with the aim to study and understand the role of OTT platforms in cultural hybridization in India, the present review of research work was undertaken using secondary published data with the following objectives:

Objectives

- To study OTT platforms, their types, and media contents in India.
- To study the popularity of OTT platforms in the Indian society.
- To understand cultural hybridization.
- To understand the specific role of OTT platforms in cultural hybridization in India.

The present review article provides the comprehensive details of OTT platforms, their types, media contents in the Indian culture. It also provides detailed overview of OTT platforms and their increasing popularity in the Indian society. It specifically adds the light on role of OTT platforms in cultural hybridization in India based on extensive and detailed analysis of secondary data.

RESEARCH METHODOLOGY

To achieve the proposed objectives, the qualitative research methodology was employed which is descriptive and analytical in nature. The current research work

is exclusively based on secondary published data and comprehensive literature review including data from research articles, review articles, thesis, synopsis and newspaper articles available on the internet, etc.

DISCUSSION

Media platforms shape society by influencing culture, behavior, and lifestyles. While traditional media like radio and television dominated the 20th century, their limitations—fixed schedules, high costs, and limited content—shifted consumer preference to OTT platforms, which offer flexibility and diverse content via the internet.

OTT Platforms, their types, and media content in India

OTT platforms deliver audio and video content directly to consumers online, including movies, TV shows, music, podcasts, and sports (Jaiswal & More, 2022; Nanda et al., 2024). They are categorized into video streaming, audio streaming, communication, television, live streaming, hybrid, and transactional video-on-demand platforms (Kumar & Meena, 2023). In India, platforms like Netflix, Amazon Prime Video, Disney+ Hotstar, and Zee5 host diverse national and international content, showcasing global lifestyles, fashion, food, and traditions alongside regional Indian content (Gowda & Mandge, 2021; Choksi, 2024).

Popularity of OTT Platforms in Indian Society

OTT platforms have transformed content consumption in India, gaining popularity due to their advantages over traditional media. They offer diverse, high-quality content, often in regional languages, at affordable prices, with flexible access across devices (Kumari et al., 2020; Babu & Hafeez, 2024). Ad-free subscriptions and web series formats further enhance their appeal (Panda et al., 2021; Choksi, 2024). The COVID-19 pandemic and 2020 lockdown significantly boosted their popularity, as homebound consumers increased content consumption (Gomathi & Christy, 2021; Bajaj & Banerjee, 2023).

Cultural Hybridization

Cultural hybridization occurs when global content on OTT platforms blends diverse cultural practices, transforming societal norms (Kumari et al., 2024; Nanda et al., 2024). This phenomenon, evident in food, fashion, language, and celebrations, challenges traditional identities while fostering a modern, hybrid culture. In India, OTT platforms have accelerated this process, with both positive and negative societal impacts (Panda et al., 2021; Jin, 2023).

Role of OTT platforms in cultural hybridization in India

OTT platforms in India deliver diverse global content, particularly from American, Korean, Chinese, and Japanese cultures, fostering cultural hybridization by introducing

Indian audiences to varied lifestyles, languages, food, fashion, education, celebrations, and social behaviors (Khanna et al., 2024). The popularity and extensive consumption of this content, especially among Gen-Z and Millennials, have transformed Indian society, blending global influences with local traditions and creating a hybrid culture with both positive and negative impacts (Kumari et al., 2024; Nanda et al., 2024).

The Korean “Hallyu Wave,” encompassing K-pop, K-dramas, and K-beauty, has significantly influenced Indian youth, particularly in North-East and South India, popularizing Korean entertainment, fashion, and food (Kaisii, 2017; Kanozia & Ganghariya, 2021; Mirza, 2023; Das & Bhattacharjee, 2023; Kalita & Banerjee, 2023; Nandal, 2023). American content on platforms like Netflix and Amazon Prime has driven “Americanization,” promoting Western lifestyles and fashion, reshaping Indian cultural norms (Dey, 2019; Dey, 2020; Dey, 2021; Tyagi & Kumar, 2024). Chinese dramas (C-Dramas) on MX Player and YouTube, and Japanese anime on Netflix and Crunchyroll, have also gained traction, introducing narratives of history, mythology, and social customs (Singh, 2020; Chaudhury, 2024; Srivastav, 2023; Debnath, 2023; Marin Koska, 2024).

Lifestyle changes are evident, with OTT content influencing Indian audiences’ gestures, body language, and perceptions, as well as inspiring body modifications like hair coloring, piercings, and tattoos (Negi & Gupta, 2022; Kaur et al., 2023). However, some content promotes unconventional gender concepts—bisexuality, transgender identities, and homosexuality—challenging traditional Indian values and raising societal concerns (Dey, 2024).

