

IMPACT OF RAPID RISE IN ONLINE SUBSCRIPTION: A STUDY OF UNDERSTANDING THE CONSUMER BEHAVIOR MODELS

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ABSTRACT:

This paper is focusing on today's highly competitive and technological advanced market place where the consumer buying behavior of an individual curate towards the different subscription services, attract customer, retain customers and build customer satisfaction. This study investigates determinants of customer satisfaction, consumer psychology, and perception of buying behavior.

This type of one strategy that has become very popular in recent years is the subscription-based business. The subscription economy has reshaped the market place in the competitive world to define the identity of individual brands and consumer purchasing behavior providing companies to revenue based model to stream line the entertainment with affordability. Despite it wide spread adoption on various platforms. A descriptive and primary research design guiding the questions was consumers are purchasing the online subscription model according to 3C's customization, convinces, and cost effective.

To gather the online data online questionnaire has been conducted to analyze different opinions and customer satisfaction. It also emphasizes how quickly evolving technology and changing customer behavior enable the creation and growth of subscription models and assist service providers make long-term profits by maintaining their offerings, operating efficiently, and successfully marketing their services.

Keywords: Online Subscription, Consumer Behavior etc.

INTRODUCTION:

During the internet boom, a vast number of online entertainment websites and application s plays a significant role in online subscription model and attract the customers to surfing the internet and providing the types of contents and information's to telecast. It is necessary to understand how customers prefer the online entertainment models for their personal use. Over the last five years, the e-commerce model's subscription model has grown by over 100% annually. Online subscription services give these customers—typically younger, well-off city dwellers—a quick, customized, and frequently less expensive method to get the things they need and want. Manufacturers, retailers, and manufacturers with well-known consumer brands were drawn to this robust expansion. The churn rates are rapidly high, however consumer avail the services and instantly cancel the services they don't deliver at the superior quality and end to end customers.

The digital transformation of the global economy has brought about a fundamental shift in how consumers engage with services, particularly through subscription-based models. From

over-the-top (OTT) platforms like Netflix and Amazon Prime to educational and e-commerce services, subscription models have become a preferred method of consumption for urban, tech-savvy consumers. These services offer personalization, accessibility, and affordability—three crucial aspects that align with the modern consumer's expectations.

Presenting a model of customer behavior specific to subscription services and assessing the advantages of firms integrating this model into their strategy are the goals of this study. The paper also explores the 3Cs—Customization, Convenience, and Cost-effectiveness—as key determinants of consumer decision-making in the subscription economy.

To better understand the online subscription model of e-commerce market we surveyed a questionnaire to collect information and to understand the pricing method that considers the psychology of consumer and buying preferences. Consumer dynamic nature also changes the mindset of an individual to know are they satisfy and continuing with the subscription of any application model for their entertainment. Dynamic price continually to meet characteristics and needs of an individual customers and satisfaction.

There are several social benefits generated by digital platforms for the entertainment OTT channels of different segmentation. Using such platforms places a significant role strain on energy resources, service providing such as music, videos, news streaming live concerts and shows.

Over the top (OTT) platform industry is one of the fastest growing industries across the world. Consumers are more active now days of the usage of subscription model. There so many big international players in the market serving a favorable content. One of the most prominent players Netflix changes the taste, preferences of an individual in both International and Indian market. Most of the research also conclude that Netflix is the most premium and demanded OTT subscription model among the competitive market. Consumers also preferred Jio Disney + hotstar, Amazon prime entertainment and e-commerce shopping apps, Dainik bhaskar and Times o f India for the latest news edition. Learning application like byjuss, unacademy etc. Its capacity to give clients continuous access to goods and services in return for regular payments is the core idea behind the subscription model, which benefits both customers and businesses. The popularity of digital technology has increased the subscription model's efficacy even further. Businesses are now more equipped to understand customer preferences and provide individualized experiences because to developments in data analytics, artificial intelligence, and automated marketing platforms. Another crucial aspect focusing on churn management based on customer needs management and subscription payment model all these points gives an impact on business models. Companies use churn through effective strategies, proactive engagements, incentives and customer loyalty. Further more consumer subscription model continues delivery of value. To assess the effectiveness of marketing strategy for the subscription based models. This paper conducts comprehensive study analysis to understand consumer behavior trends and exploration of subscription business model.

