

# Consumer Behavior Towards Media Based Subscription Economy

Sagar Durani<sup>1</sup>

<sup>1</sup>*Symbiosis Institute of Business Management Pune, Symbiosis International (Deemed University) Pune*

## **Abstract**

*We are seeing companies moving away from the traditional retail model, where a customer pays per purchase, to the subscription system, where the consumer pays a subscription fee to obtain a product or service on a recurring basis. Subscribing a service is nowadays most recurrent way of buying goods online. Also, the retailers are now drifting towards consumer goods subscriptions. Various research indicates that over the past year 15% of online shoppers have registered to an e-commerce company. The bulk of e-commerce subscribers also have streaming media subscriptions. The subscription economy's rise has been a major disruptor to the traditional business model, particularly in retail. Innovators have generated customer loyalty and the holy grail of retail sales by offering services instead of products. The revolution is driven largely by environmentally conscious millennials, who prioritize access over ownership. The e-commerce subscription market has grown by more than 100% a year in the period of five years. The research would aim on the various facts as well as ways of consumer behavior towards the online video steaming subscription services in the retail industry. The focus will also be to explore the patterns that influence a consumer to switch to a subscription-based method, and why is the subscription economy on the level of growth that it currently is.*

**Keywords:** *consumer behavior, video-streaming, subscription based online services, survey*

## **1 Introduction:**

“A consumer is an individual who purchases or has the capacity to purchase, goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants, or desires”. Thus the behaviour of the customer or an individual (also the subgroup of behaviour of a man) thus can be defined as “those actions directly involve in obtaining, consuming, and disposing of products and services, including the decision processes that precede and follow these actions.” The purchasers establish the sales and profits of a company by their shopping choices. Thus, in order to become thriving retailer of goods and services, service providers need to understand demands and attitude of the customer and fabricate their marketing strategies accordingly [1]. The customer behaviour has always been the field of interest for researchers, testifying an outbreak over the past many decades. The idea of buying behaviour of purchaser depict to the conclusion to purchase or not to purchase a good. Therefore, this concept is very complex and customer’s buying decision is multifactorial. Ain context to Indian economy, after the period of liberalization, the consumer purchasing attitude has observed drastic changes.[2] It is because the answers to these questions are centred to consumer behaviour, that researchers have fabricated different consumer decision models which aim to explain the actions customers perform, prior to, throughout and latterly buying the product. Consumer behaviour models are developed in order to aid us in understanding his varied contexts and perspectives.[3] There can be various factors affecting the approach towards the purchase of a product by the individual explained as “social, cultural, economic, personal and psychological.”

## 2 Factors Affecting Customer Buying Behavior:

The buyer behavior is affected by various factors, which can be broadly categorized into following: “1. Internal or Psychological factors 2. Social factors 3. Cultural factors 4. Economic factors 5. Personal factors.” [3]. Refer to Table I.

**Table 1.** Factors affecting consumer buying behavior

Factors Influencing Consumer Behaviour			
Economic Factors	Personal Factors	Psychological Factors	Cultural and Social Factors
Personal Income - Discretionary Income, Disposable Income	Age	Motivation	Culture
Family Income	Occupation	Involvement	Subculture
Expectations regarding future income	Life Cycle Stage	Perception	Social Class
Liquid asset & consumer credit	Lifestyle	Learning	Social Groups
Level of Standard of Living	Personality & Self Concept	Lifestyle	Opinion Leaders
		Attitude	Role & Status

India’s trading center is one of the dominant consumer markets and has gained a leading status in the international economy. The two main domains that comprise of growth in purchasing power and enhanced effect of social media enabled the Indian customer to spend more on consumer economy.[4] The last two decades have manifested an productive growth of in-depth attempts and investigation positioned towards an insight of human behavior regarding its utilization activity.[2] At the beginner and college levels, the recognition and apprehension of purchaser behavior has become a fundamental exercise. As the consumers have embraced a more assertive and insistent role, various companies have realized they have to alter their frame of mind. [5]