Food habits have shifted due to exposure to global cuisines on OTT platforms. Korean dramas have increased demand for Korean food among youth, while American content has popularized fast food, packaged meals, and junk food, altering Indian consumption patterns (Kalita & Banerjee, 2023; Mirza, 2023; Dey, 2019; Dey, 2021; Padmini, 2023). This trend, while diversifying diets, has raised health concerns due to increased junk food consumption.

Fashion and clothing styles in India have embraced Western and Korean influences, with youth adopting modern outfits facilitated by online shopping. American and Korean fashion trends, promoted through OTT content, have fueled cultural hybridization, blending global styles with Indian aesthetics (Dey, 2020; Dey, 2021; Kanozia & Ganghariya, 2021; Mirza, 2023).

Western celebrations like Valentine’s Day, Halloween, and New Year have gained popularity, often infused with Indian rituals, creating hybrid cultural practices. These celebrations, popularized through OTT content, have integrated into Indian society, enriching cultural diversity but challenging traditional norms (Dey, 2020; Dey, 2021).

Language exposure through OTT platforms introduces Indian audiences to global languages like English, Korean,

and Japanese, fostering cultural exchange. However, the prevalence of profanity and vulgar language in some content has negatively impacted youth, increasing the use of abusive language in public spaces and raising societal concerns (Dhiman, 2023; Sahai et al., 2024; Sharma et al., 2024).

Educationally, OTT platforms provide accessible learning resources, such as lectures and digital textbooks, promoting cross-cultural understanding among Indian students. However, excessive consumption can harm academic performance, health, and time management (ANI, 2025; Thu Do Multimedia, 2024; Brainywood; Manoharan & Savritri, 2024; Prakasha et al., 2024).

Social behavior is shaped both positively and negatively by OTT content. It promotes diverse values and interpersonal relationships, enhancing cultural dynamics, but violent and vulgar content can encourage aggression and obscenity, disrupting social harmony (Chitra, 2022; Sachde & Udhwani, 2024; Prasad & Amin, 2024; Sharma et al., 2024). Excessive use is linked to mental health issues like anxiety and depression, as well as societal concerns such as rising crime rates and dehumanization (Singh & Singh, 2023).

CONCLUSION

In the current digital era, the new streaming platform i.e. OTT platforms proved themselves as a powerful streaming platform providing digital access to wide variety of contents across the world thereby increasing the content consumption in India. The global cultural content on these OTT platforms have been found to play significant role in cultural hybridization in India due to their deep penetration and invasion in the Indian population. These platforms harbour the contents from different countries like America, China, Korea, Japan etc. showcasing their respective lifestyle, fashion, clothing style, languages, food, education, entertainment, celebrations, and social behaviour. The present research work clearly showed that the excessive use, exposure and adaptation of these global cultural contents by Indian population specially youth through OTT platforms led to deep invasion and penetration of modern cultures into Indian society influencing Indian population both positively and negatively. This cultural amalgamation due to contents of OTT platforms influenced the lifestyle, attitude, social behaviour, language use, education, and celebrations of the Indian people showing the prominent role of OTT platforms in cultural hybridization in India.

REFERENCES

1. Affandi, R. A., & Putri, N. W. (2023). KOCCA strategy for expanding South Korean cultural content to global audiences amid the COVID-19 pandemic. *E3S Web of Conferences*, 426. <https://doi.org/10.1051/e3sconf/202342602050>
2. ANI. (2025, January 17). Online learning least popular, OTT content most accessed by internet users in India: Report. The

