

information about theatre and restaurant reviews, movie listings, tours and vacations, plane schedules, weather conditions, rush hour traffic and the like. And they want to shop at home for gifts, travel, theatre tickets, clothing and so on.

Videotex marketers should position transaction services as convenience services that let consumers enjoy more of the better things in life. It frees up the time they now spend on tedious buying and banking chores and then helps them get quicker and easier access to those very products and services that will make their leisure time more pleasurable.

MARKETING "INFORMATION" SERVICES

Videotex marketers must craft a different strategy for marketing "information" services.

While "transaction" enthusiasts want to use videotex to facilitate their roles as consumers, Information-Oriented enthusiasts want to use it primarily for gaining knowledge for its own sake. They are far less enthused about shopping, advertising and banking. Thus, they are most willing to subscribe to services that provide electronically published information -- both a news, weather and sports service and special interest magazines. They even want the news, weather and sports service **without** ads. They also are the most willing to subscribe to the service that facilitates the sending and receiving of **individualized or personal** information -- electronic mail.

How can you find these consumers? Look for those who ...

- * Own two or three TV sets.
- * Spend \$20 or more each month on their phone bills.
- * Own two or three phone extensions.
- * Already own or intend to buy a personal computer.

Such consumers are motivated to some degree by the same "Busy Life Attitudes" and "Good Life Interests" that motivate "transaction-oriented" consumers. But, for them, videotex is far less a means to an end (the good life) than an end in itself. And that "end" is obtaining knowledge and the personal satisfaction that comes with meeting challenges.

"Information-oriented" consumers are motivated by what might be called "Glutton for Information Attitudes." They want information. They want more of it. They want it quicker. They are "bored" by conventional media like television and printed newspapers. They resent waiting for the TV news or newspapers, at being at the mercy of television program schedules and newspaper deliveries. They want more information than