

Lorenzo Cavataio

ITWP 2600

Prof. Wanner

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Exercise #6

What are the advantages and disadvantages of using a specific merchant's mobile app to select and purchase products?

Mobile applications are issued by a merchant to make shopping at their store easier and more convenient for consumers. According to Internet Retailer in 2014, forty-two percent of all business to consumer mobile sales in the U.S. were made using these applications. With so many countries being introduced to mobile handheld devices, it makes the Internet available everywhere. The constant availability to the Internet can change buyer behavior in many different ways and provide opportunities that would not otherwise exist without it.

Advantages

There are many advantages to using a merchant's mobile application to select and purchase products. One of the major advantages is convenience. Merchants are able to use their applications to communicate, promote, and display to the consumer what they are able to offer them. These applications also allow the consumer and businesses to participate in social networking online, which makes communication and opportunity for growth much easier for both parties involved.

Disadvantages

As there are many advantages to using merchant's mobile applications, there are many disadvantages as well. Companies engaged in electronic commerce must understand the trust, cultural, language, infrastructure, and legal issues that can arise from doing business across national borders. All of these factors play a role when a consumer attempts to engage in commerce with a business. It is imperative that a business takes in each of these factors when creating and maintaining their mobile applications, otherwise the application may fail, or worse, the business itself.