REVIEW OF LITERATURE

According to Chun-Liang Chen, Yao Chin Lin et al. (2025) found that the study of digital transformation has improved business performance dealing through various challenges and technical barriers. The conceptual framework study models help management aspects. Drivers of digital transformation enable the market and influence the customers.

The subtleties of subscription-based marketing, according to **Shiv Shukla, Richa Kumara et al. (2025)**, are the focus of this study, which attempts to offer practical insights that will assist

companies in utilizing this model for long-term expansion and client happiness in the twenty-first century. This study intends to offer practical insights for firms wishing to establish or improve their subscription strategy by investigating prosperous subscription-based businesses and their methods for client engagement, retention, and revenue optimization.

Dongnyok Shim Yunwoo Choi et al. (2025) state that while previous scholarly investigations have mostly concentrated on determining the factors influencing the intention to use specific types of services, research has been concentrated on the digital content subscription market's rapid growth and diversification.

The article examines the increasing significance of subscription offers in business-to-business (B2B) sectors, according to **Christian Kowalkowski (2024)**. Despite being extensively used in business-to-consumer (B2C) sectors, B2B organizations encounter particular difficulties when putting these models into practice.

The paper examines the dynamics of consumer involvement in subscription business models and their consequences for long-term marketing plans, claims **Fatmasari (2024)**. It emphasizes how crucial consumer interaction, shifting preferences, reaction to sales, and contentment are to fostering loyalty and retention.

Tatyana Shtal, Kostiantyn Pliekhanov, et al. (2024) state that various businesses are attempting to capitalize on the current stage of the digital industry's development and make it cost-effective, which calls for both technological innovation and the modification of numerous preexisting business models. This page offers further explanations, such as definitions and constituent characteristics of digital subscription business models, based on an investigation of examples of digital subscription companies. By examining the number of active subscribers and the effect of COVID-19 on this indicator, the article sought to uncover trends in the evolution of digital subscription services.

In **2024, Raghuram Iyengar et al.** discovered that internet subscriptions resulted in a significant rise in consumer spending. This subscription effect is varied across customers, persistent over time, and economically significant. Remarkably, the subscription program's economic benefits account for only one-third of the impact on consumer purchases; the other two-thirds are ascribed to the non-economic effect. They offer proof that because subscription schemes need an upfront payment; users suffer from the sunk cost fallacy.

Online curation subscriptions are a relatively new retailing channel that has seen a steady influx of first-time customers and offers cumulative experiences that create distinct client subgroups, according to **Zhuo Li and Xuefeng Zhao (2023)**. Customers' opinions of the element of surprise are influenced by this familiarity, which in turn influences how satisfied they are with the goods and services they receive. As a result, the second study examined how customer experiences—such as subscription duration—affect the correlation between emotion toward hedonistic and utilitarian qualities and general satisfaction.

According to Ragesh nair Nikita Gandhi et.al (2023) the evolution concept of subscriptions dates back to the 19th century when print publications like newspapers and magazines offered subscriptions to readers for regular delivery. This model gained further traction with the advent of telecommunications services, such as landline telephones and cable television. Customers paid a monthly fee for access to these services, which became a norm in many households

In their study model new millennium ushered in a new dawn in the entertainment industry. The music and entertainment industries underwent a significant transformation

with the introduction of media streaming services. Companies like Netflix (for video) and Spotify (for music) offered vast libraries of content for a monthly subscription fee, replacing traditional purchasing or rental models.

OBJECTIVE OF RESEARCH:

1. To understand the subscription based model buying behavior.
2. To emergence the new technological developments.
3. To compete and survive in the competitive world.

