

MARKETING "TRANSACTION" SERVICES

Transaction-Oriented Enthusiasts prefer those videotex services that stress consumerism and facilitate monetary transactions. They have strong preferences for shopping guides because the guides help them find products and services they most want to buy at the best prices. They also prefer shopping at home since it allows them to not only find but to purchase goods. They also are interested in subscribing to information in the form of a news, weather and sports service -- but want it with ads rather than without, thus giving them even more opportunity to locate products and sales. And then to help in paying for all these purchases, they have a special desire to subscribe to banking at home.

Who are these "transaction oriented" consumers? How can you find them in order to target your marketing at them?

The surest clue is current **financial and shopping behavior**. Find consumers who:

- * Use ATM's at least three times a month.
- * Write more than 20 checks a month.
- * Frequently purchase merchandise by mail or phone.

Videotex marketers must develop a special strategy to sell "transaction" videotex services that tap the interests and needs of these consumers.

One key is what can be called "Busy Life Attitudes." "Transaction-Oriented" consumers feel they lead such "busy lives" that they don't have time to shop or bank in person. Much of the shopping and banking they have to do seems to them a frustrating, boring "chore" which eats up time that could be spent on altogether more enjoyable activities.

They believe that shopping at home will spare them from having to drive to stores and stand in checkout lines. They see banking at home as a means of escaping the time-consuming, tedious chore of writing checks and paying bills by mail.

In essence, transactional services let them buy and pay for goods and services more conveniently and in less time.

And, saving time is so important because they also possess what might be called "Good Life Interests." They desire to use their leisure time in the pursuit of enjoying their comparative prosperity. Videotex -- by eliminating routine chores -- is a means to this end. They're especially interested in information and products designed for leisure time enjoyment. Thus, they are motivated to get videotex by the promise of ready access to