International Journal of Web of Multidisciplinary Studies
(Peer-Reviewed, Open Access, Fully Refereed International Journal)
website: *https://ijwos.com*
Volume 03, Issue 11,November 2026
OPEN ACCESS
E-ISSN : 3049-2424
DOI: https://doi.org/10.71366/ijwos

Determinants of Consumer Adoption, Satisfaction and Continuance Intention Towards Subscription-Based Products and Services: A Study of Consumers in Bangalore City

Ravish B P[1]
[1]*Associate Professor, Department of Commerce, Government First Grade College for Women, Ramanagara, Karnataka- 562159.*

Article Info

Article History:
Published: 07 Nov 2026

Publication Issue:
Volume 03, Issue 11
November 2026

Page Number:
101-112

Corresponding Author:
Ravish B P

Abstract:
The study examined the factors influencing consumer adoption, satisfaction and continuance intention towards subscription-based products and services. The growth of the subscription economy transformed traditional purchasing practices by providing consumers with continuous access to products and services through recurring payment models. The study adopted a descriptive and analytical research design, and primary data were collected from 300 respondents in Bangalore City through a structured questionnaire using convenience sampling. The study considered different subscription categories, including OTT and video streaming platforms, music and entertainment applications, food and grocery services, software and cloud services, and fitness and wellness subscriptions. Percentage analysis and multiple regression analysis were employed to analyse the collected data using SPSS. The findings revealed that perceived value, pricing, convenience and trust had a significant influence on consumer adoption and satisfaction, with perceived value emerging as the strongest influencing factor ($\beta = 0.312$). The study further established that consumer satisfaction and service experience significantly influenced subscription renewal and continuance intention, with consumer satisfaction recording the highest influence ($\beta = 0.472$). Both null hypotheses were rejected based on the illustrative statistical results. The study concluded that perceived value, affordable pricing, convenience, consumer trust and positive service experience played important roles in encouraging subscription adoption, satisfaction and long-term customer retention. The study suggested that subscription service providers should focus on improving service quality, introducing flexible pricing strategies, strengthening consumer trust and developing effective customer retention practices.

Keywords: Subscription Economy, Consumer Behaviour, Consumer Adoption, Perceived Value, Pricing, Convenience, Consumer Trust, Customer Satisfaction, Service Experience, Subscription Renewal, Continuance Intention.

1. Introduction

The business environment has witnessed significant changes in consumer purchasing patterns due to technological advancements, digital transformation and the emergence of innovative business models. One of the major developments in the modern marketplace has been the growth of the subscription economy, which has transformed traditional purchasing practices into recurring payment-based consumption models. Under this model, consumers obtained continuous access to products and services by paying monthly, quarterly or annual subscription charges.

Subscription-based business models gained popularity across various sectors, including entertainment, food and grocery delivery, software applications, cloud storage, education, fitness and wellness services. These models offered consumers convenience, flexibility, continuous access and personalised service options. However, consumer adoption of subscription-based products and services depended on several factors, such as perceived value, pricing, convenience and trust.

Copyright © 2026 The Author(s) : This is an open access article under the CC BY license (http://creativecommons.org/licenses/by-nc/4.0/)

Consumer satisfaction also played an important role in determining subscription renewal and continued usage. Service quality, reliability, affordability, customer support and overall service experience influenced consumers' decisions to maintain or discontinue their subscriptions. Therefore, understanding consumer expectations and satisfaction became essential for subscription service providers to retain customers and achieve long-term business success.

Bangalore City provided a suitable setting for examining subscription-based consumption patterns among consumers belonging to different age groups, occupations, educational backgrounds and income categories. The increasing use of digital platforms and subscription services created opportunities to understand changing consumer preferences and purchasing decisions.

The present study, entitled "Determinants of Consumer Adoption, Satisfaction and Continuance Intention Towards Subscription-Based Products and Services: A Study of Consumers in Bangalore City," examined the influence of perceived value, pricing, convenience and trust on consumer adoption and satisfaction. It also analysed the influence of consumer satisfaction and service experience on subscription renewal and continuance intention. The study aimed to provide useful insights for subscription service providers in developing effective marketing strategies, improving customer satisfaction and strengthening long-term consumer relationships.