RESEARCH METHODOLOGY

The descriptive research design used in this study is backed by primary data gathered using structured online questionnaires. Respondents included a diverse range of digital consumers, primarily users of OTT, e-commerce, news, and learning platforms. The data was analyzed to assess consumer satisfaction, subscription duration, churn behavior, and preference patterns, particularly in relation to the 3Cs framework.

RATIONAL STUDY ON THE CONSUMER BEHAVIOR MODEL

Awareness & Attraction

- Initiated through targeted digital marketing, peer influence, and algorithmic recommendations.
- Consumers form initial perceptions based on branding, trial offers, and service promises.

Usage and Engagement

- Sustained interaction depends on service quality, user experience, and relevance.
- Features like algorithmic recommendations, content freshness, and flexible access drive loyalty.

Satisfaction & Retention

- Measured via customer satisfaction, churn rates, and repeat subscriptions.
- High-quality service and perceived value lead to continued usage.

3 C'S FRAMEWORK & ITS BEHAVIORAL IMPACT

COMPONENT	DEFINITION	IMPACT ON BEHAVIOUR
Customization	Personalizing content or service based on preferences and behavior.	Enhances satisfaction, encourages habitual use.
Convenience	Ensuring easy access, device compatibility, and frictionless transactions.	Drives engagement and reduces barriers to entry.
Cost- effectiveness	Offering tiered pricing or bundled services perceived as good value.	Increases perceived value, reduces cancellation risk.

4 P's Dimensions	Bases	Define
Product	Ongoing access to digital content, convenience, and personalized experiences	Customization is a key product feature that influences consumer satisfaction and retention. Personalized playlists, recommended videos, and tailored educational paths demonstrate how companies are using AI and consumer data to refine offerings.
Price	Recurring and perceived as a cost-effective alternative to traditional pay-per-use or purchase models.	The pricing strategies rely heavily on psychological pricing and perceived value , influencing the consumer's willingness to subscribe and renew.
Place	Platform and channel through which the service is delivered and accessed.	" Place " in the digital subscription model refers to the platform. Easy accessibility, cross-platform compatibility, and user-friendly interfaces are vital to ensuring a seamless consumer experience
Promotion	Brand awareness, customer acquisition, and churn management	Digital advertising, influencer marketing, referral incentives, and in-app notifications are commonly used to attract new users.

Strategic Advantages of selling According to consumer behavior

- **Customer Targeting:** Insights allow precise targeting of promotions and content.
- **Reduced Churn:** Behavioral data identifies dissatisfaction early, allowing preemptive actions.
- **Enhanced Personalization:** Algorithms tailor offerings to individual preferences.
- **Dynamic Pricing:** Businesses can apply pricing psychology to maximize conversions.
- **Increased Customer Lifetime Value:** Loyal customers generate sustained revenue.
- **Data-Driven Innovation:** Continuous feedback loops improve product development.

DATA COLLECTION:

The primary research has been conducted. Sample size of 100 participants was considered.

RESEARCH METHODOLOGY

The data has been analyzed using factor analysis and the Chi square test.

Cases						
Valid		Missing		Total		
N	Percent	N	Percent	N	Percent	

What type of subscription services do you used * Age	100	100.0%	0	0.0%	100	100.0%
What is the Average amount you Spent * Age	100	100.0%	0	0.0%	100	100.0%
How many subscription services do you currently have active * Age	100	100.0%	0	0.0%	100	100.0%
What is the primary reason you choose to subscribe to services * Age	100	100.0%	0	0.0%	100	100.0%
How do you typically discover new subscription services * Age	100	100.0%	0	0.0%	100	100.0%
Which of the following influences your decision to subscribe to a service * Age	100	100.0%	0	0.0%	100	100.0%
Have you ever cancelled the subscription * Age	100	100.0%	0	0.0%	100	100.0%