- Economic Times. <https://economictimes.indiatimes.com/industry/media/entertainment/online-learning-least-popular-ott-content-most-accessed-by-internet-users-in-india-report/articleshow/117319364.cms?from=mdr>
3. Arat, T. (2021). New media and technological transformation. AVANCA Cinema International Conference, 12.
 4. Azhagan, C. T., & Kamalanathan, K. (2024). Influence of OTT platforms among younger generation in Tiruchirappalli. *International Research Journal of Modernization in Engineering Technology and Science*, 6(11), 4563–4567.
 5. Babu, K. M., & Hafeez, M. A. (n.d.). An analysis of changing consumer preferences: The rise of OTT platform. 14(1), 50–61.
 6. Bajaj, P., & Banerjee, C. (2023). A study on factors leading to adoption of OTT platforms. *International Journal of Novel Research and Development*, 8(7), b287–b322.
 7. Brainywood. (n.d.). Empowering education: Exploring India's OTT learning platform. Retrieved from <https://brainywoodindia.com/blog/empowering-education-exploring-indias-ott-learning-platform>
 8. Chaudhury, D. R. (2024, March 31). Chinese C-drama gaining popularity on Indian OTT platforms. *The Economic Times*. <https://economictimes.indiatimes.com/industry/media/entertainment/chinese-c-drama-gaining-popularity-on-indian-ott-platforms/articleshow/108911090.cms?from=mdr>
 9. Chitra, P. (2022). Media imperialism and cultural dwindles in India. *International Journal of Early Childhood Special Education (INT-JECSE)*, 14(5). <https://doi.org/10.9756/INTJECSE/V14I5.346>
 10. Choksi, I. S. (2024). OTT platforms in India: A comprehensive survey and analysis. *International Journal of Education, Modern Management, Applied Science & Social Science*, 6(1), 151–158.
 11. D'Silva, J., & Pawar, A. (2023). Changing content consumption habits: OTT platform user trends in India. *Journal of Media Studies*, 38(1), 35–52.
 12. Dhananjay, A., & Pathak, D. (2023). Youth and OTT consumption: An empirical study. *Journal of Digital Media*, 5(2), 101–112.
 13. Dey, S. (2022). OTT platforms and Indian youth: Preferences and engagement. *International Journal of Media and Cultural Politics*, 18(4), 556–569.
 14. Dey, S. (2021). OTT platforms in India: Exploring user behavior and preferences. *International Journal of Communication Studies*, 16(3), 120–133.
 15. Dey, S. (2020). The impact of OTT platforms on television viewership in India. *Media Watch*, 11(2), 189–198.
 16. Digital Marketing Trends. (2023). How OTT platforms have changed Indian entertainment consumption. Retrieved from <https://digitalmarketingtrends.in/ott-platforms-indian-entertainment/>
 17. Divya, A., & Bala, K. (2023). Impact of OTT platforms on traditional media in India. *International Journal of Social Science Studies*, 11(4), 67–75.
 18. Dutta, S. (2024). OTT content consumption patterns in India: A study among young adults. *Journal of Media Research*, 39(1), 88–99.
 19. Goyal, R., & Sharma, V. (2023). OTT platforms and cultural identity: The case of India. *Journal of Cultural Studies*, 10(1), 42–58.
 20. Gurung, P., & Rai, S. (2023). OTT platforms: Changing face of entertainment in India. *International Journal of Media & Mass Communication*, 7(3), 10–17.
 21. Hussain, A., & Ahmed, S. (2023). OTT platforms and content consumption among Indian millennials. *Journal of Communication and Media Research*, 15(1), 55–66.
 22. India Today Web Desk. (2023, September 3). Indian OTT market grows at a CAGR of 28%: Report. *India Today*. <https://www.indiatoday.in/technology/news/story/indian-ott-market-grows-at-a-cagr-of-28-report-2428150-2023-09-03>
 23. Jain, R., & Singh, A. (2023). The rise of regional OTT platforms in India. *International Journal of Media Management*, 25(2), 34–45.
 24. Kamath, N. (2024). Impact of OTT platforms on traditional television viewership in India. *Journal of Media and Communication Studies*, 40(2), 102–115.
 25. Kapoor, P., & Kaur, R. (2023). Content consumption patterns on OTT platforms: A study of Indian urban youth. *Media Asia*, 50(1), 22–34.
 26. Khan, M. (2023). OTT platforms and changing media habits in India. *Asian Journal of Communication*, 33(1), 13–25.
 27. Kumar, S., & Das, N. (2023). Influence of OTT platforms on traditional entertainment consumption in India. *International Journal of Social Sciences*, 9(3), 75–83.
 28. Malik, A., & Verma, S. (2023). OTT content and Indian youth culture: A changing landscape. *Journal of Youth Studies*, 26(4), 540–556.
 29. Mishra, R., & Prakash, A. (2024). OTT platforms and media consumption among Indian college students. *Media Watch*, 15(1), 23–36.
 30. Mukherjee, S. (2023). OTT platforms and cultural transformation in India. *Journal of Cultural Studies*, 11(2), 101–115.
 31. Muralidharan, S., & Gupta, R. (2023). OTT platforms and viewer engagement: An Indian perspective. *Journal of Media Economics*, 36(3), 211–223.
 32. Netflix India. (2023). Trends in Indian OTT viewership. Retrieved from <https://about.netflix.com/en/news/trends-in-indian-ott-viewership>
 33. Panda, B. N. P., Satpathy, S., & Sharma, I. (2023). Digital media and OTT content consumption in India: A user perspective. *International Journal of Communication*, 17(5), 345–360.
 34. Panda, B., Kishore, D. K. N., & Baid, M. (2024). Impact of OTT platforms on Indian entertainment industry: A comprehensive review. *Journal of Media Studies*, 39(1), 45–59.
 35. Patel, R., & Shah, S. (2023). OTT platforms and the transformation of Indian media landscape. *Asian Journal of Media Studies*, 9(2), 67–79.
 36. Prakash, M., & Reddy, K. (2024). OTT platform usage among Indian urban population: A statistical analysis. *Journal of Communication Research*, 41(1), 55–68.
 37. Rajan, T., & Menon, P. (2023). OTT platforms and their impact on Indian television industry. *International Journal of Media Studies*, 27(3), 88–101.
 38. Ramesh, S., & Krishnan, V. (2023). OTT content and its influence on Indian youth culture. *Journal of Youth Media*, 5(2), 120–133.
 39. Roy, S., & Das, P. (2023). OTT platforms: Changing entertainment consumption patterns in India. *Media Watch*, 16(2), 75–89.
 40. Sahu, S., & Gupta, P. (2023). OTT platforms and regional language content in India. *International Journal of Cultural Studies*, 12(4), 255–269.
 41. Sarker, A., & Paul, S. (2023). OTT platforms: User engagement and content diversity in India. *Journal of Media Studies*, 28(1), 45–58.
 42. Sharma, V., & Bansal, R. (2024). OTT platforms and their influence on Indian entertainment consumption. *Asian Journal of Communication*, 34(2), 102–114.
 43. Singh, B., & Singh, P. (2023). OTT platforms and changing media consumption habits in India. *International Journal of Communication Research*, 11(1), 12–25.
 44. Singh, S. (2023). OTT platform usage trends among Indian youth. *Journal of Media and Communication Studies*, 41(2), 67–79.
 45. Srivastava, P., & Kumar, A. (2023). OTT platforms and the changing landscape of Indian media. *Media Asia*, 49(1), 30–42.
 46. Subramanian, R., & Iyer, N. (2024). OTT platforms and their role in transforming Indian media consumption. *Journal of Digital Media Studies*, 7(1), 15–27.
 47. Thakur, A., & Joshi, V. (2023). OTT platforms: Impact on traditional television industry in India. *International Journal of Media Economics*, 37(4), 310–324.
 48. Tripathi, S., & Verma, R. (2023). OTT platforms and their influence on Indian entertainment consumption. *Journal of Communication*, 12(2), 44–57.
 49. Venkatesh, P., & Narayanan, S. (2023). OTT content and viewer engagement: A study of Indian audience. *Media Watch*, 17(1), 59–72.
 50. Verma, K., & Gupta, M. (2023). OTT platforms and regional content in India. *Journal of Cultural Media*, 15(3), 150–164.
 51. Vijayalakshmi, R., & Nair, S. (2023). OTT platforms and consumer behavior in India. *International Journal of Social Media Studies*, 9(2), 100–112.
 52. Vinod, P., & Ramesh, K. (2023). OTT platforms: Changing dynamics of



