

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
Affordable Monthly Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Student Discount Availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exclusive Content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free Trial Period	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Data Privacy & Security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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

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

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