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Written Exercise – Chapter 1

When consumers intend to purchase a product from a supplier, there are many pros and cons to the various options available. Currently majority of people carry a smartphone every day which provides access to mobile apps for different companies as an alternative to the internet itself. One key difference between a web browser and an app is the interface which many users enjoy. It can also be more convenient when opening a mobile app to complete a purchase rather than an internet page. A big advantage for apps is that they also tend to save personal data such as card and address information to make the checkout experience be completed quicker. When opening a shopping app on your mobile device, usually your log-in information is saved as well! Since mobile apps are quick and easy to use, it is common that mobile apps are used more frequently than a web browser. Some apps have a disadvantage though when it comes to different phone providers such as apple vs. android. There may be some app stores that contain one brand's personal app, but it is not eligible on another device. Another downside with app data is that consumers can write negative reviews on the business' apps within the store, this can lower the discovery rate of new users. Overall, there are many advantages and disadvantages to using any merchant tool, however mobile apps may be continuously rising with the number of users that interact with their platform daily.