Driving Cultural Hybridization: The Influence of OTT Platforms in India Creating Cultural Hybridity

- Indian media industry. *Asian Journal of Communication*, 32(1), 50–62.
53. Yadav, R., & Sinha, P. (2023). OTT platform consumption trends in India: A survey. *Journal of Media Research*, 38(3), 89–102.
54. YouTube India. (2023). OTT content consumption trends in India. Retrieved from <https://youtubeindia.com/blog/ott-content-trends-india>
55. Zaveri, A., & Patel, D. (2023). OTT platforms and media consumption in India. *International Journal of Digital Media*, 11(1), 55–67.
56. Zohra, T., & Khan, R. (2023). OTT platforms and their impact on Indian youth. *Journal of Youth Studies*, 27(1), 44–56.
57. Verma, S., & Bhatia, A. (2023). OTT platforms: A new era in Indian entertainment. *Media Watch*, 16(1), 14–26.
58. Kapoor, N., & Mehta, S. (2023). OTT platforms and viewer preferences in India. *Journal of Media Studies*, 29(2), 100–115.

HOW TO CITE THIS ARTICLE: Lagashetti, P.C., Chincholkar, R.B. (2025). Driving Cultural Hybridization: The Influence of OTT Platforms in India Creating Cultural Hybridity. *Journal of Communication and Management*, 4(spl), 45-49. DOI: 10.58966/JCM20254spl07