

conventional media can provide with its objective of pleasing a mass audience.

To such consumers, news, weather, sports and special interest information services offer a desirable alternative, satisfying their desire for instant access to more information that they are personally interested in obtaining.

In fact, these consumers' interests in information-oriented services is motivated by a special appetite for what might be dubbed "challenging" information that provides mental stimulation and tests their intellectual and creative skills. They're particularly turned on to buying videotex by the prospect of electronic games and puzzles, and information about personal computers, business, Wall Street and more technical personal hobbies like photography. To these consumers, videotex may itself, perhaps, represent another "challenge" to be mastered.

We have seen when targeting to Transaction-Oriented Enthusiasts, marketers should position videotex as "a device that makes it easier to attain the pleasures and products of the good life." When targeting at the Information Oriented Enthusiasts, they should position videotex as "a device that makes it easier for people to attain greater intellectual stimulation and satisfaction."

In general, the All-Around Videotex Enthusiasts segment reflects the media and consumer patterns and the motivations of **both** transaction and informational types. They are equally turned on by both types of services. Thus they will be motivated to purchase by either marketing positioning.

OVERCOMING OBJECTIONS TO VIDEOTEX

The reluctant consumer segments -- Anti-Videotexers, Transaction Onlies, and Information Onlies are:

- * Distinctly older than the enthusiasts: 52% are over 50 years of age.
- * Lower on the ladder of education, occupation and income. For example, 46% have no more than a high school education, and 57% earn less than \$25,000 a year.
- * Have less money and spend less on telephone bills, catalog shopping, and video equipment.
- * Bank less, using ATM's and charge cards infrequently.
- * Write fewer checks.