E-commerce is very beneficial for business as it allows online buying and selling with the use of “World Wide Web”. This is further explained as “Sharing business information, maintaining business relationships and conducting business transactions using computers connected to a telecommunication network is called E-Commerce.” [6]

A new trend began in early 2000 was acknowledged as a once-in-a-millennium conversion of the way marketing was earlier transacted that drifted the customers away from buying the goods towards subscribing to the services providing them and this new business venture was known as “subscription economy”. Subscription is payment made prior to receive or involve in something. Various leading companies like Amazon, Netflix, were the predecessor in this field. They changed the entire way of the companies delivered services to consumers but also redefined “Customer relationship management” (CRM). To brief this, it was stated that the companies in the subscription economy allowed their purchasers, to pre-book a good, service, experience, or approach to a forum. Therefore, the subscribers access the product or service on a daily basis and pay way too less than they could have actually paid.[7]

With the intrusion of the concept of subscription-based marketing model across industries, the facilities to customers and businesses grew with same pace. The Subscription companies offer the various amenities that can be studied under three types:

- Physical products which include provision of ownership and utilization of a physical good, e.g. a grocery subscription.
- Access-dependent provides approach to a service or forum which can be online or digital, e.g. a video subscription.
- Individual-dependent is a service which can be customized according to the needs of a person and is non-transferrable, e.g. a fitness service.

The ease-to-pay is also an important aspect among the young generation. These consumers are busier than ever before, which is why “Return on Time” is important. Also, youth have begun to subscribe to recurrent deliveries. Such types of subscriptions enable the young buyers to maximize their time and savings by buying exactly what they require.[8]

The largest young population in the world belongs to our country which is drifting the consumption of digital media. In present scenario, constant changes in the technology within the media industry can be seen which is dependent on the choices and needs of the customers. Thus, it is evenly significant for media economy (both traditional TV and online streaming services) to differentiate themselves. Online Streaming has become the talk of the town and has gained immense popularity in the today's world. The user can watch the content online as well as offline according to the availability of time and internet bandwidth. The only requirement for the user is a quality access to the internet and brilliant service supplier.[9]

With reference to the emergence of online video subscription services, the three main contributing factors responsible are: cost, choice and convenience. Cost of services is overwhelmingly the most important factor that dictates the consumer preferences. The high cost of digital media in the comparison to the lower price of unlimited internet are widely highlighted by the population. This is followed by the variance in choice. The decision to give preference to the online streaming over the cable services even if it has the availability of sports content is due to the increasing variety of series available on these subscription service providers is entirely consumers call or choice. Lastly, the convenience that include the ability to play, pause and rewind, skip ads or the ability to watch online and offline as well is also one of the striking factors. Thus, these factors including many others have drifted the consumers towards this trending subscription economy sector.

Therefore, the aim of this research paper is to investigate and perceive factors that affect behavior of the consumer on purchase verdicts regarding tariffed online content and services broadly called as subscription economy.

### **3 Literature Review:**

#### **Bettina C, Vince M, Emin B, Bodo S (2004) [10]**

Studied responses to unprincipled behavior of the respondents and were investigated using sample data from six different countries. It provided insights regarding opinion of consumer on unethical behavior in the frame of multicultural customer behavior. The nationality and gender were not found to be a substantial forecaster of consumers outlook to different disputable behaviors. On the contrary, age and religious association were found to be important with respect to ethical insight of consumer.

#### **Wang CL, Ye RL, Zhang Yue, Nguyen DT (2005) [7]**

Conducted a survey that examined the influence of various factors on readiness of purchaser to approach subscription-based media services. Total of 165 responses were collected and among them 91 were male and 69 were female. A questionnaire based on the approach toward fee-based web services and the elements that might had an effect on their acceptance or reluctance to endorse to these facilities was developed. Among all the variables, ease to work, necessity and frequency were the main three factors that distinguished those who are ready to pay from those who are not. It was further followed by other factors.

**Scrivens E (2007) [11]**

Studied the participation of social marketing on behavior of the purchaser and considering different methods in which retailing procedures were utilized to upgrade service operation, developments in way of life and altering communal level of mind. It also examined the concept of “social marketing” and discussed “the need for social policy analysts” in order to increase knowledge of advantages and disadvantages regarding the enhanced benefit of communal marketing by Ministry.

**Kapoor A, Kulshrestha C (2004) [12]**

Determined the factors referring to utilization, individuality, cost assessment and demographic attributes of young female customers in India. This study had an aim to assess the role of the fashion quotient of well-to-do female purchasers and how precisely marketers would be able to hit this section. In addition to this, the research would broaden our understanding of consumer behavior.

**Magid FN (2008) [13]**

Evaluated approach towards media and behaviors of customer as it relates to television, video streaming and social networking. The survey included around two thousand consumers in the age limit of 8-64 and it also used supreme quality online research site and data collection firm. The results showed that smartphones were increasingly becoming TV Screens and livestreaming was the next frontier.

**Barmola KC (2010) [5]**

Explored the participation of customer behavior in current commerce structure. The attitude of the purchaser depicted during the search, purchase, use, evaluation and disposal of goods and services that they would be expecting to fulfil their demands. It explained that the consumer behavior was influenced by various factors and these factors may be influential to the retailers as well. This study was a derivative of concepts-based findings and the data allowed us to offer an exact status picture of the attitude in retailing authorities.

**Kevin KW, Eric WK, Billy C, Mandy W (2013) [14]**

Investigated factors affecting the accomplishment of E-service using an analysis version on the “Updated DeLone and McLean Information System Success Model”. The platform of the investigation was the online music tariffed market in Hong Kong. The relations among various forms and choices in this field were examined. The total of 135 college students formed the sample to examine using the “Analytical Hierarchy Process”. It was shown that each E-commerce form in the model had various stages of significance in accomplishment of electronic media.

**Pastore A, Cesareo L (2014) [15]**

Analyzed attitudes of the buyer towards online piracy and their willingness to try subscription-based

music services. The aim of the survey was to develop and analyze an “Attitude-intention model” which included review in decision-making process of customer regarding music usage. The study was conducted through questionnaires distributed among 505 consumers using a structural equations model. It was found that the attitude toward online piracy was positively determined by economic and hedonic benefits and negatively by moral judgment. The advantageous behavior towards online piracy had a negative effect on consent of consumers to try prepaid fee-based music services.

**Burroughs BE (2015) [16]**

Examined the online-streaming of media as a high-tech advances and communal habits that combines viewer and business sector. In this study, the viewers also inhabit even latest techniques such as “virtual private networks (VPNs)” to continue the act of streaming as a strategy, which destabilizes efforts made by the show makers to hold through the Ministry rules.

**Khanna V (2016) [17]**

Conducted the study to access the reasons behind the lesser tariffs of Netflix in India and to suggest ways to uplift the development. The demographic data showed that subjective factors could affect the subscription rates. Availability of various other options and less cost effectiveness were also the reasons for not using Netflix. Cost ineffectiveness, insufficient local material, payment sources available were the main reasons causing reduced tariffs.

**Dey S (2017) [18]**

Studied the discernment, buying behavior as well as gratification of the buyers in India. Interviews were scheduled for the sample collection using survey method. The survey concluded that the purchasers were highly engaged when the product was overly-priced, perilous, brought rarely and highly pushy. The habitual buying behavior was also observed among the definite category when there is lesser participation and very less difference among the tradenames. Also, the customer's buying behavior was influenced by the class he belongs to and the society he lives in.

**Hyunmo K (2018)**

Studied the relationship between streamers and platforms and suggested that streamers' loyalty to streaming platforms was comprised of streamers' satisfaction and trust which are affected by other factors too. The factors affecting the relationship between streamers and platforms were fairness, interactivity, belonging market opportunity, platform convenience, production assistance, reputation and perceived fit. It comprised two interviews to choose service-based factors. The satisfaction was found to be the most significant variable that explained the loyalty between streamers and their streaming platforms followed by market opportunity variable which positively affected the trust. In the relationship related factors, only fairness was found to be significant. Therefore, it was concluded that streamers with the large audience were more sensitive to the fairness variable because they have many opportunities for promotional events.

**Lee, Christopher C, Sinead G, Nagpal P, Lim, Sook H (2018) [9]**

Investigated a number of elements which customer review while opting community antenna television or online streaming. The study included two different dependent variables cable television and Online Streaming services. Cable services focused on a number of factors such as price, consumer care and anthropology. Tariff, convenient usage, communal trends, and anthropology were examined for tariffed streaming services. Extra penny, communal swing, cable tv service transition and accessible various options were statistically significant.

**Puspitasari1 NB, Susanty1 A, Faiz PM (2019) [8]**

Studied the factors determining the influence consumers in using Subscription-Based Music Services. The investigation was performed in two countries, Indonesia and Germany to examine the effect of consumer behavior. It concluded that respondents belonging to Indonesia had advantageous with regards to low tariffs provided by plagiarized music company as the users preferred prices over the quality of service. However, the results were different among residents of Germany as profit-making did not affect behavior towards electronic base theft significantly because of the strict regulations regarding piracy in Germany.

**4 Methodology:**

**1) Framework of the study:**

The current research paper is a cross sectional study that was conducted through electronic mail questionnaire distributed among 100 participants.

**2) Questionnaire development:**

The 15-item closed-end self-administrated questionnaire was created using online-based/web-based survey tool named Google forms (ed. 2020). The survey included demographic details like age, gender, occupation, social class and educational qualification. The participants were asked to fill the questionnaire by opting one or more than options depending on the type of question asked.

**3) Sampling technique:**

The present study was conducted among all the 120 participants who gave their consent to participate in the study. The consumers were chosen through a snowball technique on the basis of age of the participants as it had to be within the range of 15-65 years. The defined category was chosen as it represents the dynamic people group that has the maximum internet usage. The questionnaire was shared through electronic mail media to the consumers with a brief about the study design. Out of 120 study subjects, the total of 100 completed the questionnaire and those who were non-contactable (9.6%) and did not fill the complete questionnaire (10.4%) were excluded from the study generating the response rate of 83.3%.

**4) Data analysis:**

All the collected data was entered in Microsoft excel and analysed using the SPSS version 22 for descriptive and inferential statistics. The mean weighted scores and Standard deviation were calculated for each dimension determining consumer behavior based on responses to the items.

**5 Results:**

Table II described the characteristics of the population. About 100 respondents completed the questionnaire out of which 51.5% were graduates and 37.6 % were postgraduates. About 86.1% respondents belonged to upper middle class and 7.9 % to lower middle class. The percentage of male was comparatively more than female. With respect to age group, most of them belonged in the 20-25 group (57.4%), followed by those in the 25-30 group (24.8%) and the 30-35 group (10.9%). The remaining 5.9% belonged were 15-20 and least was observed in 35 and above.

Table III described the details regarding subscription-based media services opted by the subjects. 90% of the respondents were subscribed to online video streaming services which implicated that there is more inclination towards online subscription services. Majority of the respondents preferred both traditional TV cable and online streaming (71%) followed by Online streaming (29%) implicating that there is a likelihood of the consumer towards online streaming. On the basis of the expenses spent on subscription services, it was observed that 58.2% of the consumers spent less than Rs 500 per month. About 46% of the consumers streaming the online subscription services daily, followed by those who allocate 4-5 days per week for the same. This explains the dependency and the rise in demand of the digital media among the population. It was also observed that majority of the consumers used their mobile phones (75%) as a portal for the video streaming.

Table no. IV described the factors that enable the buyers to purchase subscription-based media services. The Consumer behavior was measured using factors Cost effectiveness, variety of content to choose from, ease to access and Ad free content. According to the descriptive analysis, it was observed that all the mentioned factors play an important role altogether (48%) and affects the behavior of the consumer to subscribe to these online video streaming services.

Table no. V implicated that 80% of the consumers were satisfied with the standard of the facilities provided by the subscription-based media. However, they weren't completely satisfied much due to the certain barriers or the disadvantages that were also described.

Table no. VI described the various barriers for consumers in adopting subscription-based online video streaming services. Limited internet bandwidth accounted for 45% which implicated it to be the main reason the customers were not subscribing to these services.

