

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
-

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

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
-

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