

Nicole Wozniak

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Written Exercise Chapter 1: Exercise 6

Question:

'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 specific merchant's mobile app to select and purchase products.'

Answer:

Reported in *Internet Retailer* in 2014, in the United States, 42 percent of mobile sales were done using merchant-specific mobile apps. Dedicated mobile apps are designed to provide users with an optimal shopping experience. This creates an easier and more convenient way for shoppers to find what they are looking for and see reviews as well. Mobile apps are typically faster, can use push notifications for loyal customers who have the apps, and often payments can be more secure than on a mobile web browser. Mobile apps can also be built with offline shopping in mind, offering customers ways to shop without needing internet access until it's time for submitting an order.

However, there are some drawbacks to having a mobile app. The cost to develop the application, as well as to maintain it can be costly depending on the merchant. This also leads to issues with app stores and their approval process, which can lead to delays in availability. With both disadvantages, they can mix with device compatibility concerns, having to make sure their mobile app works properly on different mobile devices. Some users do not want to download an app for every store they may shop at and thus adds to the disadvantage of a shopper's device storage space.

Resources:

Schneider, Gary P. (2017, 2015). *Electronic Commerce* (12th ed.). Cengage Learning US.

<https://www.ropstam.com/mobile-app-vs-website-for-ecommerce/>

https://www.motocms.com/blog/en/advantages-disadvantages-of-mobile-apps-ecommerce/?srsltid=AfmBOos8HyOeBTkuWewddQ4iCZ1LPI6dutQHFu8XoqH39awRwfQ_Ct8r