

There are pros and cons to using a merchant mobile app but if you like the retailer you are shopping with I think there are more positives. If you aren't a repeat customer or thrilled with the online store being forced to download a mobile app will actually be a negative and will keep you from wanting to shop.

Dedicated mobile apps have a few advantages over a phones built in web browser. The apps are designed to load faster and be the most optimized for user experience. Generally you will create an account for these apps and these will track user loyalty/rewards or your long term order history. These are all positives since they help to customize your experience and keep track of digital receipts. