

The Mix Of Services Chosen

We've seen that offering consumers a fixed bundle of services consisting of banking at home, news without ads, shopping guides and shopping at home has only limited appeal.

Perhaps there is some "magic" combination of services that works better? If so, this certainly will make life easy for the service provider!

But unfortunately, NEHST shows there is no "magic" combination of services that appeals to many people. When left to choose their own combinations, NEHST consumers make up 92 different combinations, and the most popular one appeals to only 5% of the market.

Several factors cause this to happen. For one, price causes many consumers to assemble a service package they can afford. Some people can only afford one service, while others can afford many. Therefore, no one offering can appeal to everyone.

The diversity in the service mix that consumers want is created by their differences in opinions regarding the services. As shown in the NEHST Segmentation Analysis, some people like certain services and dislike others. This is only natural, because the services offered are vastly different in the functions they serve. Banking at home is very different from electronic mail, or an information service. It's not surprising, then, to expect different people to react differently to them.

Accordingly, there is always a limited number of people who will be willing to buy any combination of services.