How Hyperpersonalization Drives Subscription Intention With Perceived Creativity and Perceived Relevance as Mediating Roles on Spotify

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Abstract

Artificial intelligence has advanced significantly in recent years. It increasingly enables digital platforms to provide personalized recommendations based on user behavior data. However, in music streaming services, the extent to which highly personalized recommendations encourage users to subscribe to premium services remains insufficiently understood. This study examines the effect of hyper-personalization on the intention to purchase Spotify Premium and investigates perceived creativity and perceived relevance as mediating roles. A quantitative explanatory design was employed through a cross-sectional survey of 300 Spotify users in Indonesia selected via purposive sampling. Data were collected via an online questionnaire and analyzed using SEM-PLS. The findings indicate that hyper-personalization positively influences perceived creativity, perceived relevance, and subscription intention. Perceived creativity and perceived relevance also have positive effects on subscription intention. Mediation analysis shows that perceived creativity and perceived relevance significantly mediate the effect of hyper-personalization on subscription intention. These findings highlight the importance of creative, relevant, and personalized recommendations in increasing value for consumers and subscription intention, while also providing insights for Spotify to strengthen its hyper-personalization strategy to drive Premium subscriptions.

Keywords: hyperpersonalization; subscription intention; perceived creativity; perceived relevance

I. INTRODUCTION

The development of artificial intelligence and data analytics has encouraged digital companies to develop marketing strategies that are increasingly tailored to consumers' behaviors and preferences (Spais & Chryssochoidis, 2025). In the music streaming industry, Spotify applies hyper-personalization through music recommendations and playlists tailored to users' listening habits, thereby creating opportunities to enhance user experience relevance while encouraging intentions to subscribe to Spotify Premium (Mehrotra, 2021). However, recommendations that match users' preferences do not necessarily lead to subscription intention because consumers may also evaluate the creativity and appeal of the recommendations they receive (Wu et al., 2024). From the perspective of the Stimulus–Organism–Response (S-O-R) framework, hyper-personalization can be positioned as a stimulus that influences users' internal evaluations through perceived creativity and perceived relevance before generating subscription intention. Perceived creativity reflects users' evaluations of the novelty and appeal of recommendations (Cox et al., 2022), whereas perceived relevance indicates the extent to which recommendations are perceived as consistent with users' needs and preferences (Thonssen et al., 2018).

Previous studies indicate that personalization can influence consumer responses through internal evaluations of the characteristics of personalized recommendations. Yin et al. (2025), found that the effect of personalization on consumer intention does not always

occur directly, whereas Haq et al. (2025) demonstrated that personalization enhances perceived creativity, which subsequently contributes to purchase intention. Another mechanism is reflected in the role of perceived relevance. Studies by An & Ngo (2025) and Dia et al. (2026), found that hyper-personalization enhances perceived relevance, while perceived relevance contributes to purchase intention. These findings suggest that creativity and relevance may represent two distinct forms of consumer evaluation that explain how hyper-personalization or algorithmic personalization is translated into behavioural responses.

Nevertheless, the direct effect of personalization on subscription intention has not produced consistent findings. A previous study found that personalization marketing did not significantly affect subscription intention, whereas price discount and perceived value had positive and significant effects (Karunia & Purwanto, 2026). These findings differ from those of Haq et al. (2025), who reported a positive effect of personalization on purchase intention, indicating that the effectiveness of personalization may depend on consumers' evaluations of the outcomes generated by personalization. This inconsistency suggests that the relationship between hyper-personalization and subscription intention should be explained not only through its direct effect but also through users' internal evaluation processes. In this context, perceived creativity and perceived relevance may provide different explanations because a recommendation can be perceived as relevant without necessarily being perceived as creative, while a creative recommendation may not necessarily be considered relevant.

Based on these conditions, further research is needed to examine how hyper-personalization is translated into subscription intention through perceived creativity and perceived relevance, particularly in the context of Spotify's personalized music recommendations in Indonesia. Previous studies have predominantly examined personalization in digital advertising, social media, e-commerce, or purchase intention, whereas the roles of these two evaluative mechanisms in shaping subscription intention within the music streaming context remain less explored. This study adopts the S-O-R framework by positioning hyper-personalization as the stimulus, perceived creativity and perceived relevance as the organism, and subscription intention as the response. Therefore, this study aims to examine the effect of hyper-personalization on subscription intention, both directly and indirectly through the mediating roles of perceived creativity and perceived relevance among Spotify users in Indonesia.

