

## REVIEWER'S REPORT

Manuscript No.: IJAR-52245

Date: 13-06-2025

**Title:** THE IMPACT OF SUBSCRIPTION-BASED MODELS ON CONSUMER BEHAVIOR: A Comparative study of Netflix and Spotify

### Recommendation:

**Accept as it is** .....

Accept after minor revision.....

Accept after major revision .....

Do not accept (*Reasons below*) .....

Rating	Excel.	Good	Fair	Poor
Originality		✓		
Techn. Quality		✓		
Clarity			✓	
Significance			✓	

Reviewer Name: Dr.P.Manochithra

Date: 13-06-2025

### Reviewer's Comment for Publication.

*(To be published with the manuscript in the journal)*

*The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewers name.*

This manuscript offers a timely and insightful exploration of how subscription-based models influence consumer behavior. By comparing Netflix and Spotify, it highlights key psychological drivers and spending patterns, with practical relevance for digital service providers navigating user engagement and retention in an evolving subscription economy.

## REVIEWER'S REPORT

### *Detailed Reviewer's Report*

**Title:** The Impact of Subscription-Based Models on Consumer Behavior: A Comparative Study of Netflix and Spotify

**Manuscript ID:** IJAR-52245

#### 1. General Assessment

The manuscript presents a comprehensive and analytically robust study of how subscription-based models affect consumer behavior, specifically through a comparative lens involving Netflix and Spotify users. The integration of behavioral economics, psychological frameworks (e.g., Theory of Planned Behavior), and mixed-methods research adds significant academic value. The paper is timely and relevant, offering insights useful for digital service providers, marketers, and policymakers.

#### 2. Significance and Originality

- The paper addresses a topical and evolving area—the "subscription economy"—which has not been extensively studied from a behavioral and comparative perspective.
- By focusing on both Netflix and Spotify, the study brings out nuanced differences between audio and video streaming services.
- The discussion on "subscription fatigue" and the influence of psychological factors like loss aversion and the endowment effect enhances originality.

#### 3. Strengths

- **Clear Research Objectives:** The paper articulates clear research gaps and hypotheses, adding structure and coherence to the study.
- **Rigorous Methodology:** A well-executed mixed-methods approach, with 217 survey responses and in-depth interviews, enriches the data quality.
- **Theoretical Foundation:** The integration of Behavioral Economics and the Theory of Planned Behavior strengthens conceptual depth.
- **Data Analysis:** Appropriate statistical tools (Chi-square, ANOVA, Spearman's correlation, logistic regression) were used and interpreted clearly.
- **Practical Implications:** Actionable recommendations for Netflix and Spotify, as well as broader strategies for managing user retention, ad-free upgrades, and personalization, are well-developed.

#### 4. Areas for Improvement

- **Language and Grammar:** There are occasional grammatical issues and long-winded sentences that could benefit from careful proofreading and editing.
- **Figures and Tables:** Visual representation (e.g., graphs, tables summarizing hypothesis results) would help improve data interpretation and readability.
- **Limitations:** While the paper does mention some limitations, a more explicit section discussing sampling bias, self-reporting limitations, and geographic constraints (only Bangalore, India) would improve transparency.
- **Ethical Considerations:** Since personal user data was collected, a brief note on ethical clearance and data privacy practices would enhance the manuscript's integrity.

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### 5. Specific Suggestions

- Shorten the introduction and literature review slightly by focusing more on critical points rather than comprehensive sector-by-sector examples.
- Add a summary table of key findings for each hypothesis to help readers digest results more easily.
- Include a limitations section and propose more concrete areas for future research, such as cross-cultural studies or platform-specific behavioral predictors.