

Some buyers may come from this segment, but to get them, marketers must prove to them that videotex services are a good value and reassure them that videotex can help them save money and so lessen their general financial worries.

The **Information Onlies** present a different challenge. For the most part, they are men and older. They are held back from buying videotex by what can be called "Impracticality Attitudes." They are **skeptical** about the ultimate usefulness of the "transaction" services, in particular.

- * They want to see merchandise before they buy -- which may rule out shopping at home.
- * They have only a few bills to pay each month and see no need to change their stamp-and-mail method of paying them. They write comparatively few checks and rarely use charge cards, so they mainly need cash from the bank -- not electronic funds transfer. All of which may rule out banking at home.
- * Many "can't type" and are therefore daunted by the prospect of having to use an elaborate "control unit."

In short, Information Onlies consider videotex -- particularly the "transaction" services -- to be "impractical." Their skepticism involves a certain measure of "discomfort," even fear, about coping with the new and unfamiliar tasks which videotex services require. Information Onlies are more tolerant of the "information" services at least in part because those services are **less unfamiliar** and thus less intimidating. To shift from a televised news program to a televised newspaper may seem only moderately difficult; to leap from a weekly shopping trip to electronic shopping at home may be just too unsettling.

The specific information they want provides a clue to this psychology. They're especially interested in what might be called "Help Me" information: medical and emergency advice, the telephone numbers of government and community organizations, free legal advice, even personal advice of the sort "Dear Abby" provides. What Information Onlies want is help. Because they have difficulty with coping with their day-to-day lives as it now is, the last thing they want is to have to try to cope with something strange or potentially perplexing like videotex.

So, successful marketing to these consumers requires, above all else, an effort to overcome their level of "discomfort" with the technology. What will be needed is an emphasis on the easier-to-use, more familiar "information" services, and assurances that videotex services can make them feel **more** -- not less -- comfortable in their daily lives.