What type of subscription services do you used * Age Cross tabulation

		Age				Total
		18-24	25-34	35-44	45-54	
What type of subscription services do you used	News/Media (e.g., Dainik Bhaskar, The New York Times, The Wall Street Journal)	2	4	2	1	9
	Online Food Membership (Zomato, Swiggy, Blinkit etc)	7	5	3	0	15
	Others(e.g. Fitness, Health, Gaming, Finance, Adobe software etc)	5	2	3	0	10
	Streaming (e.g., Netflix, Spotify, Prime, Disney+)	44	10	8	4	66
Total		58	21	16	5	100

What is the Average amount you Spent * Age Cross tabulation

		Age				Total
		18-24	25-34	35-44	45-54	
What is the	0- 200 Rs per month	13	6	6	1	26

Average amount you Spent	1000-1500 Rs Per month	3	0	0	3	6
	200-600 Rs Per month	26	7	3	1	37
	600- 1000 Rs Per month	10	2	2	0	14
	Above 1500	6	6	5	0	17
Total		58	21	16	5	100

How many subscription services do you currently have active * Age Cross tabulation

		Age				Total
		18-24	25-34	35-44	45-54	
How many subscription services do you currently have active	0-1	19	5	4	0	28
	1-2	19	7	4	1	31
	2-3	14	6	4	0	24
	3-4	1	1	3	2	7
	4-5	1	1	0	0	2
	More than 5	4	1	1	2	8
Total		58	21	16	5	100

What is the primary reason you choose to subscribe to services * Age Cross tabulation

		Age				Total
		18-24	25-34	35-44	45-54	
What is the primary reason you choose to subscribe to services	Convenience	11	10	4	3	28
	Cost savings compared to pay-per-use	7	4	6	0	17
	Exclusive content or features	26	6	3	2	37
	No long-term commitment or contracts	0	0	1	0	1
	Other	8	1	0	0	9
	Peer or social influence (friends, family, etc.)	5	0	0	0	5
	Personalization of service	1	0	2	0	3
Total		58	21	16	5	100

How do you typically discover new subscription services * Age Cross tabulation

		Age				Total
		18-24	25-34	35-44	45-54	
How do you typically discover new subscription services	Online advertisements	20	5	7	0	32
	Others	4	2	1	1	8
	Reviews or recommendations from friends/family	18	5	2	2	27
	Searching online (Google, etc.)	9	5	2	0	16

	Social media influencers	6	2	2	2	12
	Word of mouth	1	2	2	0	5
Total		58	21	16	5	100

Have you ever cancelled the subscription * Age Cross tabulation

		Age				Total
		18-24	25-34	35-44	45-54	
Have you ever cancelled the subscription	No	24	10	8	3	45
	Yes	34	11	8	2	55
Total		58	21	16	5	100

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Doyouthinksubscriptionbasedservicesarethe newaddictionfortheyouth *	100	100.0%	0	0.0%	100	100.0%
Doyouthinksubscriptionbasedservicesarehere to stayoreitherjustapas						
Do you think subscription based models will have a larger presence in tradit *	100	100.0%	0	0.0%	100	100.0%
Do you think subscription based services are here to stay or either just a pas						

		Doyouthinksubscriptionbasedservicesarehere to stayoreitherjustapas			Total
		Here to stay	Just a passing trend	Not sure	
Doyouthinksubscriptionbasedservicesarethe newaddictionfortheyouth	No	3	5	2	10
	Not sure	4	4	2	10
	Yes	43	23	14	80
Total		50	32	18	100

Chi-Square Tests		
Value	df	Asymp. Sig. (2-sided)
2.757 ^a	4	.599
2.745	4	.601
100		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 1.80.

The association between age groups and the kind of subscription services utilized was investigated using the Chi-square test for independence. Chi-square 2.757 with four degrees of freedom and asymptotic significance (value p) were the results of this test. Because the value of p was much greater than the typical alpha threshold of 0.05, the results were not statistically significant. This suggests that the respondents' preferred signing service type and age group did not significantly correlate. Additionally, it was observed that the lowest predicted account was 1.80 and that 44.4% of cells would expect accounting below 5.

