

Using the Internet for Everything: The Social and Content Gratifications of the Internet for Young Adults in Australia

By

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Abstract

This research investigates why young adult consumers behave in certain ways, including selecting particular retail channels when purchasing goods and services and searching for information. The findings draw on a sub-sample of one focus group and 10 face-to-face interviews with employed young adults aged 18 to 24 years from a larger qualitative study into consumer online behaviour in the pre-purchase, purchase and post-purchase stages conducted in Melbourne, Australia in early 2009. The findings from this sub-sample suggest that providers of goods and services for young adults need to ensure their Internet web sites are informative, fun and linked to independent sources of information and comment. The Internet site should enable purchase and payment facilities. Where appropriate the web sites should also be linked to physical retail points of purchase and information.