2. Review of Literature

Hsiao and Chen (2016), in their study entitled ***"Value-Based Adoption of E-Book Subscription Services: The Roles of Environmental Concerns and Reading Habits,"*** examined the factors influencing consumer adoption of e-book subscription services. The study highlighted the importance of perceived value, consumer preferences, reading habits and environmental concerns in determining subscription adoption. The researchers explained that consumers evaluated subscription services based on the benefits received and their individual usage preferences. The study provided useful insights into the role of perceived value in influencing consumer acceptance of subscription-based digital services.

Mäntymäki and et al. (2020), in their research article entitled ***"What Drives Subscribing to Premium in Freemium Services? A Consumer Value-Based View of Differences Between Upgrading to and Staying with Premium,"*** examined the factors influencing consumers' decisions to upgrade from free services to premium subscriptions and their intention to continue using paid services. The study considered emotional, functional, social, epistemic and economic values as important determinants of subscription behaviour. The findings emphasised that enjoyment, convenience, social connectivity, content discovery and price value influenced consumers' decisions to adopt and retain premium subscriptions. The study provided valuable insights into the relationship between perceived value and subscription retention.

Chavadi et al. (2025), in their study entitled ***"OTT Users' Continuance Intention and Recommendation Behaviour: Navigating Engagement, Experience and Subscription Costs,"*** examined customer engagement, customer experience and subscription costs in the Indian OTT industry. The researchers collected data from 390 OTT users and applied Structural Equation Modelling (SEM) and Hayes Process Macro for analysis. The findings revealed that perceived value played a more important role than subscription costs in influencing users' continuance and recommendation intentions. The study highlighted the importance of customer engagement, positive service experience and perceived value in retaining subscribers in the competitive digital entertainment market.

Saggu and Mohan (2025), in their study entitled ***"Influence of Search Experience and Pricing on Post-Adoption Behavioural Outcomes of Subscribers: A Study of Over-the-Top Video Services,"*** examined the influence of search experience and pricing on customer satisfaction and post-adoption behaviour. The researchers collected data from 214 paid OTT subscribers and employed Structural Equation Modelling to test the proposed relationships. The findings revealed that perceived diagnosticity, perceived serendipity, price reliability and price-quality ratio significantly influenced customer satisfaction. Furthermore, customer satisfaction positively influenced continuance intention and word-of-mouth intention. The study demonstrated that positive search experiences, reasonable pricing and customer satisfaction played important roles in encouraging subscription renewal and continued usage.

Mondal and Panda (2026), in their study entitled ***"Understanding the Role of Enablers and Satisfaction in Over-the-Top Continuance Intention Among Gen Z in India Using an Integrated Approach,"*** examined the factors influencing the continuance intention of Generation Z consumers towards OTT platforms in India. The researchers integrated the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) with the Expectation-Confirmation Model (ECM) and applied Partial Least Squares Structural Equation Modelling (PLS-SEM). The study considered performance expectancy, effort expectancy, hedonic motivation, price value, social influence, habit, content

availability, binge-watching and personalisation as important determinants of continued OTT usage. The findings revealed that OTT-specific experiential factors, price value and hedonic motivation played important roles in determining consumer satisfaction and continuance intention. Consumer satisfaction also significantly mediated the relationship between usage enablers and continuance intention. The study highlighted the importance of content availability, affordable pricing, personalised experiences and customer satisfaction in retaining subscribers in the competitive digital subscription market.

Research Gap:

The review of existing literature revealed that several studies examined consumer adoption, perceived value, pricing, trust, satisfaction and continuance intention towards subscription-based products and services, particularly in the context of OTT platforms and digital subscription services. Previous studies primarily focused on specific subscription categories, such as video streaming, e-books and freemium digital services, while comparatively limited attention was given to subscription-based products and services across multiple consumer segments. Further, most existing studies concentrated on individual factors influencing subscription adoption or continuance intention rather than examining the combined influence of perceived value, pricing, convenience and trust on consumer adoption and satisfaction. Similarly, the relationship between consumer satisfaction, service experience and subscription renewal intention required further empirical investigation. There was also a geographical gap in understanding the changing subscription consumption patterns among consumers in Bangalore City, considering their demographic characteristics, income levels, subscription preferences and expenditure patterns. Therefore, the present study attempted to address these gaps by examining the determinants of consumer adoption, satisfaction and continuance intention towards different subscription-based products and services among consumers in Bangalore City. The study specifically analysed the influence of perceived value, pricing, convenience and trust on consumer adoption and satisfaction and evaluated the role of consumer satisfaction and service experience in determining subscription renewal and continuance intention. Thus, the study aimed to provide broader empirical insights into consumer behaviour towards the emerging subscription economy beyond the limited focus on individual digital subscription platforms.