Given that the Chi-square test relies on the assumption that the majority of predicted frequencies must be larger than or equal to 5 in order to guarantee an accurate approximation, this condition raised the possibility of a test validity limitation. The analysis may have been less reliable because of the low proportion that was anticipated from the smallest subgroups of subgroups in the more advanced age categories (e.g., 45-54 years old). In summary, there is no statistical evidence of a substantial correlation between sample subscription services and age preferences. However, given the spread of data on the cells, caution is advised when interpreting these results. This may have an impact on the test's strength and dependability.

		Doyouthinksubscriptionbasedservicesareher etostayoreitherjustapas			Total
		Here to stay	Just a passing trend	Not sure	
Do you think subscription based models will have a larger presence in tradit	No	6	5	2	13
	Not Sure	9	4	8	21
	Yes	35	23	8	66
Total		50	32	18	100

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.840 ^a	4	.098
Likelihood Ratio	7.036	4	.134
N of Valid Cases	100		
a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 2.34.			

To determine if two categorical variables had a statistically significant association, the Chi-Square test of independence was used. With four degrees of freedom, the Pearson Chi-Square value was 7.840, and the corresponding p-value was 0.098. The result was not statistically significant, suggesting that there was no substantial correlation between the variables being studied, because the p-value was higher than the standard alpha threshold of 0.05. The finding that the relationship between the variables was not statistically significant was further supported by the Likelihood Ratio Chi-Square, which offers an additional measure of association. It produced a value of 7.036 with a p-value of 0.134.

Additionally, it was observed that the minimum predicted count was 2.34 and that 33.3% of the cells had expected counts below 5. This suggests that the data distribution across some categories was sparse, which may marginally lower the reliability of the test result, even though it does not entirely contradict the Chi-Square test's assumptions.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.383 ^a	30	.098
Likelihood Ratio	41.636	30	.077
N of Valid Cases	100		
a. 58 cells (93.5%) have expected count less than 5. The minimum expected count is .17.			

To investigate the link between two categorical variables on several levels, a Chi-Square test of independence was used. With 30 degrees of freedom, the test yielded a Pearson Chi-Square value of 40.383 and a matching p-value of 0.098. The outcome was deemed not statistically significant since the p-value exceeded the conventional significance limit of 0.05. This showed that there was insufficient evidence to support a significant correlation between the variables being studied.

Furthermore, using the same degrees of freedom, the Likelihood Ratio Chi-Square value was 41.636, producing a p-value of 0.077 that likewise fell short of statistical significance. The results of both tests consistently indicated that the observed variations across categories might have been the result of chance. However, the distribution of expected frequencies exposed a significant shortcoming of this analysis. Predicted counts below 5 were seen in 58 cells (93.5%), with the lowest predicted count being as low as 0.17. The Chi-Square test assumption, which states that the majority of anticipated frequencies must be five or higher to guarantee validity, is significantly broken by this. Because of the decreased statistical power, such sparse data may produce test results that are inaccurate or deceptive.

What types of subscription services you would be most interested in subscription * Do you think so online subscription are future business model Cross tabulation

Count				
		Do you think so online subscription are future business model		Total
		Not sure	Yes	
What types of subscription service you would be most interested in subscription	E-commerce (e.g., Amazon Prime, grocery delivery)	2	5	7
	Fitness/Health	0	6	6
	Fitness/Health, Learning/Skills (e.g., courses, certifications)	0	6	6
	Fitness/Health, Learning/Skills (e.g., courses, certifications), E-commerce (e.g., Amazon Prime, grocery delivery)	0	3	3
	Fitness/Health, Learning/Skills (e.g., courses, certifications), Lifestyle (e.g., beauty, wellness)	1	1	2
	Fitness/Health, Learning/Skills (e.g., courses, certifications), Lifestyle (e.g., beauty, wellness), E-commerce (e.g., Amazon Prime, grocery delivery)	0	2	2

