

Advantages and Disadvantages of using a mobile app for purchases:

Advantages:

1. Mobile apps offer a friendly interface, which lets customers browse and purchase products conveniently from their smartphones anywhere, anytime.
2. An app provides access to a wide variety of products across multiple categories, giving users plenty of choices to find what they need.
3. App algorithms display recommendations based on users' browsing and purchase history, improving the shopping experience by suggesting relevant products.
4. The app streamlines the checkout process with saved payment methods and shipping addresses, which creates quick and seamless transactions.
5. Users can access product reviews and ratings from other customers, helping them make smarter purchases.

Disadvantages:

1. An app usually collects extensive user data, creating privacy concerns regarding the use of personal information for targeted advertising.
2. Relying solely on a mobile app may limit users from learning about other products and retailers.
3. The convenience of one-click ordering may encourage impulsive buying behavior, leading to overspending.
4. Resolving issues or seeking assistance may be challenging through the app compared to other customer service channels such as E-Mail or Phone.
5. Prices on the mobile app may vary from the website or other platforms, potentially leading to confusion or dissatisfaction.