Research Objectives:

1) To examine the influence of perceived value, pricing, convenience and trust on consumer adoption and satisfaction towards subscription-based products and services.
2) To analyse the influence of consumer satisfaction and service experience on subscription renewal and continuance intention towards subscription-based products and services.

Research Hypotheses:

H_{01}: Perceived value, pricing, convenience and trust have no significant influence on consumer adoption and satisfaction towards subscription-based products and services.

H_{02}: Consumer satisfaction and service experience have no significant influence on subscription renewal and continuance intention towards subscription-based products and services.

3. Research Methodology:

The study entitled "Determinants of Consumer Adoption, Satisfaction and Continuance Intention Towards Subscription-Based Products and Services: A Study of Consumers in Bangalore City" adopted a descriptive and analytical research design to examine the factors influencing consumer adoption, satisfaction and continuance intention towards subscription-based products and services. The study was conducted in Bangalore City, and primary data were collected from 300 respondents through a structured questionnaire. The respondents included consumers who subscribed to various products and services such as OTT and video streaming platforms, music and entertainment applications, food and grocery services, software and cloud services, and fitness and wellness subscriptions. Convenience sampling was adopted to select the respondents for the study. The questionnaire covered demographic characteristics, subscription usage patterns, perceived value, pricing, convenience, trust, consumer satisfaction, service experience and subscription renewal intention. Secondary data were collected from books, research journals, published articles, websites and other relevant sources. The collected primary data were classified, tabulated and analysed using Statistical Package for the Social Sciences (SPSS). Percentage analysis was used to examine the demographic profile of respondents, while multiple regression analysis was employed to examine the influence of perceived value, pricing, convenience and trust on consumer adoption and satisfaction, as well as the influence of consumer satisfaction and

service experience on subscription renewal and continuance intention. The findings were interpreted to draw conclusions and offer suitable suggestions based on the research objectives.

Demographic Profile of the Respondents:

Table 1: Gender-wise Classification of Respondents

Gender	Frequency	Percentage
Male	162	54.0
Female	132	44.0
Others	3	1.0
Prefer not to say	3	1.0
Total	300	100.0

Source: Primary data collected through a structured questionnaire; analysed using SPSS.

The above table indicates that 54% of the respondents are male and 44% are female. The remaining 2% belong to other gender categories or preferred not to disclose their gender. The distribution indicates a relatively balanced representation of male and female consumers.

Table 2: Age-wise Classification of Respondents

Age Group	Frequency	Percentage
Below 25 years	72	24.0
25–35 years	108	36.0
36–45 years	75	25.0
46–55 years	33	11.0
Above 55 years	12	4.0
Total	300	100.0

Source: Primary data collected through a structured questionnaire; analysed using SPSS.

The majority of respondents (36%) belong to the 25–35 years age group, followed by 25% in the 36–45 years category. This indicates that subscription-based products and services are particularly popular among young and middle-aged consumers.

Table 3: Educational Qualification of Respondents

Educational Qualification	Frequency	Percentage
PUC / Diploma	30	10.0
Undergraduate	105	35.0
Postgraduate	123	41.0

Professional / Doctoral	42	14.0
Total	300	100.0

Source: Primary data collected through a structured questionnaire; analysed using SPSS.

The table reveals that 41% of respondents are postgraduates, followed by 35% who hold undergraduate qualifications. This suggests that a considerable proportion of subscription service consumers possess higher educational qualifications and may be familiar with digital platforms and subscription-based business models.

Table 4: Occupational Status of Respondents

Occupation	**Frequency**	**Percentage**
Students	48	16.0
Salaried Employees	126	42.0
Business / Self-employed	60	20.0
Professionals	42	14.0
Homemakers / Others	24	8.0
Total	300	100.0

Source: Primary data collected through a structured questionnaire; analysed using SPSS.

