

Using a merchant's dedicated mobile app to select and purchase products has many advantages but also comes with some disadvantages. An advantage of using these mobile apps would be convenience and speed for the user. They often allow users to save login information, preferred payment methods, and shipping addresses for a faster user experience. These platforms can use the customer's data to recommend similar items to their purchase and browsing history. Many merchants offer in-app offers such as coupons or sales as well as loyalty programs. Mobile applications sometimes allow biometric authentication which can enhance security protection for transactions. While these advantages sound great, there are some disadvantages to keep in mind. Using a single merchant's app makes it harder for the user to compare prices with competitors. These applications take up storage space on their device so some users may not want to download multiple retail apps on their device. Some of them may not be equally functional on all devices or operating systems. Users have to keep up with the app's updates. They often send push notifications about sales or products which can make users feel overwhelmed. Some apps run in the background which can drain the battery life of the device. Many merchants require users to create an account before browsing or purchasing which can lead to login issues or users forgetting login information.