

Scenario 2 - Demand When Consumers Can Buy Or Rent Any Unit

We've explored what happens when consumers have no choice, and must take the one kind of unit that's offered. But what happens when consumers are given a choice of buying or renting any of the three videotex units - "A", "B", or "C"?

Some interesting patterns emerge. First, the majority of people are willing to buy or rent some type of videotex control unit, as shown in Figure 23. The top line shows the total percentage of people willing to get a unit among the five NEHST sample groups exposed to different prices. At the left, 73% of the group shown the lowest prices for units want one. This drops to 52% at the right among the group shown the highest prices.

Overall, more people prefer buying units than renting. The dashed line is the percentage buying controls, and the dotted line the percentage renting.