Table no. VII described the preference mode of video streaming in terms of gender on the basis of the non-parametric test. There was no level of significance between online streaming and traditional TV media ( $p < 0.05$ ). This could be explained further that gender difference does not make a distinction in the determination of preference between the two.

Table no. VIII showed that age factor showed effected on the online video subscription services. It was noted that there was highly significant relationship between the two depicting 0.005 for the variances and 0.003 for the means.

Table IX showed that, there was a significant relationship of factors, barrier, monthly expenditure and video streaming frequency with subscription-based media service. It was observed that there was a significant relationship between Subscription based service with factors influencing the consumer's behavior towards the mentioned services ( $p < 0.03$ ) and frequency of usage ( $p < 0.024$ ). Also, there was a level of significance with the barriers in using the services by the customer. No level of significance was found between monthly expenditure with online streaming ( $p > 0.05$ ).

**Table 2.** Characteristics of Respondents

Characteristics		Number (n)	Frequency (%)
Age Groups	15-20	6	6.0
	20-25	58	58.0
	25-30	25	25.0

	30-35	11	11.0
	35 and above	6	6.0
<b>Gender</b>	Male	49	49
	Female	51	51
<b>Educational qualification</b>	Undergraduate	11	11.0
	Graduate	52	52.0
	Post graduate	37	37.0
<b>Social class</b>	Lower middle	8	8.0
	Upper middle	86	86.0
	Upper class	6	6.0

**Table 3.** Details Regarding Subscription-Based Media Services

<b>Details</b>		<b>Number</b>	<b>Frequency</b>
		<b>(n)</b>	<b>(%)</b>
<b>Are you a Subscriber?</b>	Yes	90	90.0
	No	10	10.0
<b>Mode of video streaming</b>	Traditional Pay TV	0	0
	Online streaming	29	29.0
	Both	71	71.0
<b>Monthly expenditure</b>	Nothing	4	4.0
	Less than 500	56	56.0
	More than 500	40	40
<b>Video streaming usage</b>	Daily	46	46.0
	4-5 days per week	36	36.0
	2-3 days per week	11	11.0
	Less than 2 days	46	46.0
<b>Portal used for video streaming</b>	Smart TV	7	7.0
	Mobile	75	75.0

	Laptop	18	18.0
<b>Video streaming services subscribed</b>	Netflix	21	21.0
	Amazon Prime	36	36.0
	Hotstar	18	18.0
	Airtel Xtreme	3	3.0
	YouTube	4	4.0
	All of the above	18	18.0

**Table 4.** Factors That Enable Consumers to Buy Subscription-Based Media Services

<b>Factors</b>	<b>Number (n)</b>	<b>Frequency (%)</b>
Cost- effectiveness	19	19.0
Variety of content to choose from	14	14.0
Ease to access	5	5.0
Ad free content	14	14.0
All of the above	48	48.0

**Table 5.** Satisfaction Quotient of Consumers Towards Subscription-Based Media Services

<b>Level of satisfaction</b>	<b>Number (n)</b>	<b>Frequency (%)</b>
Very satisfied	20	20.0
Satisfied	80	80.0
Dissatisfied	0	0
Very Dissatisfied	0	0

**Table 6.** Barriers in Using Subscription-Based Media Services

<b>Barriers</b>	<b>Number (n)</b>	<b>Frequency (%)</b>
Not worth the extra expense	26	26.0
Limited internet bandwidth	45	45.0
Boring content	29	29.0

**Table 7.** Effect of Gender Difference on The Preference Mode of Video Streaming

	Equality of Variances		Equality of Means	
	f value	p-value	p-value	Mean difference
<b>Online streaming</b>	0.521	0.462	.755	.17
<b>Traditional Tx</b>	0.64	0.674	.496	-.28

\*p<0.05-significant

**Table 8.** Effect of Age Factor on The Preference Mode of Video Streaming

	Equality of Variances		Equality of Means	
	F value	P value	p-value	Mean difference
<b>Online streaming</b>	0.453	0.005*	.003*	.56
<b>Traditional Tx</b>	0.311	0.843	.645	-.18

\*p<0.05-significant

**Table 9.** Correlation Among Various Factors Determining the Consumer Behavior towards Subscription-Based Media Services

Spearman's correlation	SB M S	F	B	ME	VS U
Subscription-based media service Factor(F)	0.03*	0.0	0.35*	0.0	0.0
Barrier(B)	0.0	0.029*	0.0	0.0	0.0
Monthly expenditure (ME)	0.0	0.025*	0.0	0.0	0.0
Video streaming usage (VSU)	0.0	0.03*	0.0	0.0	0.0

\*\*p<0.05-significant

## 6 Discussion:

This research paper implicated many aspects that influence the behavior of the purchaser towards the subscription-based economy. On comparing both traditional cable TV with online streaming services, it was shown that the buyers have inclination towards both type of the media options together. However, there was a likelihood of the consumer towards online streaming more. This was in agreement with the study conducted by Lee et al [9]. who described the factors affecting the tariffed online streaming services.

Secondly, the monthly expenditure on subscription services was observed to be less than Rs 500 per month and from this it could be concluded that consumers cannot spend more on these services as it is not economical for majority of the population. These findings were in agreement with the study conducted by Khanna et al [17] which implicated that low subscription rate of online services in India affects the customer behavior towards the same. The subscribers used the online subscription services daily which explains the dependency and the rise in demand of the digital media among the population.

The study described the reasons like Cost effectiveness, variety of content to choose from, ease to access and Ad free content that enables the subscriber to purchase subscription-based media services. The results assisted with the findings of studies done by Keogh et al. [19] and Bautista et al. [20] A significant relationship was found in both studies for the cost effectiveness and the convenience in using these services. Therefore, the results showed a positive correlation between the behavior influenced by the factors and the web-based media.

The results were also in agreement with the findings of Lee et al. [9] where correlation and the regression model both described that there was a level of significance when the additional ad free content with the online streaming media. However, these were contradictory to the results of Nizovstev et al [21] which had no level of significance regarding the same.

In this study, it was found that the web-based services cause extra expenditure for the subscription as certain service providers were not cost-friendly (Netflix). The limitation to the availability of a good internet signal was also a significant factor which led to be one of the major barriers in subscription media usage. This was found to be similar to the results of a study by Snyder et al [ 2]. This implicated that these two have an inverse relationship in which if the price of the service is more, the consumers subscribe less to that service. This was seen in agreement with the findings of Khanna et al [17] which studied the low subscription rates of Netflix among Indian customers.

## 7 Conclusion:

Thus to conclude, irrespective of the barriers such as cost-effectiveness and limited internet bandwidth, there are many advantageous factors like convenience to use, more options with respect to content, no advertisement halts, non-repetitive videos related to all the categories, live media and influence by the society altogether enables the behavior of the consumer towards subscription based media services on the decision to opt for online streaming. The limitations to these services should be analysed and introduction of more cost-beneficial packages should be considered so that all the age groups and classes of the society are able to make use of these services. This would altogether aid in improving the economy of the subscription web -based media.

## References

1. Sathish M (2011) “Consumer Behavior Theory” [Online]. Available:

- [http://www.academia.edu/31765535/Chapter\\_2\\_chapter\\_2\\_consumer\\_behavior\\_theory](http://www.academia.edu/31765535/Chapter_2_chapter_2_consumer_behavior_theory).
2. Peighambari K., Sattari, S., Kordestani, A., Oghazi, P (2016). "Consumer Behavior Research: A Synthesis of the Recent Literature." SAGE open [Online]. vol. 6, issue 2. Available: <https://doi.org/10.1177/2158244016645638>
  3. Ramya N, Mohamed SA. "Factors affecting consumer buying behavior." International Journal of Applied Research, vol. 2, issue 10, pp. 76-80
  4. Saluja R, Kumar P. (October, 2018) "Changing Pattern of Consumer Buying Behavior in the Context of Indian Society: A Review." International Journal of Management Studies. [Online]. vol. 5, issue 4. Available: [http://dx.doi.org/10.18843/ijms/v5i4\(9\)/01](http://dx.doi.org/10.18843/ijms/v5i4(9)/01)
  5. K. C. Barmola and S. K. Srivastava. (2010). "Role of Consumer Behavior in Present Marketing Management Scenario." Productivity [Online]. vol. 51, issue 3, pp 268-275. Available:[https://www.researchgate.net/publication/333746466\\_The\\_Role\\_of\\_Consumer\\_Behavior\\_in\\_Present\\_Marketing\\_Management\\_Scenario/citations](https://www.researchgate.net/publication/333746466_The_Role_of_Consumer_Behavior_in_Present_Marketing_Management_Scenario/citations)
  6. Wigand R. (1997). "Electronic Commerce: Definition, Theory, and Context." Inf. Soc [Online]. vol. 13, pp. 1-16 Available:[https://www.researchgate.net/publication/220175602\\_Electronic\\_Commerce\\_Definition\\_Theory\\_and\\_Context/citations](https://www.researchgate.net/publication/220175602_Electronic_Commerce_Definition_Theory_and_Context/citations)
  7. Wang, C. L., Ye, L. R., Zhang, Y., & Nguyen, D. D. (2005). "Subscription to fee-based online services: What makes consumer pay for online content?" Journal of Electronic. Commerce Research. vol. 6, issue 4, pp 301-311.
  8. Puspitasari NB, Susanty A, Faiz PM (2019). "Analysis of Customer Behavior Factors on Subscription-Based Music Services"[Online] Available:[https://www.researchgate.net/publication/336848878\\_Analysis\\_of\\_Customer\\_Behavior\\_Factors\\_on\\_Subscription-Based\\_Music\\_Services](https://www.researchgate.net/publication/336848878_Analysis_of_Customer_Behavior_Factors_on_Subscription-Based_Music_Services)
  9. Lee, Christopher C, Nagpal P, Sinead G, Lim, Sook H (2018). "Factors Affecting Online Streaming Subscriptions." Communications of the IIMA. vol. 16, issue 1. Available at: <https://scholarworks.lib.csusb.edu/ciima/vol16/iss1/2>
  10. E. Babaku, T.B Cornwell, V. Mitchell, B.Schlegelmilch (2004), "Reactions to Unethical Consumer Behavior Across Six Countries". Journal of Consumer Marketing. Vol 21, issue 4, pp 255.
  11. Scrivens E. (2007). "The role of social marketing in influencing consumer behavior." The Analysis of Social Policy the University of Bath Claverton Down Bath. vol 18 ,pp 179 – 188.
  12. Kapoor A. and Kulshrestha C. (2004)." The effect of perception on Indian urban female." Consumer Buying Behavior Management Development Institute, India.[Online]. Available:[https://www.academia.edu/27119958/The\\_effect\\_of\\_perception\\_on\\_Indian\\_urban\\_female\\_consumer\\_buying\\_behavior](https://www.academia.edu/27119958/The_effect_of_perception_on_Indian_urban_female_consumer_buying_behavior)
  13. Magid F.N. (2008). "Study Reveals Consumer Behavior and Preferences in Online Video Ministry of Defence Armament Development Authority Tel- aviv, Isreal"
  14. Ho, Kevin K.W.; See-To, Eric W.K.; Chiu, Billy; and Wu, Mandy, "Consumer E-Service Evaluation in Hong Kong Online Music Subscription Service Industry" (2013).PACIS 2013 Proceedings. [Online]. Available: <http://aisel.aisnet.org/pacis2013/223>
  15. L. Cesareo, A. Pastore. (2014) "Consumers' attitude and behavior towards online music piracy and subscription-based services" Journal of Consumer Marketing. vol 31, issue 6.
  16. Burroughs, Benjamin Edward. (2015) "Streaming media: audience and industry shifts in a networked society." PhD (Doctor of Philosophy) thesis, University of Iowa. [online] Available: <https://doi.org/10.17077/etd.e9qi86xf>
  17. Khanna V. (2016) "A study on factors affecting subscription rates of Netflix in India: an empirical approach." International Journal of Electrical and electronic engineers. vol 8, issue 2.
  18. Dey S. (2017). "A Study on Changing Buying Behavior of Indian Customers." Global Journal of Marketing Management and Research. vol 7, issue 1, pp. 1-4.
  19. Keogh, E., Davidoff, J., Lessiter, J., & Freeman, J. (2001). "A cross-media presence

- questionnaire: The ITC-sense of presence inventory.” Presence: Teleoperators and Virtual Environments. vol 10, issue 3, pp 282-297.
20. Bautista, J. R., Lin, T. T., & Theng, Y. (2016). “How and why users use social TV systems? A Systematic Review of User Studies.” Piscataway, NJ: IEEE. Xs
  21. Chulkov, D., Nizovtsev, D. (2015). “Bundling, cord-cutting and the death of TV as we know it.” Journal of the International Academy for Case Studies. vol. 21, issue 5, pp 27-33.
  22. Snyder, B. (2016, November 3). “Today's cable TV may not be better but it sure is more expensive.” [ Online]. Available: <https://www.cio.com/article/3138097/consumer-electronics/todays-cabletv-may-not-be-better-but-it-sure-is-more-expensive.html>.
  23. K. Elissa, “Title of paper if known,” unpublished.
  24. R. Nicole, “Title of paper with only first word capitalized,” J. Name Stand. Abbrev., in press.
  25. Y. Yorozu, M. Hirano, K. Oka, and Y. Tagawa, “Electron spectroscopy studies on magneto-optical media and plastic substrate interface,” IEEE Transl. J. Magn. Japan, vol. 2, pp. 740-741, August 1987 [Digests 9th Annual Conf. Magnetics Japan, p. 301, 1982].
  26. M. Young, The Technical Writer’s Handbook. Mill Valley, CA: University Science, 1989.
  27. Haucap, Justus; Heimeshoff, Ulrich (2011). “Consumer behavior towards on-net/off-net price differentiation, DICE Discussion Paper, No. 16”. Düsseldorf Institute for Competition Economics (DICE) [Online] Available: <https://www.econstor.eu/handle/10419/44999>
  28. Bischof, Friedrich S, Tim M. Boettger, Rudolph T (2019) "Curated subscription commerce: A theoretical conceptualization," Journal of Retailing and Consumer Services. {Online} Available: [https://www.researchgate.net/publication/332956771\\_Curated\\_subscription\\_commerce\\_A\\_theoretical\\_conceptualization](https://www.researchgate.net/publication/332956771_Curated_subscription_commerce_A_theoretical_conceptualization)
  29. Guo, X., Ling, K.C., Liu, M. (2012). “Evaluating factors influencing customer satisfaction towards onlineshopping in China.” Asian Social Science vol 8, issue 13, pp 40-50. [Online] Available: <https://doi.org/10.5539/ass.v8n13p40>.
  30. Bhatt D. “Consumers' perceptions towards subscription retail: a focus on online fashion box services.”(2018) University of Delaware.[Online] Available: <http://udspace.udel.edu/handle/19716/23904>
  31. Lee, E.-J., & Overby, J. W. (2004). “Creating value for online shoppers: Implications for satisfaction and loyalty.” Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior. vol 17, pp 54-67.
  32. Li, H., Kuo, C., & Rusell, M. G. (1999). “The impact of perceived channel utilities, shopping orientations, and demographics on the consumer's online buying behavior.” Journal of Computer-Mediated Communication. vol 5, issue 2, pp 1-20.
  33. Cha, J., Chan-Olmsted, S. (2012). “Substitutability between online video platforms and television.” Journalism & Mass Communication Quarterly. vol 89, issue 2, pp 261-278.
  34. Tse, Y. (2016). “Television’s changing role in social togetherness in the personalized online consumption of foreign TV.” New Media & Society. vol 18, issue 8, pp 1547-1562.
  35. Dennis C., Merrilees B., Jayawardhena C. and Wright L. T. (2007). “E-consumer behavior.” The European journal of Marketing. vol 43, pp 1121-1139