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ITWP2600

Chapter 1 Exercise #6

Prompt:

Many customers who use mobile devices prefer to make purchases using a mobile app instead of their devices' Web browsers. It is less clear that these customers search for and select specific products using only the merchant's dedicated mobile app. In about 200 words, outline the advantages and disadvantages of using a specific merchant's mobile app to select and purchase products

Answer:

Many customers prefer using a merchant's mobile app for shopping because it offers a smoother and more convenient experience. Mobile apps load faster, have user-friendly designs, and make browsing easier. They also provide personalized recommendations based on shopping history and allow users to save payment details for quick checkouts. Push notifications which work best in mobile apps, help customers stay updated on discounts, restocks, and special offers, keeping them engaged. Additionally, apps often have better security features, such as biometric authentication, making transactions safer.

However, using a mobile app also has some downsides. Customers may find it harder to compare products across different retailers since they are limited to one store's selection. Apps take up storage space and require updates, which can be inconvenient. Some apps may not work well on all devices, leading to glitches or slow performance. Privacy is another concern, as apps often request access to personal data. Additionally, new users might find it difficult to navigate an unfamiliar app. While mobile apps offer a convenient and secure way to shop, some people may still prefer using a web browser for its flexibility and ability to compare products more easily.