The Purchase Intention Scale

In determining a scheme for segmenting the videotex market, the computer identifies a group of questions that form a **purchase intention scale**. Each consumer gets a score on this scale. If a consumer is very positive about videotex by consistently answering many questions in a favorable way, he or she gets a high score on the purchase intention scale, indicating a high desire to get videotex. Those answering many questions negatively get a low purchase intention score, indicating a low desire to get videotex. Accordingly, this scale is used to classify consumers into two types:

* Videotex enthusiasts

* Those not as enthusiastic

The Information vs. Transaction Scale

The computer also identifies another scale useful in segmenting consumers – an **information vs. transaction scale**. Each consumer receives a score on this scale, depending upon how he or she answers a number of questions regarding interest in various types of videotex services.

Consumers showing strong interest in videotex information services but lower interest in transaction services are scored on the "information" side of the scale.

Other consumers showing strong interest in transaction services but not information services are scored on the "transaction" side.

Some consumers are scored in the middle of the scale, because they view "information" and "transaction" services equally. Accordingly, this scale is used to classify consumers into three types:

* Those interested primarily in "pure information" services

* Those interested primarily in "transaction" services

* Those reacting equally to information and transaction services