

## **Part A: Demographics**

### **A1. Which programme category are you currently enrolled in?**

- Full-time Diploma / Foundation
- Full-time Associate Degree / Higher Diploma
- Part-time Degree / Other

### **A2. What is your current employment status?**

- Full-time student (not employed)
- Part-time employed
- Full-time employed

### **A3. What is your average monthly personal spending allowance (for all personal expenses including food and transport)?**

- Less than HKD \$2,000
  - HKD \$2,001 - \$4,000
  - HKD \$4,001 - \$6,000
  - More than HKD \$6,000
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## **Part B: Research Questions**

### **Section 1: Motivation Factors**

(Addressing Sub-question 1: *Importance of motivating factors*)

#### **1. How IMPORTANT are the following factors when you decide to subscribe to a NEW service?**

(Scale: 1 = Not Important to 5 = Extremely Important)

Factor	1	2	3	4	5
<b>Affordable Monthly Price</b>	<input type="checkbox"/>				
<b>Student Discount</b>	<input type="checkbox"/>				
<b>Availability</b>					
<b>Exclusive Content</b>	<input type="checkbox"/>				
<b>Free Trial Period</b>	<input type="checkbox"/>				
<b>Data Privacy &amp; Security</b>	<input type="checkbox"/>				

#### **2. Do you agree that friends' or classmates' usage of a service influences your decision to subscribe?**

- Strongly Disagree

- 
- Disagree  
 Neutral  
 Agree  
 Strongly Agree
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## **Section 2: Retention & Cancellation Criteria**

(Addressing Sub-question 2: Criteria to continue or cancel)

### **3. What is the PRIMARY reason you would cancel a paid subscription? (Select ONE)**

- Price increase / Too expensive  
 I don't use it enough  
 Found a better alternative (free or paid)  
 Content quality declined  
 Financial pressure / Need to save money  
 Technical issues / Poor user experience  
 Other: \_\_\_\_\_

### **4. How frequently do you review your active subscriptions to decide if you should keep them?**

- Never  
 Once a year  
 Every few months  
 Every month  
 More often than monthly

### **5. How likely are you to keep a low-cost subscription (e.g., under HK\$30) even if you rarely use it?**

- Very unlikely  
 Unlikely  
 Neutral  
 Likely  
 Very likely
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## **Section 3: Subscription vs. One-time Purchase**

(Addressing Sub-question 3: Perception of cost, convenience, and flexibility)

### **6. Which payment method do you generally prefer for software and tools(e.g., GoodNotes, MS Office, Adobe)?**

- Strongly prefer one-time purchase  
 Somewhat prefer one-time purchase  
 No preference

- Somewhat prefer subscription
- Strongly prefer subscription

**7. Compared to one-time purchase, do you agree that the subscription model saves more money in the long run, when taking into account the choice to cancel subscriptions?**

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

**8. Subscriptions offer me more FLEXIBILITY (e.g., ability to pause or cancel anytime) compared to buying software once.**

- Much less flexibility
- Slightly less flexibility
- About the same
- Slightly More flexible
- Much more flexible

**9. How do you rate the CONVENIENCE of subscriptions (automatic updates/payments) compared to manual one-time buying?**

- Subscriptions are much LESS convenient
  - Slightly less convenient
  - About the same
  - Slightly more convenient
  - Subscriptions are much MORE convenient
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**Section 4: Transparency & Controllability**

(Addressing Sub-question 4: Transparency of pricing and ease of control)

**10. How satisfied are you with the clarity of pricing terms (e.g., knowing exactly when the price will increase or renew)?**

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

**11. How easy or difficult do you find it to locate the 'Cancel Subscription' option on most websites/apps?**

- Very Difficult
- Difficult

- Neutral
- Easy
- Very Easy

**12. How easy is it to change your plan (e.g., upgrade, downgrade, or pause)?**

- Very Difficult
- Difficult
- Neutral
- Easy
- Very Easy

**13. Have you ever accidentally been charged for a renewal because you forgot to cancel before a free trial ended?**

- Yes
  - No
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**Section 5: Management Strategies**

*(Addressing Sub-question 5: Awareness and usefulness of strategies)*

**14. AWARENESS: Which of the following cost saving strategies are you AWARE of?**

**(Select all that apply)**

- Student Discounts
- Family Plans (sharing with household)
- Bundles (paying one combined fee for multiple services such as Apple One or Spotify)
- Account Sharing (sharing passwords with friends outside household)
- Pausing a subscription (instead of cancelling)
- Rotating services (subscribing for 1 month, then switching)
- None of the above

**15. USAGE: Which of the following cost saving strategies have you ACTIVELY USED in the last 12 months? (Select all that apply)**

- Student Discounts
- Family Plans (sharing a subscription with household members under one account)
- Bundles (paying one combined fee for multiple services such as Apple One or Spotify)
- Account Sharing (sharing passwords with friends outside household)
- Pausing a subscription (instead of cancelling)
- Rotating services (subscribing for 1 month, then switching)
- Setting reminders to cancel free trials
- None of the above

**16. How acceptable do you consider it to share passwords with friends outside your household to split the cost?**

- Completely Unacceptable

- Somewhat Unacceptable
- Neutral
- Somewhat Acceptable
- Completely Acceptable
- Prefer not to answer

**17. How useful do you find the following strategies in making subscriptions affordable?**

(Scale: 1 = Not useful at all to 5 = Extremely useful)

Strategy	1	2	3	4	5
<b>Bundles</b> (e.g., paying one combined fee for multiple services such as Apple One or Spotify )	<input type="checkbox"/>				
<b>Family Plans</b> (e.g., sharing a subscription with household members under one account)	<input type="checkbox"/>				

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**Section 6: Value & Financial Pressure**

(Addressing Sub-question 6: Value for money and financial attitudes)

**18. How satisfied are you with the balance between the cost of your subscription and the value you get from using them?**

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

**19. Do you agree with the statement that maintaining subscriptions is causing me financial strain?**

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

**20. If I am under financial stress, I would prefer buying a subscription rather than committing to a one time purchase.**

- Strongly Disagree
  - Disagree
  - Neutral
  - Agree
  - Strongly Agree
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### **Part C: Summary**

*(General Perception)*

**21. What do you consider to be the PRIMARY ADVANTAGE of online subscription services? (Select ONE)**

- Convenience and continuous access
- Access to a broad range of content/features
- Lower upfront cost compared to buying
- Personalized recommendations
- Reduced need for physical storage

**22. What do you consider to be the PRIMARY DISADVANTAGE of online subscription services? (Select ONE)**

- Accumulation of recurring costs (Too expensive over time)
- Paying for services/features I don't use
- Difficulty in cancelling
- Lack of ownership (I lose everything if I stop paying)
- Overwhelming number of choices