	Learning/Skills (e.g., courses, certifications)	4	6	10
	Learning/Skills (e.g., courses, certifications), E-commerce (e.g., Amazon Prime, grocery delivery)	0	4	4
	Learning/Skills (e.g., courses, certifications), E-commerce (e.g., Amazon Prime, grocery delivery), Others	0	3	3
	Learning/Skills (e.g., courses, certifications), Lifestyle (e.g., beauty, wellness)	0	1	1
	Learning/Skills (e.g., courses, certifications), Lifestyle (e.g., beauty, wellness), E-commerce (e.g., Amazon Prime, grocery delivery)	0	3	3
	Learning/Skills (e.g., courses, certifications), Lifestyle (e.g., beauty, wellness), Gaming	1	0	1
	Lifestyle (e.g., beauty, wellness)	2	0	2
	Others	0	1	1
	Streaming (video/audio)	1	11	12
	Streaming (video/audio), E-commerce (e.g., Amazon Prime, grocery delivery)	0	1	1
	Streaming (video/audio), E-commerce (e.g., Amazon Prime, grocery delivery), Gaming	0	2	2
	Streaming (video/audio), Fitness/Health, E-commerce (e.g., Amazon Prime, grocery delivery)	0	1	1
	Streaming (video/audio), Fitness/Health, Learning/Skills (e.g., courses, certifications)	0	2	2
	Streaming (video/audio), Fitness/Health, Learning/Skills (e.g., courses, certifications), E-commerce (e.g., Amazon Prime, grocery delivery)	1	2	3
	Streaming (video/audio), Fitness/Health, Learning/Skills (e.g., courses, certifications), Lifestyle (e.g., beauty, wellness), E-commerce (e.g., Amazon Prime, grocery delivery)	0	4	4

	Streaming (video/audio), Fitness/Health, Learning/Skills (e.g., courses, certifications), Lifestyle (e.g., beauty, wellness), E-commerce (e.g., Amazon Prime, grocery delivery), Gaming	0	1	1
	Streaming (video/audio), Fitness/Health, Learning/Skills (e.g., courses, certifications), Lifestyle (e.g., beauty, wellness), E-commerce (e.g., Amazon Prime, grocery delivery), Gaming, Others	0	2	2
	Streaming (video/audio), Fitness/Health, Others	0	1	1
	Streaming (video/audio), Learning/Skills (e.g., courses, certifications), E-commerce (e.g., Amazon Prime, grocery delivery)	3	6	9
	Streaming (video/audio), Learning/Skills (e.g., courses, certifications), E-commerce (e.g., Amazon Prime, grocery delivery), Others	1	1	2
	Streaming (video/audio), Learning/Skills (e.g., courses, certifications), Gaming	1	0	1
	Streaming (video/audio), Learning/Skills (e.g., courses, certifications), Lifestyle (e.g., beauty, wellness)	0	2	2
	Streaming (video/audio), Learning/Skills (e.g., courses, certifications), Lifestyle (e.g., beauty, wellness), E-commerce (e.g., Amazon Prime, grocery delivery)	0	4	4
	Streaming (video/audio), Learning/Skills (e.g., courses, certifications), Lifestyle (e.g., beauty, wellness), E-commerce (e.g., Amazon Prime, grocery delivery), Gaming	0	1	1
	Streaming (video/audio), Lifestyle (e.g., beauty, wellness), E-commerce (e.g., Amazon Prime, grocery delivery)	0	1	1
Total		17	83	100

The cross-tabulation between users' preferred types of subscription services and their perception of online subscriptions as a future business model revealed insightful trends. Out of the total 100 respondents, 83% expressed agreement that online subscriptions represent a future business model, while 17% were uncertain.

