The Six Market Segments

We've seen how the **NEHST Segmentation Analysis** reveals two scales used to classify consumers:

Purchase Intention Scale

Classifies consumers into two groups:

* Enthusiasts

* Those not as enthusiastic

Information vs. Transaction Scale

Classifies consumers into three groups:

* Those preferring "pure information" services

* Those preferring "transaction" services

* Those reacting equally to "pure information" and "transaction" services

Using **both** scales at the same time to classify consumers, six groups are defined:

* Consumers who are enthusiastic about videotex in general, and especially prefer "pure information" services, who we will call **Information-Oriented Enthusiasts.**

* Consumers who are enthusiastic about videotex in general, and especially prefer "transaction" services, who we will call **Transaction-Oriented Enthusiasts.**

* Consumers who are enthusiastic about videotex in general, and prefer both "pure information" and "transaction" services, who we will call **All-Around Enthusiasts.**

* Consumers who are not as enthusiastic about videotex, but show some interest in "pure information" services, who we will call **Information Onlies.**

* Consumers who are not as enthusiastic about videotex, but show some interest in "transaction" services, who we will call **Transaction Onlies.**

* Consumers who are not as enthusiastic about videotex, and show no interest in either "pure information" or "transaction" services, who we will call **Anti-Videotexers.**