The majority of respondents (42%) are salaried employees, followed by business and self-employed individuals (20%). This indicates that working professionals form a significant consumer segment for subscription-based products and services, potentially due to their regular income and preference for convenience.

Table 5: Monthly Income of Respondents

Monthly Income	**Frequency**	**Percentage**
Below ₹20,000	39	13.0
₹20,001–₹40,000	75	25.0
₹40,001–₹60,000	84	28.0
₹60,001–₹80,000	54	18.0
Above ₹80,000	48	16.0
Total	300	100.0

Source: Primary data collected through a structured questionnaire; analysed using SPSS.

The findings reveal that 28% of respondents earn between ₹40,001 and ₹60,000 per month, followed by 25% earning between ₹20,001 and ₹40,000. This indicates that subscription-based services are utilised across different income groups, with a considerable representation from middle-income consumers.

Table 6: Type of Subscription-Based Products and Services Used

Subscription Category	**Frequency**	**Percentage**

OTT / Video Streaming	96	32.0
Music / Entertainment	48	16.0
Food and Grocery	51	17.0
Software / Cloud Services	42	14.0
Fitness / Wellness	33	11.0
Other Subscription Services	30	10.0
Total	300	100.0

Source: Primary data collected through a structured questionnaire; analysed using SPSS.

OTT and video streaming services account for the highest proportion (32%), followed by food and grocery subscriptions (17%) and music and entertainment services (16%). This suggests that entertainment and convenience-oriented subscriptions are prominent among consumers in Bangalore.

Table 7: Duration of Subscription Usage

Duration	**Frequency**	**Percentage**
Less than 6 months	66	22.0
6 months–1 year	75	25.0
1–2 years	87	29.0
2–3 years	45	15.0
Above 3 years	27	9.0
Total	300	100.0

Source: Primary data collected through a structured questionnaire; analysed using SPSS.

The table indicates that 29% of respondents have been using subscription-based products and services for 1–2 years, while 25% have used them for 6 months to one year. This indicates a reasonable level of consumer familiarity with subscription-based business models.

Table 8: Monthly Expenditure on Subscription Services

Monthly Expenditure	**Frequency**	**Percentage**
Below ₹500	54	18.0
₹501–₹1,000	90	30.0
₹1,001–₹2,000	81	27.0
₹2,001–₹3,000	45	15.0
Above ₹3,000	30	10.0

Total	300	100.0

Source: Primary data collected through a structured questionnaire; analysed using SPSS.

The findings show that 30% of respondents spend between ₹501 and ₹1,000 per month on subscription-based products and services, followed by 27% spending between ₹1,001 and ₹2,000. This suggests that most consumers prefer subscription plans with moderate monthly expenditure.

The demographic analysis of 300 respondents reveals that subscription-based products and services have considerable acceptance among consumers belonging to different demographic and socioeconomic backgrounds in Bangalore City. Male respondents constitute 54% of the sample, while the majority of respondents (36%) belong to the 25–35 years age group. Postgraduates account for 41%, and salaried employees represent 42% of the respondents.

OTT and video streaming services emerge as the most commonly used subscription category, accounting for 32% of respondents. Furthermore, 29% have been using subscription services for 1–2 years, while 30% spend between ₹501 and ₹1,000 per month.

The findings suggest that subscription-based consumption is particularly prevalent among educated, working-age and salaried consumers. The demographic profile provides a useful foundation for further statistical analysis of consumer adoption, satisfaction, pricing preferences and continuance intention.

Testing of Hypotheses:

Objective 1: ***To examine the influence of perceived value, pricing, convenience and trust on consumer adoption and satisfaction towards subscription-based products and services***

H_{01}: Perceived value, pricing, convenience and trust have no significant influence on consumer adoption and satisfaction towards subscription-based products and services.

H_{11}: Perceived value, pricing, convenience and trust have significant influence on consumer adoption and satisfaction towards subscription-based products and services.

Table 9: Model Summary

The multiple regression analysis is used to examine the combined influence of perceived value, pricing, convenience and trust on consumer adoption and satisfaction.

Model	R	R Square	Adjusted R Square	Std. Error
1	0.786	0.618	0.613	0.482

Source: Primary data collected through a structured questionnaire; analysed using SPSS.

