

## 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 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

### A3. What is your gender?

- ☐ Male
  - ☐ Female
  - ☐ Prefer not to say
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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

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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"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Family Plans</b> (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"/> |

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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