

**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.**

One big advantage to using a specific merchant's mobile app to select and purchase products rather than a web browser is that an app can offer the user a much more user-friendly experience. A mobile app can track a user's actions on the app and use that data to provide the user with personalized search results and product suggestions. Mobile apps also tend to function faster than websites and can also be used while offline, which can be very convenient depending on your location and how strong or weak your internet connection is.

One disadvantage to using a specific merchant's mobile app to select and purchase products rather than a web browser is that you may accidentally overpay for the product you are buying. When you use a web browser to find a product, the browser will provide you with all the different websites that provide said product and you are able to choose the best deal before purchasing. Another disadvantage to using a mobile app is that you limit your options if you do not already have a specific product in mind. If you search for laundry detergent using a web browser, you are going to have many more choices to choose from than you would using a specific app, which would only offer you the brands sold by the company.

Sources:  
Textbook