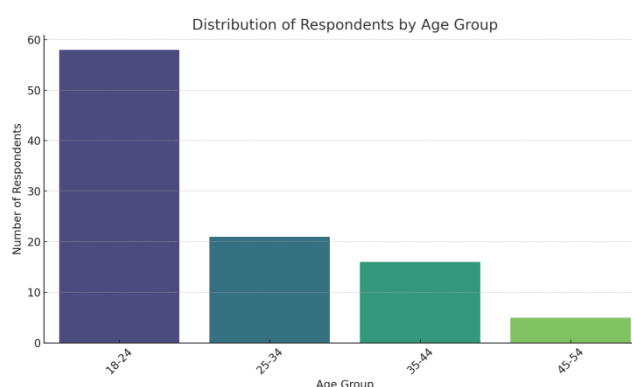
Among those who believed in the future of subscription-based models, the highest interest was recorded in streaming services (audio/video), both as standalone options (11 respondents) and in combination with other categories. For instance, 6 respondents showed a preference for streaming combined with learning/skills and e-commerce, and 4 respondents were interested in comprehensive bundles including streaming, fitness, learning, lifestyle, e-commerce, and even gaming. These preferences suggest a strong inclination toward multi-functional, bundled subscription models among those optimistic about the future of such services.

On the other hand, those who were not sure about subscription models as the future business trend demonstrated more limited and fragmented preferences. Their choices were scattered across smaller combinations, with no single dominant category. For instance, only 2 respondents in this group selected e-commerce, and 1 selected streaming + learning + e-commerce. Interestingly, 2 respondents in this group chose lifestyle services, a category that received minimal interest from the larger, future-oriented group.

This pattern implied that confidence in the viability of subscription models was associated with broader and more integrated interest in multiple service categories, particularly in the domains of entertainment, education, and e-commerce. Conversely, those who were unsure tended to prefer fewer services, often in isolated categories, which may reflect either a lack of exposure to bundled services or skepticism about their long-term value.

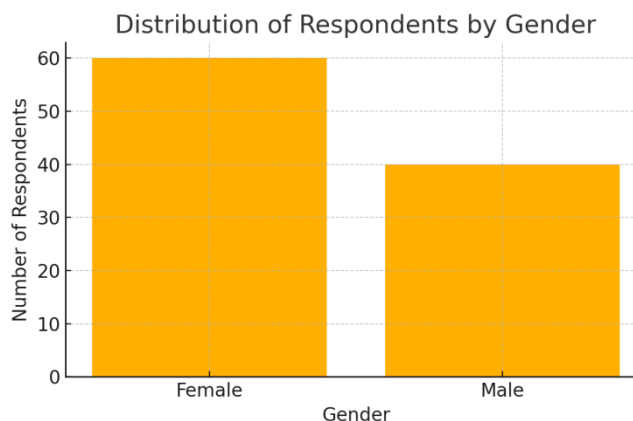
Overall, the findings suggested a positive relationship between belief in the future of subscription models and the inclination toward adopting more comprehensive and diverse subscription services. This reflects growing consumer awareness and acceptance of subscription-based consumption, especially among those already aligned with digital and convenience-driven platforms.

DATA INTERPRETATION



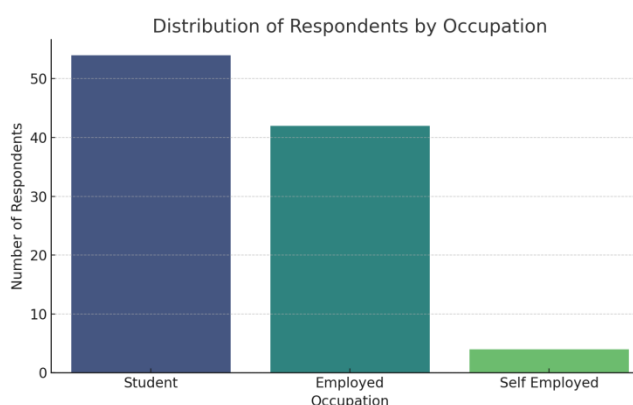
The age-wise distribution graph revealed that the majority of respondents are within the younger age brackets, particularly the 18–24 and 25–34 age groups. These segments dominated the dataset, indicating a strong representation of youth and young professionals. This trend suggested that younger individuals were more engaged or inclined towards participating in surveys related to online subscriptions, possibly due to their higher digital consumption patterns and greater familiarity with subscription-based services.

