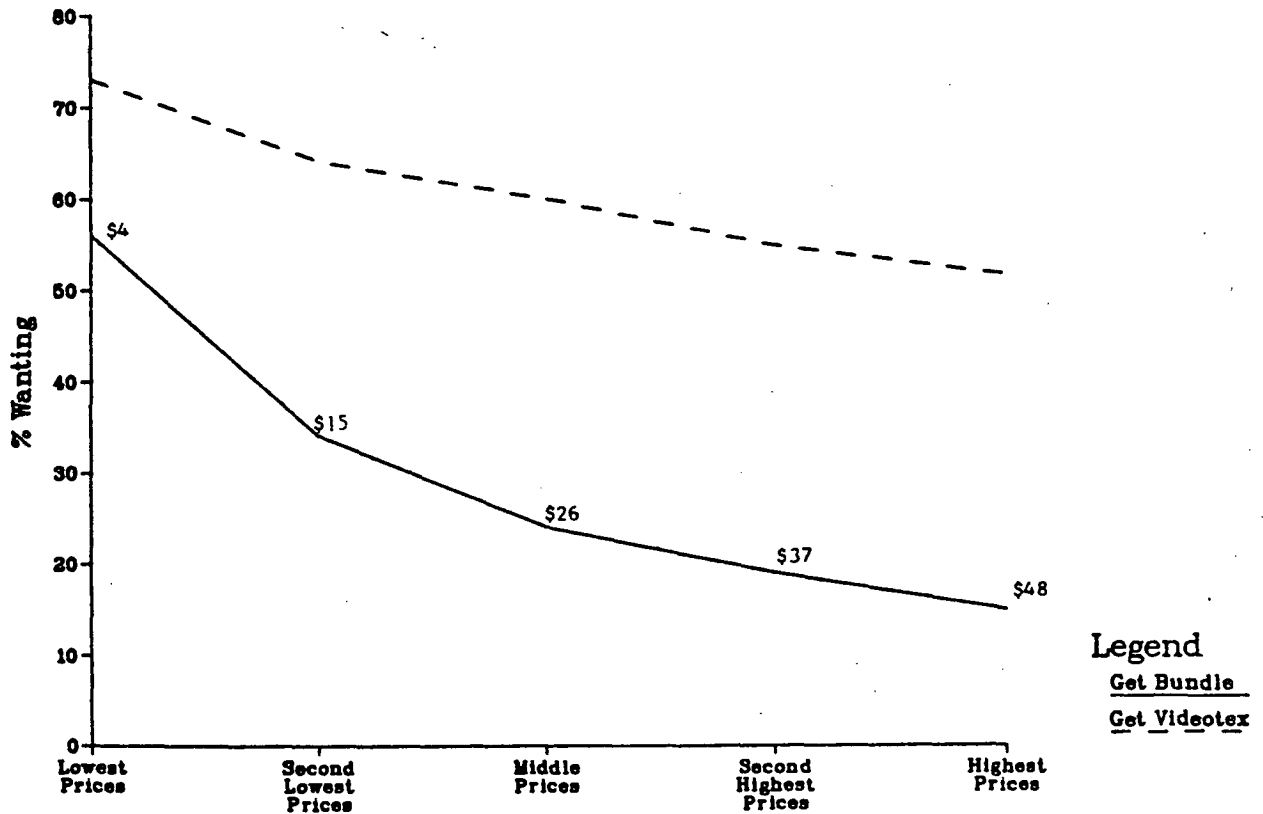


Naturally, people are more likely to buy the bundle of services among the group shown the lowest prices than among those shown the higher prices, as shown by the solid line in Figure 7. Also notice how few people buy the bundle compared to the total who buy videotex when they can choose their own combination of services. Of course, not everyone willing to get videotex is willing to buy the fixed bundle.



Why do some people reject the bundle? Some show a strong disliking for one or more of the services offered. For example, some of those willing to buy a news service strongly dislike banking at home, and therefore reject a bundle containing banking as well as news. Still others dislike the idea of renting a control unit, preferring to buy one instead.

But price seems to be the biggest barrier. Those rejecting the bundle are those not willing to spend that much per month on videotex.