

*6.) 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.*

In today's market using only a specific merchants app to purchase products has both advantages and disadvantages for the consumer. One of the major advantages includes the overall app experience for the shopper. When using the app, especially one you can sign into, items they have previously purchased will prepopulate which proves helpful and convenient. Also, recommendations are personalized for items you may be looking for based on previous purchases as well. Some of these apps can also offer deals on items you buy often that can even include manufacturers coupons on items. The app then appears like it was designed for each individual. The disadvantage of this targeted service is the fact this company has pieces of your private data. When signing in or using a frequent shopper card for discounts, you are allowing the business to track your every purchase and make predictions about more than what you might buy next. In fact, stores are so good at these predictions they have figured out women are pregnant before they do. (Source: <https://www.forbes.com/sites/kashmirhill/2012/02/16/how-target-figured-out-a-teen-girl-was-pregnant-before-her-father-did/> ) While it may seem the advantages outweigh the disadvantages, it is worth spending time thinking about what these type of stores know about you. The next recommendation could be a very private one you may not have thought you shared with your local grocery store.