REVIEWER'S REPORT

Manuscript No.: IJAR-52245   Date: 16-06-2025

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

Recommendation:
Accept as it is………………**YES………….**
Accept after minor revision………………
Accept after major revision ………………
Do not accept (*Reasons below*) ………

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

Reviewer's Name: Mr Bilal Mir

Reviewer's Decision about Paper: Recommended for Publication.

Comments (*Use additional pages, if required*)
.

Reviewer's Comment / Report

Abstract – Evaluation

The abstract provides a clear and coherent summary of the paper's purpose, scope, and significance. It succinctly captures the focus on how subscription-based models influence consumer behavior, drawing from both existing literature and original research. The mention of psychological responses, strategic business implications, and budgeting behaviors suggests a multi-dimensional analysis, which enhances the relevance of the study. The keywords are well-chosen and cover the breadth of relevant concepts such as value perception, subscription fatigue, and recurring revenue models, all of which are pertinent to contemporary business dynamics.

REVIEWER'S REPORT

Introduction – Evaluation

The introduction is comprehensive and well-contextualized, establishing the prominence of subscription-based models in the modern commercial landscape. By citing a variety of industries—from entertainment and software to automotive and fitness—the introduction effectively illustrates the widespread adoption of the subscription economy. The reference to prominent services like Netflix and Spotify helps anchor the study in recognizable, real-world examples that are relevant to a wide audience.

The transition from product ownership to access-based consumption is conveyed clearly, and the framing of this as a shift in the business-consumer dynamic is appropriate. The narrative structure is logical and sets a solid foundation for exploring the implications on consumer behavior in later sections of the paper.

Relevance and Scope

The study's focus on consumer psychology, behavior modification, and brand loyalty aligns well with current marketing and economic research trends. By choosing Netflix and Spotify as focal points for comparison, the paper leverages two of the most influential digital subscription platforms, both with distinct content delivery models and customer engagement strategies. This comparative angle enhances the analytical depth of the paper.

The research addresses not only economic implications but also psychological and behavioral dimensions, offering a holistic approach. This multidisciplinarity increases the relevance for stakeholders across business strategy, behavioral economics, and digital marketing.

Originality and Contribution

The inclusion of original research alongside a literature synthesis indicates an effort to generate novel insights rather than merely recapitulating established findings. The study contributes to understanding evolving consumer expectations, loyalty mechanisms, and financial planning behaviors in a recurring-payment model. The acknowledgment of subscription fatigue

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

REVIEWER'S REPORT

introduces a critical and timely element, as consumers today face an overload of subscription choices.

Furthermore, the strategic recommendations promised in the abstract suggest that the study offers practical implications beyond theoretical contributions, which strengthens its utility for business practitioners.

Overall Evaluation

This paper demonstrates clarity, relevance, and analytical rigor. The subject matter is timely and well-articulated, and the structure of the abstract and introduction promises a comprehensive and insightful examination of subscription-based consumer behavior. The use of comparative case studies, attention to psychological responses, and broader business implications make the paper a potentially valuable resource for academia and industry alike.