II. METHOD

A. Research Design

This study employed a quantitative approach with an explanatory research design to examine the relationships among hyper-personalization, perceived creativity, perceived relevance, and subscription intention in the context of Spotify. The explanatory design was selected to investigate the proposed relationships among the research constructs and explain how hyper-personalization relates to subscription intention through users' perceptions of creativity and relevance. A cross-sectional design was adopted, meaning that the research data represented respondents' perceptions at a single point in time rather than changes observed over an extended period. The study utilized primary and secondary data to support the research objectives. Primary data consisted of respondents' assessments of the research constructs, while secondary data were derived from relevant peer-reviewed journal articles and scientific publications that provided the theoretical foundation and conceptual support for the study.

B. Population and Sample

The population consisted of Spotify users in Indonesia. Because the exact population size was unknown, purposive sampling was employed to select respondents who met the

predetermined criteria. Respondents were required to be between 15 and 55 years old, actively use Spotify, and have experienced or received personalized recommendations through Spotify features such as Discover Weekly, Daily Mix, Daylist, Spotify Wrapped, or other personalized recommendation features. These criteria were adapted from the previous Spotify study, which selected active Spotify users who had experienced AI-based personalization features. A total of 190 respondents were targeted for the study. The sample size exceeds the minimum requirement based on the 5–10 times indicator rule commonly applied in PLS-SEM, considering that the proposed instrument consists of 19 indicators. The number of respondents was therefore considered adequate for estimating the measurement and structural models.

C. Data Collection and Research Instrument

Data were collected using an online questionnaire developed through Google Forms and distributed through WhatsApp, Instagram, TikTok, and other relevant digital networks. Before completing the questionnaire, respondents were presented with screening questions to ensure that they met the research criteria. The questionnaire used a seven-point Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree).

The measurement instruments were adapted from previous studies and adjusted to the Spotify context. Four reflective constructs were measured, namely hyper-personalization, perceived creativity, perceived relevance, and subscription intention. The proposed indicators are presented in Table 1.

Table 1. Measurement Indicators

Variable	Code	Indicator
Subscription Intention	SI1	I prefer Spotify over other music streaming platforms.
	SI2	Spotify would be my first choice if I decided to subscribe to a music streaming service.
	SI3	I plan to subscribe to Spotify Premium in the future.
	SI4	Spotify's personalized experience makes me more inclined to subscribe to Spotify Premium.
	SI5	I'm willing to pay more for a Spotify Premium subscription.
Hyperpersonalization	HP1	Spotify provides music recommendations specifically tailored to me.
	HP2	Spotify provides personalized recommendations based on my music preferences.
	HP3	Spotify's personalized recommendations reflect my listening habits and patterns.
	HP4	Spotify's personalized recommendations align with my personal interests.
	HP5	Spotify's personalized recommendations feel more personal than just general recommendations.
Perceived Creativity	PC1	Spotify's personalized recommendations feel unique.
	PC2	Spotify's personalized recommendations feel creative.
	PC3	Spotify's personalized recommendations offer an exciting music discovery experience.
	PC4	Spotify's personalized recommendation feature makes exploring music more enjoyable.
Perceived Relevance	PR1	Spotify's personalized recommendations feel meaningful to my listening needs.
	PR2	Spotify's personalized recommendations feel important to me.
	PR3	Spotify's personalized recommendations feel valuable to me.
	PR4	Spotify's personalized recommendations are worth my time.
	PR5	Spotify's personalized recommendations help me discover music that's relevant to my preferences.

D. Data Analysis

The data were analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS 3.0. PLS-SEM was selected because it is appropriate for explanatory research and allows the simultaneous examination of direct and indirect relationships among latent constructs without requiring strict multivariate normality assumptions (Hair et al., 2022). The analysis consisted of two stages, namely the evaluation of the measurement model (outer model) and the evaluation of the structural model (inner model).

