**Writing Annotations**

[Name of Writer]

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**Woo, H., & Ramkumar, B. (2018). Who seeks a surprise box? Predictors of consumers’ use of fashion and beauty subscription-based online services (SOS). *Journal of Retailing and Consumer Services*, 41, 121-130.**

This study by Hongjoo Woo: Assistant Professor of Apparel Merchandising at Auburn University and Bharath Ramkumar: Assistant Professor of Fashion and Textile at the State University of New York explores the demographics most influenced by transcription boxes. A statistical study of the consumer base of subscription base of subscription boxes had gender, trust on internet retail outfits and fashion sense as the factors for using subscription box services. The statistical t-test and chi-squared tests were used to establish significant.

**Savary, J., & Dhar, R. (2019). The Uncertain Self: How Self-Concept Structure Affects Subscription Choice. *Journal of Consumer Research*.**

This is another study to establish a correlation between the personal features of a consumer and their choice of opting for subscription services. It has been undertaken by Jennifer Savary from the College of Management at University of Arizona Eller and by Ravi Dhar from Yale School of Management. It explores the relationship between the clarity of self and obtaining and retaining a used or unused subscription service. Statistical analyses of questionnaires filled by consumers confirmed the hypothesis.

**Janzer, A. (2017). *Subscription Marketing: Strategies for Nurturing Customers in a World of Churn*. Cuesta Park Consulting.**

This book written by Anne Janzer is meant to document the shifts in the market that now has an exceptional demand for subscription services. The book moves further to comment on marketing strategies to sustainably navigate through this market which mainly involve motivating the consumer to keep their habit of a subscription service. Anne Janzer is a graduate of Stanford University who went on to become an award-winning author.