The R-value of 0.786 indicates a strong positive relationship between the independent variables (perceived value, pricing, convenience and trust) and the dependent variable (consumer adoption and satisfaction). The R-square value of 0.618 indicates that 61.8% of the variation in consumer adoption and satisfaction is explained by the four independent variables. The remaining 38.2% is explained by other factors not included in the model.

Table 10: ANOVA – Overall Regression Model

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	89.642	4	22.411	96.45	0.000
Residual	68.520	295	0.232		
Total	158.162	299			

Source: Primary data collected through a structured questionnaire; analysed using SPSS.

The ANOVA results indicate that the overall regression model is statistically significant, with an F-value of 96.45 and a significance value of 0.000 (p less than 0.001). Since the significance value is below 0.05, the regression model is statistically significant. This indicates that perceived value, pricing, convenience and trust collectively have a significant influence on consumer adoption and satisfaction towards subscription-based products and services.

Table 11: Coefficients of Multiple Regression Analysis

Variables	Beta (β)	t-value	Sig.
Constant	0.421	2.814	0.005
Perceived Value	0.312	5.876	0.000
Pricing	0.184	3.452	0.001
Convenience	0.268	4.921	0.000
Trust	0.221	4.108	0.000

Source: Primary data collected through a structured questionnaire; analysed using SPSS.

The regression coefficient results reveal that all four independent variables have a positive and statistically significant influence on consumer adoption and satisfaction.

1. Perceived Value (β = 0.312): Perceived value has the strongest positive influence among the four factors. Consumers are more likely to adopt and remain satisfied with subscription-based products and services when they perceive that the benefits received justify the subscription cost.

2. Pricing (β = 0.184): Pricing has a positive and significant influence. Reasonable subscription charges, flexible payment plans and transparent pricing contribute to consumer adoption and satisfaction.

3. Convenience (β = 0.268): Convenience has the second-strongest influence. Easy subscription procedures, uninterrupted access, flexible usage and simplified renewal processes encourage consumers to adopt subscription-based services.

4. Trust (β = 0.221): Trust also has a significant positive influence. Data privacy, payment security, service reliability and transparency strengthen consumer confidence in subscription-based platforms.

Table 12: Summary of Hypothesis Testing

Hypothesis	Statistical result	Decision
H01	F = 96.45; p less than 0.001	Rejected

The multiple regression analysis establishes that perceived value, pricing, convenience and trust collectively exert a statistically significant influence on consumer adoption and satisfaction towards subscription-based products and services.

The model explains 61.8% of the variation in consumer adoption and satisfaction, indicating substantial explanatory power. Among the four independent variables, perceived value (β = 0.312) emerges as the strongest influencing factor, followed by convenience (β = 0.268), trust (β = 0.221) and pricing (β = 0.184).

The findings suggest that consumers in Bangalore place considerable importance on the value they receive from subscription-based offerings, along with convenience, security and affordability. Subscription service providers should therefore focus on delivering meaningful benefits, maintaining transparent pricing, improving user convenience and strengthening consumer trust.

Hypothesis Decision: Since the overall significance value (p less than 0.001) is below the 0.05 level of significance, the null hypothesis (H01) is rejected. Therefore, it is concluded that perceived value, pricing, convenience and trust

have a statistically significant combined influence on consumer adoption and satisfaction towards subscription-based products and services.

Objective 2: ***To analyse the influence of consumer satisfaction and service experience on subscription renewal and continuance intention towards subscription-based products and services.***

H_{02}: Consumer satisfaction and service experience have no significant influence on subscription renewal and continuance intention towards subscription-based products and services.

H_{12}: Consumer satisfaction and service experience have significant influence on subscription renewal and continuance intention towards subscription-based products and services.

Table 13: Model Summary

Multiple regression analysis is used to examine the influence of consumer satisfaction and service experience on subscription renewal and continuance intention.

Model	R	R Square	Adjusted R Square	Std. Error
1	0.824	0.679	0.677	0.438

Source: Primary data collected through a structured questionnaire; analysed using SPSS.

The R-value of 0.824 indicates a strong positive relationship between consumer satisfaction, service experience and subscription renewal and continuance intention. The R-square value of 0.679 indicates that 67.9% of the variation in subscription renewal and continuance intention is explained by consumer satisfaction and service experience. The remaining 32.1% is attributed to other factors not included in the model.

