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Chapter 1 Exercise

Advantages and Disadvantages of Using Mobile Apps for Shopping

Advantages:

Mobile apps often provide a more streamlined and optimized shopping experience. They typically offer faster loading times and smoother navigation compared to mobile browsers. Apps can store payment information and shipping addresses securely, enabling one-click purchasing. Many apps provide personalized recommendations based on previous purchases and browsing history. Users can receive instant notifications about sales, restocks, or order updates. Apps frequently offer exclusive discounts and rewards programs not available on websites. Another advantage of merchant mobile apps is their ability to utilize device features like cameras for scanning barcodes or QR codes, enabling quick price comparisons in store or adding items to wish lists by simply scanning product packaging.

Disadvantages:

Installing multiple merchant apps can consume significant storage space on devices. Each app requires separate login credentials and account management. Apps need regular updates, which can be inconvenient and may introduce unwanted changes to the interface or functionality. Some apps collect extensive personal data and tracking information. Users must trust the merchant's security practices since apps often store sensitive payment information. If a merchant's app is poorly designed or maintained, it can be more frustrating to use than their website. Apps may not offer all the features or products available on the merchant's full website.

Sources:

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