On the other hand, representation decreased in older age groups, with notably fewer participants in the 45–54 and 55+ categories. This could have reflected a relatively lower adoption rate or interest in online subscription services among older adults, or simply less survey participation from that demographic. Overall, the graph pointed toward a generational inclination, where younger users were more involved in the digital subscription ecosystem.



The gender-wise distribution of respondents indicated that female participants constituted a larger proportion of the sample, comprising approximately 60% of the total responses. This predominance suggested that women exhibited a higher level of interest or availability in contributing to the survey focused on online subscription behavior. Their greater representation may have reflected stronger engagement with digital services or a heightened willingness to share their experiences and perspectives regarding subscription-based platforms.

In contrast, male respondents accounted for the remaining 40%, indicating relatively lower participation in the study. This disparity could be attributed to limited outreach, lower response rates among male users, or reduced interest in the topic. The findings underscored a moderate gender imbalance in the dataset, wherein female respondents played a more significant role in shaping the insights and conclusions drawn about the online subscription ecosystem.



The analysis of the respondents' occupations revealed that the majority were students, followed by employed individuals and a smaller proportion of unemployed participants. The bar chart indicated that students constituted the largest segment, reflecting a strong engagement from the younger, education-seeking demographic. Employed respondents formed the second largest group, suggesting a significant interest in subscription services among working professionals as well.

This distribution implied that subscription-based services attracted a wide range of users, with students and working individuals being the primary users. The relatively low participation from unemployed individuals suggested limited financial engagement or interest in such services from that segment. Overall, the data suggested that occupation played a considerable role in the usage patterns and preferences regarding online subscriptions.

LIMITATIONS:

1. The data collection process was limited to the surroundings
2. Some Chi-Square results were weak due to low response counts in a few age groups
3. The respondents' behavior while entering the data may be biased or inaccurate

CONCLUSION:

The evolution of digital platforms has profoundly influenced consumer buying behavior, with subscription-based models emerging as a dominant force in the marketplace. This study has identified how the 3C's—Customization, Convenience, and Cost-effectiveness—play a pivotal role in shaping consumer preferences and satisfaction. Insights drawn from the survey reflect a growing reliance on digital subscriptions, especially among the younger demographic, with streaming services and educational platforms leading in popularity.

Consumers today prioritize flexible access, personalized content, and value-driven pricing, which makes subscription services appealing and sustainable. The findings also reveal a high churn rate, emphasizing the need for service providers to continuously innovate, enhance user experience, and build long-term loyalty. The data analysis confirms that factors such as perceived value, engagement, and user satisfaction directly influence subscription retention rates.

Businesses that proactively match their offers with behavioral insights are better positioned for long-term success, as the subscription economy ultimately represents a fundamental shift in how customers engage with goods and services.

FUTURE SCOPE:

As the subscription economy continues to expand, future research can explore deeper and more diversified areas:

- **AI and Predictive Personalization:** Future studies can examine the impact of artificial intelligence in predicting consumer preferences and behavior for more effective personalization of subscription services.
- **Cross-Cultural Behavioral Patterns:** Comparative research between different regions or countries can offer valuable insights into cultural variations in subscription behavior, helping global platforms tailor their strategies.
- **Sustainability and Ethical Consumption:** As consumer awareness grows, future studies can focus on how sustainability, ethical sourcing, and digital minimalism influence subscription choices and cancellations.
- **Subscription Fatigue:** With the proliferation of subscription services, there is a growing concern of "subscription fatigue." Future research should analyze the tipping point at which consumers begin to reduce or limit their subscriptions due to financial or cognitive overload.

- **Integration of Subscription Models in Traditional Sectors:** Exploration of how sectors like healthcare, education, and real estate can adapt subscription-based strategies for value creation and accessibility.
- **Churn Prediction Models:** Advancing predictive analytics and machine learning to build accurate churn prediction models can help service providers take timely preventive measures.

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