The outer model was evaluated through convergent validity, discriminant validity, and construct reliability. Convergent validity was assessed using outer loading values of ≥ 0.70 and Average Variance Extracted (AVE) values of ≥ 0.50. Discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT), with values below 0.90 indicating adequate discriminant validity (Henseler et al., 2015). Construct reliability was assessed using Cronbach's Alpha and Composite Reliability, with values of ≥ 0.70 considered acceptable (Purwanto & Sudargini, 2021). These criteria follow the analytical procedures applied in the previous studies provided as references. Furthermore, the inner model was evaluated by examining the coefficient of determination (R^2), path coefficients, and their statistical significance. Moreover, hypothesis testing was conducted using the bootstrapping procedure in SmartPLS. A relationship was considered statistically significant when the *t*-statistic exceeded 1.96 or the *p*-value was below 0.05. The direct effects were examined to test the relationships between hyper-personalization, perceived creativity, perceived relevance, and purchase or subscription intention, while indirect effects were examined to determine whether perceived creativity and perceived relevance mediated the relationship between hyper-personalization and subscription purchase intention. The mediation effects were assessed using the Specific Indirect Effects procedure.

E. Common Method Bias

Because all constructs were measured using the same questionnaire and obtained from the same respondents, potential common method bias was considered. Procedural remedies were applied by informing respondents that their responses were anonymous and used solely for research purposes, while questionnaire statements were formulated clearly and neutrally. After data collection, common method bias was assessed using Harman's Single Factor Test and the Full Collinearity Variance Inflation Factor (VIF). A VIF value below 5.00 was considered to indicate the absence of serious common method bias (Hair et al., 2022), consistent with the procedure applied in the previous tourism study.

III. RESULTS AND DISCUSSIONS

A. Result

1. Respondent's Demographic Profile

A total of 300 respondents participated in this study. Based on the questionnaire data, all respondents indicated that they were familiar with the digital music streaming platform Spotify and were willing to participate in the study. Consequently, the 300 responses were used to describe the demographic characteristics and usage patterns of Spotify.

Table 2. Demographic Profile

Gender	**Quantity**	**Percentage**
Men	97	32,3%
Woman	203	67,7%
Total	**300**	**100%**
Age	**Quantity**	**Percentage**
15 – 28 years old	266	88,7%

29 – 41 years old	29	9,7%
42 – 55 years old	5	1,7%
Total	**300**	**100%**
Educational Attainment	**Quantity**	**Percentage**
Junior High School	3	1,0%
Senior High School	111	37,0%
Associate Degree	7	2,3%
Bachelor's Degree	172	57,3%
Master's Degree	7	2,3%
Total	**300**	**100%**
Occupation	**Quantity**	**Percentage**
Student	164	54,7%
Self-employed	25	8,3%
Employed	85	28,3%
Civil Servant	2	0,7%
Lecturer/Professor/Teacher	5	1,7%
Others	19	6,3%
Total	**300**	**100%**
Monthly Income	**Quantity**	**Percentage**
Less than Rp500.000	82	27,3%
Rp500.000–Rp999.000	29	9,7%
Rp1.000.000–Rp2.999.000	76	25,3%
Rp3.000.000–Rp4.999.000	43	14,3%
More than Rp5.000.000	70	23,3%
Total	**300**	**100%**
Daily Spotify Usage Time	**Quantity**	**Percentage**
Less than 1 hour	51	17,0%
1–2 hours	115	38,3%
2–3 hours	67	22,3%
More than 3 hours	67	22,3%
Total	**300**	**100%**
Main Audio Categories	**Quantity**	**Percentage**
Music	297	99,0%
Podcast	66	22,0%
Audiobook	5	1,7%
Preferred Spotify Personalization Features	**Quantity**	**Percentage**
Discover Weekly & Daily Mix	103	34,3%
Top Mixes	160	53,3%
Popular Radio	112	37,3%
Daylist	83	27,7%
Spotify Wrapped	141	47,0%
Sound Capsule	60	20,0%

According to Table 2, most respondents were female (67.7%) and aged 15–28 years (88.7%). In terms of education, the majority held a bachelor's degree (57.3%), while students accounted for the largest occupational group (54.7%), followed by employees (28.3%). Regarding monthly income, most respondents earned less than Rp500,000 (27.3%), followed closely by those earning Rp1,000,000–Rp2,999,000 (25.3%) and more than Rp5,000,000 (23.3%). These figures show that most respondents were young people, particularly students, with different educational and income backgrounds. For daily Spotify usage, 38.3% of respondents spent one to two hours on the platform, while 44.6% used it for more than two

hours per day. Music was the most popular audio category, selected by 99.0% of respondents, followed by podcasts (22.0%) and audiobooks (1.7%). Among Spotify's personalization features, Top Mixes was the most frequently selected (53.3%), followed by Spotify Wrapped (47.0%), Popular Radio (37.3%), Discover Weekly and Daily Mix (34.3%), Daylist (27.7%), and Sound Capsule (20.0%). These results show that respondents were familiar with several of Spotify's personalization features and had experience using the platform to discover and listen to music. Overall, the respondents' demographic profiles and Spotify usage patterns were relevant to this study, as they provided a basis for examining the relationships between hyper-personalization, perceived creativity, perceived relevance, and subscription intention toward Spotify Premium.

2. Measurement Model Evaluation

The measurement model was evaluated through convergent validity, discriminant validity, and internal consistency reliability. Convergent validity was assessed using outer loading and Average Variance Extracted (AVE), while discriminant validity was evaluated using the Fornell-Larcker criterion. Reliability was assessed using Cronbach's Alpha and Composite Reliability. Table 3 presents the results of the measurement model evaluation.

Table 3. Results of Validity and Reliability Testing

Construct	Indicator	Indicator Loading	AVE	Cronbach's Alpha	Composite Reliability	Result
Subscription Intention	SI1	0,852	0.746	0.915	0.936	Valid & Reliable
	SI2	0,875				
	SI3	0,868				
	SI4	0,845				
	SI5	0,880				
Hyper personalization	HP1	0,795	0.637	0.857	0.898	Valid & Reliable
	HP2	0,833				
	HP3	0,789				
	HP4	0,813				
	HP5	0,759				
Perceived Creativity	PC1	0,848	0.723	0.872	0.912	Valid & Reliable
	PC2	0,871				
	PC3	0,843				
	PC4	0,839				
Perceived Relevance	PR1	0,849	0.718	0.902	0.927	Valid & Reliable
	PR2	0,877				
	PR3	0,876				
	PR4	0,846				
	PR5	0,787				

Table 4.Results of Discriminant Validity Testing (HTMT)

	Hyperpersonalization	Perceived Creativity	Perceived Relevance	Subscription Intention
Hyperpersonalization				
Perceived Creativity	0.744			
Perceived Relevance	0.789	0.833		
Subscription Intention	0.620	0.604	0.637	

Based on the results of the measurement model testing in Table 3, all indicators for the constructs of hyper-personalization, perceived creativity, perceived relevance, and subscription intention had outer loadings ranging from 0.759 to 0.880. All of these values exceeded the minimum threshold of 0.70; therefore, each indicator was deemed capable of representing the construct being measured. The Average Variance Extracted (AVE) values

for all constructs ranged from 0.637 to 0.746, exceeding the minimum criterion of 0.50. These results indicate that all constructs meet the criteria for convergent validity. In terms of reliability, Cronbach's Alpha values ranged from 0.857 to 0.915, while Composite Reliability values ranged from 0.898 to 0.936. All of these values exceeded the minimum threshold of 0.70, indicating that the research instrument possesses good internal consistency and is considered reliable. Furthermore, the results of the discriminant validity test using the Heterotrait-Monotrait Ratio (HTMT) in Table 4, showed that the values in the table ranged from 0.604 to 0.833 and were all below the threshold of 0.90. Thus, based on these criteria, the discriminant validity among constructs can be considered satisfied. The results support the fulfillment of discriminant validity based on the 0.90 threshold (Henseler et al., 2015). With the fulfillment of the criteria for outer loading, AVE, Cronbach's Alpha, and composite reliability, as well as indications that discriminant validity has been met, the measurement model of this study is deemed suitable to proceed to the stage of testing the structural model and research hypotheses.

Table 5. Evaluation of Inner Model Testing (R-square)

	R Square	R Square Adjusted	Description
Perceived Creativity	0.415	0.414	Weak
Perceived Relevance	0.493	0.491	Weak
Subscription Intention	0.400	0.393	Weak

The results of the inner model evaluation show that the R-square values for perceived creativity and perceived relevance are 0.415 and 0.493, respectively. This means that hyper-personalization explains 41.5% of the variation in perceived creativity and 49.3% of the variation in perceived relevance. Meanwhile, the R-squared value for subscription intention of 0.400 indicates that the predictor variables in the model account for 40.0% of the variation in subscription intention. The remainder is explained by other factors outside the model. The adjusted R-squared value, which is relatively close to the R-squared value, indicates that the model's explanatory power remains stable after adjusting for the number of predictors.