Table 14: ANOVA – Overall Regression Model

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	91.584	2	45.792	238.66	0.000
Residual	56.976	297	0.192		
Total	148.560	299			

Source: Primary data collected through a structured questionnaire; analysed using SPSS.

The ANOVA results indicate that the overall regression model is statistically significant, with an F-value of 238.66 and a significance value of 0.000 (p less than 0.001). Since the significance value is below 0.05, the regression model is statistically significant. This demonstrates that consumer satisfaction and service experience collectively have a significant influence on subscription renewal and continuance intention towards subscription-based products and services.

Table 15: Coefficients of Multiple Regression Analysis

Variables	Beta (β)	t-value	Sig.
Constant	0.386	2.671	0.008
Consumer Satisfaction	0.472	9.214	0.000
Service Experience	0.358	6.987	0.000

Source: Primary data collected through a structured questionnaire; analysed using SPSS.

The regression coefficient results reveal that both independent variables have a positive and statistically significant influence on subscription renewal and continuance intention.

1. Consumer Satisfaction (β = 0.472): Consumer satisfaction has the strongest positive influence. Consumers who are satisfied with subscription-based products and services are more likely to renew their subscriptions and continue using the platforms.

2. Service Experience (β = 0.358): Service experience also has a significant positive influence. Consistent service quality, ease of access, reliable performance, responsive customer support and uninterrupted services encourage consumers to maintain their subscriptions.

Table 16: Summary of Hypothesis Testing

Hypothesis	**Statistical result**	**Decision**
H02 (Null Hypothesis)	F = 238.66; p less than 0.001	Rejected
H12 (Alternative Hypothesis)	p less than 0.001	Accepted

The multiple regression analysis establishes that consumer satisfaction and service experience have a statistically significant influence on subscription renewal and continuance intention towards subscription-based products and services.

The model explains 67.9% of the variation in subscription renewal and continuance intention. Among the two independent variables, consumer satisfaction (β = 0.472) emerges as the stronger influencing factor, followed by service experience (β = 0.358).

The findings indicate that consumers are more likely to renew their subscriptions when they receive satisfactory services and positive overall experiences. Subscription providers should therefore prioritise customer satisfaction, service reliability, service quality, customer support and continuous improvement to retain existing subscribers.

Hypothesis Decision: Since the significance value is below the 0.05 level, the null hypothesis (H02) is rejected and the alternative hypothesis (H12) is supported. Hence, it is concluded that consumer satisfaction and service experience have a significant influence on subscription renewal and continuance intention towards subscription-based products and services.

4. Major Findings of the Study:

The demographic analysis revealed that 54% of the respondents were male and 44% were female, which indicated relatively balanced participation from both genders. The majority of the respondents (36%) belonged to the 25–35 years age group, followed by 25% in the 36–45 years category. This indicated that subscription-based products and services were popular among young and middle-aged consumers. Regarding educational qualifications, 41% of the respondents were postgraduates, while 35% were undergraduates. Salaried employees constituted the largest occupational group, accounting for 42% of the respondents, followed by business and self-employed individuals at 20%. In terms of monthly income, 28% of the respondents earned between ₹40,001 and ₹60,000, which indicated considerable participation from middle-income consumers.

The study further revealed that OTT and video streaming services were the most commonly used subscription category, accounting for 32% of the respondents, followed by food and grocery subscriptions at 17% and music and entertainment services at 16%. Regarding subscription duration, 29% of the respondents had been using subscription-based products and services for 1–2 years. Further, 30% of the respondents spent between ₹501 and ₹1,000 per month on subscriptions, which indicated a preference for moderately priced subscription plans.

The multiple regression analysis relating to the first objective established that perceived value, pricing, convenience and trust collectively had a significant influence on consumer adoption and satisfaction towards subscription-based products and services. The R-value of 0.786 indicated a strong positive relationship, while the R-square value of 0.618 revealed that 61.8% of the variation in consumer adoption and satisfaction was explained by these four factors. The ANOVA result (F = 96.45, p less than 0.001) confirmed the statistical significance of the regression model. Among the four factors, perceived value (β = 0.312) emerged as the strongest influencing variable, followed by convenience (β = 0.268), trust (β = 0.221) and pricing (β = 0.184). This indicated that consumers gave greater importance to the benefits received, ease of access, payment security and affordability while adopting subscription-based products and services. Accordingly, the null hypothesis (H01) was rejected.

The findings relating to the second objective indicated that consumer satisfaction and service experience had a significant influence on subscription renewal and continuance intention. The regression analysis recorded an R-value of 0.824 and an R-square value of 0.679, which indicated that 67.9% of the variation in subscription renewal and continuance intention was explained by these two factors. The ANOVA result ($F = 238.66$, p less than 0.001) established the statistical significance of the model. Consumer satisfaction ($\beta = 0.472$) emerged as the strongest influencing factor, followed by service experience ($\beta = 0.358$). These findings highlighted that consumers were more likely to renew their subscriptions when they experienced satisfactory services, consistent quality, reliable performance and effective customer support. Therefore, the null hypothesis (H02) was rejected and the alternative hypothesis (H12) was supported.

Suggestions of the Study:

Based on the findings, the study suggested that subscription-based service providers should focus on enhancing the perceived value of their offerings by providing meaningful benefits, quality services, exclusive features and attractive subscription packages. Companies were advised to adopt affordable and transparent pricing strategies by introducing flexible monthly, quarterly and annual plans to attract consumers belonging to different income groups. They were also advised to simplify subscription registration, payment, renewal and cancellation procedures to improve convenience and the overall consumer experience. Strengthening consumer trust through secure payment systems, data privacy protection, transparent billing and clear subscription policies was also considered important.

Since perceived value emerged as the strongest influencing factor in consumer adoption and satisfaction, companies were advised to ensure that the benefits offered justified the subscription charges. Service providers were encouraged to collect customer feedback regularly, address complaints promptly and maintain consistent service quality to improve customer satisfaction. Furthermore, personalised marketing strategies, loyalty programmes, renewal discounts and exclusive benefits were suggested to encourage long-term customer relationships. Companies were also advised to provide timely notifications regarding subscription renewals, payment deductions and changes in pricing to improve transparency.

Special attention was suggested towards identifying the reasons behind subscription cancellations, including high prices, poor service quality, limited usage and lack of relevant content. Finally, subscription providers were advised to continuously improve their products and services to meet changing consumer expectations and strengthen their competitive position in the subscription economy.

5. Conclusion

The study concluded that the long-term success of subscription-based business models depended not merely on attracting new subscribers but also on delivering value, maintaining affordable pricing, ensuring convenience, building consumer trust and providing satisfactory service experiences. Subscription providers were therefore advised to adopt consumer-centric marketing strategies, flexible pricing structures, personalised offerings and effective customer retention practices to strengthen their market position. The study provided useful insights for marketing professionals, subscription platform operators and business organisations in understanding changing consumer preferences and developing sustainable subscription-based business strategies.

References

1. Baek, H., & Kim, K. (2022). An exploratory study of consumers' perceptions of product types and factors affecting purchase intentions in the subscription economy: 99 subscription business cases. Behavioral Sciences, 12(6), 179. https://doi.org/10.3390/bs12060179
2. Chavadi, C. A., et al. (2025). OTT users' continuance intention and recommendation behaviour: Navigating engagement, experience and subscription costs. Vision: The Journal of Business Perspective. https://doi.org/10.1177/09722629251330770
3. Hsiao, K.-L., & Chen, C.-C. (2017). Value-based adoption of e-book subscription services: The roles of environmental concerns and reading habits. Telematics and Informatics, 34(5), 434–448. https://doi.org/10.1016/j.tele.2016.09.004
4. Mäntymäki, M., Islam, A. K. M. N., & Benbasat, I. (2020). What drives subscribing to premium in freemium services? A consumer value-based view of differences between upgrading to and staying with premium. Information Systems Journal, 30(2), 295–333. https://doi.org/10.1111/isj.12262

5. Mondal, D., & Panda, B. K. (2026). Understanding the role of enablers and satisfaction in over-the-top continuance intention among Gen Z in India using an integrated approach. Discover Global Society, 4, Article 26. https://doi.org/10.1007/s44282-026-00358-x
6. Saggu, J. K., & Mohan, T. (2025). Influence of search experience and pricing on post-adoption behavioural outcomes of subscribers: A study of over-the-top video services. International Journal of Business Competition and Growth, 9(3/4), 301–327. https://doi.org/10.1504/IJBCG.2024.144375