

How Do Consumers React To Videotex?

Most often, concepts about new products or services get only mild interest from consumers. In research, it is not unusual to find only a minority wanting videocassette recorders, home computers, or new kinds of pay cable TV services. But this is not the case with videotex.

Although NEHST gives consumers only a brief demonstration of videotex, most of them quickly grasp the benefits of having this new service. In fact, they react to videotex much like they did to TV when it was first introduced over thirty years ago. A majority of people want it.

The acceptance is so favorable that it appears videotex has the potential to become a "must have" in most households. Just as most people pay for telephones, TV's, stereos, refrigerators, and stoves, so too are they willing to pay for videotex.

How many people are willing to pay for a control unit in order to receive videotex services? The percentage varies among the five NEHST sample groups, as shown in Figure 1. Among the group shown the lowest prices for videotex controls and services, when all services are offered for free, 73% are willing to buy or rent a unit to get services. And even among the group shown the highest prices, when most services cost \$16 each per month, 52% want videotex.

