

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?

I think many users when choosing what to use they think of many factors. Browsers should be trusted when making purchases. There are many people who worry about security and making sure everything is safe in the browser. Nowadays mobile devices are very secure and protect our information. There are almost all websites or browsers that ask to accept privacy cookies to agree all the terms. Sites will not open unless you don't accept these cookies. In some cases, it is safe and may not be safe. Sometime people are in a hurry and don't even read all the privacy terms and accepts it. Some of them mention what privacy they will protect, and some don't mention all the privacy things that you were expecting these browsers to protect. However, I still personally feel that mobile apps are more way safer than websites. The advantage of this websites are merchants mobile app specially made for the mobile app. Majority of mobile apps have features that are only available on the app. In examples Macy's website is easier to access from app than websites. In Macy's online app checkout is more easy than buying anything from websites. Also when checking out whatever points you earned from purchase it gives you an option to use then toward your purchase so easily. In website I didn't find it's easy because it doesn't give you an option like the app. Some Stores are even gives you cash on store purchase or online purchase just to download their apps. I have always been using Macy's app where it shows all the size that available in nearby me stores and the quantity they have .You have the option to save personal information in the app without having to reenter it. Also app is very easy to check any products prices. There is a barcode section on all store apps where you can just scan the item and check the price for specific products.

The disadvantage of using mobile app is if your phone does get lost and if someone can access to your phone they can use your app for the store and make purchases with your credit card. Another disadvantage of using the website vs the mobile app is that there are app only deals and promotions that cannot be use toward your store or website purchases. It might not be big deal but if you are considering making purchases it is. The reason it it helps you to save money. Also another disadvantage is sometime the app will show that product is available in the specific store but when you go to the store it might not be available. It just because quantity was not been updated in the app.