Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2026): 8.748 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 13 | Issue: 3 | March 2026 -Peer-Reviewed Journal

CUSTOMER'S PERCEPTION OF SUBSCRIPTION-BASED SERVICES AND ITS IMPACT ON PERSONAL BUDGETING

Ishita Agarwal[1], Dr. Sabeeha Fatima[2]
[1]*Student, B. Com (Hons.), Amity University*
[2]*Faculty, Amity University*

ABSTRACT
This study explores customer perception of subscription-based services and their impact on personal budgeting. It finds that while these services are convenient and widely used, especially among young consumers, multiple subscriptions can increase monthly expenses and affect savings. The study highlights the importance of managing subscriptions carefully to maintain financial balance. This study is based on the survey of 100 responses.

CHAPTER.1- INTRODUCTION
The digital revolution has significantly changed the way consumers interact with products and services. One of the most notable developments in recent years is the emergence of subscription-based business models. In this system, consumers pay a recurring fee to access services such as streaming platforms, music applications, educational tools, and software solutions.

Subscription services have become highly popular due to their ease of use and accessibility. Instead of making large upfront payments, users can enjoy continuous access to services at a relatively low cost. This model is especially appealing to younger consumers who are more engaged with digital platforms.

However, the increasing number of subscription services has raised concerns about their impact on personal financial management. Many individuals subscribe to multiple services, often without fully considering the cumulative cost. Automatic renewal features further contribute to recurring expenses, which may go unnoticed over time.

This study aims to explore how consumers perceive subscription-based services and how these services affect their personal budgeting and financial behavior.

CHAPTER.2- OBJECTIVES OF THE STUDY
The study is conducted with the following objectives:

- To analyze consumer usage patterns of subscription-based services
- To evaluate customer perception regarding pricing and convenience
- To examine the impact of subscription expenses on personal budgeting
- To assess financial awareness related to subscription spending
- To suggest strategies for better management of subscription expenses

CHAPTER.3- LITERATURE REVIEW
The concept of subscription-based services has gained significant attention in recent years due to the expansion of digital platforms. Researchers have observed that subscription models offer both convenience and affordability, making them attractive to consumers.

Previous studies indicate that subscription services are particularly popular among younger users, who frequently access digital content for entertainment and learning. The flexibility of paying smaller recurring amounts instead of a large one-time cost encourages more consumers to adopt these services.

However, research also highlights certain challenges associated with the subscription economy. One of the major concerns is the accumulation of multiple subscriptions, which can increase monthly expenses. Consumers may not always track their subscription payments, especially when they are automatically renewed.

Studies also suggest that financial awareness plays an important role in managing subscription expenses. Individuals who regularly review their subscriptions are more likely to maintain better financial control and avoid unnecessary spending.

CHAPTER.4- RESEARCH METHODOLOGY

The study is based on a descriptive research design, which helps in analyzing consumer behavior and perceptions.

Data Collection

Primary data was collected using a structured questionnaire distributed through an online survey. The questionnaire included questions related to demographics, subscription usage, customer perception, and financial awareness.
Secondary data was collected from books, research articles, and online sources.

Sampling Method

A convenience sampling technique was used to collect responses from participants.

Sample Size

The study includes responses from approximately 60 participants from different backgrounds.

Data Analysis

The collected data was analyzed using percentage methods and interpreted through tables and charts to identify patterns and trends.

CHAPTER.5- DATA ANALYSIS AND DISCUSSION

Demographic Insights

- Majority of respondents belong to the 18–25 age group, indicating high usage among young consumers.
- Students form the largest group, showing strong dependence on digital platforms.
- Respondents from different income levels are included, but many fall under low or no income categories.

Subscription Usage Pattern

- Most respondents are active users of subscription-based services.
- OTT/streaming platforms are the most commonly used services.
- Other popular services include music apps, educational platforms, and software tools.
- Majority of users maintain 1–4 active subscriptions at a time.
- This reflects moderate usage with some level of cost awareness.

Monthly Spending Behavior

- Most users spend below ₹1,000 per month on subscriptions.
- Lower spending suggests preference for affordable plans.
- However, combined subscriptions still create a recurring financial commitment.

Customer Perception

- Subscription services are generally seen as convenient and easy to use
- Most respondents feel they provide good value for money
- Continuous access without repeated payments increases satisfaction
- Positive perception is linked to frequent usage of services

Budgeting Impact

- Subscription expenses have a moderate effect on monthly budgeting
- Individual costs are low, but multiple subscriptions increase total expenses

- Some respondents experience a slight reduction in savings
- Financial pressure is not very high but still noticeable in some cases

Tracking and Management Issues

- Many respondents find it moderately difficult to track multiple subscriptions
- Automatic renewal systems make monitoring expenses harder
- Some users continue paying for services they do not use regularly

Financial Awareness and Behavior

- Most respondents are aware of their subscription spending
- However, regular review and cancellation of subscriptions is not common
- Very few respondents use budgeting tools or apps for tracking expenses
- This shows a gap between awareness and actual financial management

Overall Interpretation

- Subscription-based services are widely accepted due to convenience
- Users prefer limited subscriptions to control spending
- Lack of regular monitoring can lead to unnecessary expenses
- Proper management is required to maintain financial balance

CHAPTER.6- FINDINGS

- Subscription services are widely used, especially among young consumers
- Students are the most active users of digital subscriptions
- Streaming platforms are the most popular type of service
- Most individuals maintain a limited number of subscriptions
- Monthly spending on subscriptions is generally moderate
- Consumers perceive subscription services as convenient and valuable
- Subscription expenses moderately affect personal budgeting
- Some users face difficulty in tracking multiple subscriptions

CHAPTER.7- CONCLUSION

The study concludes that subscription-based services have become an essential part of modern consumer lifestyles. These services provide convenience, flexibility, and easy access to various digital platforms.

However, the increasing number of subscriptions can lead to recurring expenses that may affect personal budgeting. While most consumers are aware of their subscription spending, not all actively manage their subscriptions.

Therefore, it is important for individuals to monitor their subscriptions regularly and make informed decisions to avoid unnecessary expenses.

CHAPTER.8- RECOMMENDATION

- Consumers should review their subscriptions regularly
- Unused subscriptions should be cancelled
- Subscription expenses should be included in monthly budgets
- Budgeting tools can be used to track recurring payments
- Consumers should limit the number of subscriptions

CHAPTER. 9- BIBLIOGRAPHY

1. *Kotler, P. (2017). Marketing Management. Pearson Education*
2. *Schiffman, L. (2019). Consumer Behavior. Pearson Education*