3. Hypothesis Testing

Table 6. Results of Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Description
Hyperpersonalization → Subscription Intention	0.238	0.245	0.078	3.043	0.002	Supported
Hyperpersonalization → Perceived Creativity	0.645	0.646	0.060	10.692	0.000	Supported
Hyperpersonalization → Perceived Relevance	0.702	0.702	0.040	17.765	0.000	Supported
Perceived Creativity → Subscription Intention	0.186	0.183	0.093	1.989	0.047	Supported
Perceived Relevance → Subscription Intention	0.283	0.280	0.088	3.172	0.002	Supported
Hyperpersonalization → Perceived Creativity → Subscription Intention	0.120	0.117	0.060	1.982	0.048	Supported

Hyperpersonalization → Perceived Relevance → Subscription Intention	0.198	0.196	0.062	3.174	0.002	Supported

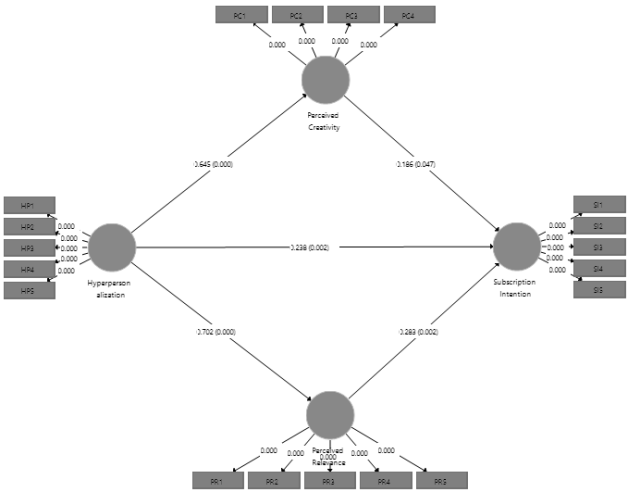

Figure 1. Research Model on SmartPLS

Based on the results of the hypothesis testing in Table 6, hyper-personalization has a positive and significant effect on subscription intention (β = 0.238; p = 0.002), a significant effect on perceived creativity as indicated in the table (β = 0.645; p < 0.000), and a significant effect on perceived relevance (β = 0.702; p < 0.000). Meanwhile, perceived creativity (β = 0.186; p = 0.047) and perceived relevance (β = 0.283; p = 0.002) have a positive and significant effect on subscription intention. The results of the mediation analysis also showed that perceived creativity (β = 0.120; p = 0.048) and perceived relevance (β = 0.198; p = 0.002) positively and significantly mediated the relationship between hyper-personalization and subscription intention. Thus, all hypotheses are supported based on the p-values, except for the hypothesis regarding the effect of hyper-personalization on perceived creativity, which needs to be reexamined because the information in the table is inconsistent with the p-value.

B. Discussion

Overall, the research findings support the Stimulus-Organism-Response (S-O-R) mechanism, which explains that external stimuli can influence behavioral responses through an individual's internal evaluation. In this study, hyper-personalization serves as the stimulus, while perceived creativity and perceived relevance represent the user's internal evaluation prior to forming a subscription intention. The test results show that hyper-personalization has a positive effect on subscription intention, perceived creativity, and perceived relevance. Both mediating variables also have a positive effect on subscription intention and mediate the relationship between hyper-personalization and subscription intention. This pattern is consistent with the research by Kim and Gambino (2016), who found that personalization in recommendation systems can influence users' perceptions of relevance, novelty, and behavioral responses.

The test results support the hypothesis that hyper-personalization has a positive effect on subscription intention. Personalization can increase subscription intention when music recommendations align with user preferences and provide benefits during the use of Spotify. Barata & Coelho (2021) discuss the factors that drive the purchase of music streaming services. The results of this study also support the findings of previous research indicating that AI personalization or hyper-personalization can significantly increase purchase intention (Ullah et al., 2025; Wei et al., 2025; Zailani, 2026).

The test results support the hypothesis that hyper-personalization has a positive effect on perceived creativity. Recommendations tailored to user preferences can feel more engaging and varied because they help users discover music they have never heard before. Haq et al. (2026) examined algorithmic personalization and perceived creativity in the context of Instagram ads. (Ahmed & Sheikh, 2026) also discussed the novelty and diversity of relevant music recommendations to explain the creativity of the recommendation experience on streaming services.

