



AP: Anglès Professional

P.C - Consumer Behavior Analysis



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1. Project

Title:

Consumer Preferences in Communication Apps: A Comparative Behaviour Analysis of Discord, WhatsApp, and Instagram Direct

Description:

This project aims to analyse how consumers—specifically students and young adults—choose between different communication apps, focusing on Discord, WhatsApp, and Instagram Direct. The study will explore the reasons behind app preference, the features that users value the most, and how demographic factors (such as age and purpose of use) influence communication habits. The goal is to understand user motivations and identify behavioural patterns that explain why certain apps are preferred over others.

Objectives:

- To identify the key factors influencing the choice of communication apps.
- To compare user behaviour across different demographics and usage purposes (study, work, social interaction).
- To understand how features, usability, and social influence affect app preference.
- To extract practical insights that can benefit companies developing or relying on communication platforms.



2. Method

Data Collection

A structured survey will be used to gather quantitative and qualitative data. The survey includes multiple-choice questions, rating scales, and short-answer questions. It will be distributed among students aged 16–25, using both online (Google Forms) and in-person methods.

Instruments Used

- **Survey** with 8 questions (usage habits, reasons for preference, most-used features, demographic data).
- **Rating scales** (1–5) to evaluate the importance of privacy, speed, design, user base, etc.
- **Comparison tables** to contrast behaviours between users of different apps.
- **Graphs** (bar charts, pie charts, histograms) will be generated after data collection.

Sample

The sample will consist of approximately 20–40 participants, primarily students from vocational training programs and young adults with frequent digital communication habits.

Procedure

1. Design the survey based on consumer behaviour principles.
2. Distribute it across classmates, friends, and online contacts.
3. Collect responses anonymously.
4. Organize the data using spreadsheets.
5. Prepare visual representations (graphs and charts).
6. Analyse the differences between groups (Discord vs WhatsApp vs Instagram Direct users).

3. Analysis Plan

The analysis will be performed this way:

- **App preference distribution:** Compare how many participants mainly use Discord, WhatsApp, or Instagram Direct.
- **Feature-based comparison:** Analyse which features are most valued (e.g., design, privacy, call quality, group chats).
- **Behaviour by purpose:** Compare behaviour based on usage motivation (study, work, social life, gaming).
- 1. **Demographic segmentation:**
 - Age groups (under 18 vs 18–25)
 - Gender (if included)
 - Device preference (mobile vs desktop)
- **Importance ratings:**
Analysis of average scores for privacy, usability, performance, and design.
- **Switching behaviour:**
Identify why consumers switch communication apps (e.g., where their friends are, new features, convenience).



4. Benefit to Business

Understanding communication app preferences helps businesses in several ways:

Improving Internal Communication

Companies can select the most efficient platform for teamwork based on features employees value the most (e.g., group chats, call quality, integrations).

Enhancing User Experience (UX)

App developers can use these insights to prioritise features such as:

- faster performance
- better privacy controls
- easier interface design
- improved group chat management

Marketing and Targeting Strategies

Businesses can understand which demographics prefer which platforms, helping them:

- choose where to advertise
- create campaigns that match user behaviour
- design services adapted to young digital users

Product Positioning

Knowing why users choose Discord, WhatsApp or Instagram Direct allows companies to innovate in:

- social features
- multimedia tools
- community management
- personalised communication

Overall, this analysis helps companies create more user-centred digital communication tools and make better strategic decisions.

5. Bibliographic References

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