The test results support the hypothesis that hyper-personalization has a positive effect on perceived relevance. Personalization allows Spotify to present music that aligns with users' tastes and listening habits, making the recommendations feel more relevant. These findings support previous research showing that AI-based personalization can significantly increase users' perceived relevance by providing recommendations that are better aligned with individual characteristics, preferences, and needs (An & Ngo, 2025; Qadri et al., 2026). The previous study demonstrates the relevance of personalization in shaping consumer perceptions. Therefore, both the results and the previous study highlight the mechanism that personalization can influence users' evaluations of content suitability.

The test results support the hypothesis that perceived creativity has a positive effect on subscription intention. Recommendations perceived as creative can increase users' interest in the music listening experience and encourage them to consider paid services. Study by Haq et al. (2025) position perceived creativity within the relationship between algorithmic personalization and purchase intention. Meanwhile, Ahmed & Sheikh (2026) examined the novelty and diversity of music recommendations in relation to subscription intention. Both studies are relevant in illustrating that the appeal and novelty of recommendations can be linked to consumer intentions, even though the constructs used are not entirely identical.

The test results support the hypothesis that perceived relevance has a positive effect on subscription intention. When Spotify's recommendations align with users' needs and preferences, the benefits of the service become more apparent and can increase the likelihood of subscribing. The previous study examines the relationship between the relevance of personalized content and purchase intention. These findings are consistent with previous research showing that perceived relevance has an indirect effect on purchase intention (Qadri et al., 2026). These studies provide a foundation for explaining the importance of recommendation suitability in shaping consumer intentions.

The test results support the mediating role of perceived creativity. Logically, personalization can increase the appeal of music recommendations, and this perceived creativity then encourages users to consider a subscription. Several previous studies found that perceived creativity mediates the relationship between algorithmic personalization and purchase intention in Instagram ads (Haq et al., 2026; Haq, et al., 2025). In the context of music streaming, Ahmed & Sheikh (2026) also demonstrated that the novelty and diversity of recommendations can indirectly influence subscription intention through the customer experience. All the studies support the mechanism whereby users' evaluations of recommendations' creativity serve as a link between personalization and subscription intention.

The test results support the mediating role of perceived relevance. Personalization allows Spotify to present music that matches users' tastes, while perceived relevance makes users feel the benefits of those recommendations. The previous research found that perceived relevance mediates the relationship between ad personalization and purchase intent. Bleier & Eisenbeiss (2015) also discussed the role of personalization in shaping consumer responses to digital ads. In the context of music streaming, Barata & Coelho (2021) also identified personalization as a relevant factor in the adoption of paid services. Lastly, the findings of this study also support the results of the study of Qadri et al. (2026), which explains the mediating role of perceived relevance on the effect of hyper-personalization and

purchase intention. Thus, the results of this study support the explanation that personalization can be linked to subscription intent through the perceived suitability of recommendations by users.

IV. CONCLUSION

The results of the hypothesis testing show that hyper-personalization has a positive effect on subscription intention, perceived creativity, and perceived relevance. Furthermore, perceived creativity and perceived relevance were also found to have a positive effect on subscription intention. The results of the mediation analysis show that perceived creativity and perceived relevance mediate the effect of hyper-personalization on subscription intention. Theoretically, this study extends the application of the Stimulus-Organism-Response (S-O-R) framework by demonstrating how perceived creativity and perceived relevance function as internal evaluative mechanisms connecting hyper-personalization with subscription intention. Overall, this study highlights that providing recommendations that match users' preferences while encouraging musical exploration may strengthen their intention to subscribe to Spotify Premium.

Based on these findings, from a practical perspective, it emphasizes that Spotify should develop recommendation systems that balance personalized relevance with creative musical diversity. Spotify is encouraged to prioritize the relevance of its recommendations by continuously improving its algorithms to better reflect users' listening preferences, interests, and consumption patterns. On the other hand, Spotify should also maintain creativity in its recommendation system by introducing diverse musical genres, unfamiliar artists, and new tracks to encourage exploration without compromising recommendation relevance.

Future research is recommended to incorporate additional variables, such as perceived value, trust, and privacy concerns, to provide a broader understanding of the factors influencing subscription intention. Furthermore, future studies may expand the research context to other music streaming platforms, such as Apple Music and YouTube Music, to examine whether the proposed relationships remain consistent across different services. Lastly, future researchers may also employ longitudinal research designs to capture changes in users' perceptions and subscription intentions over time.

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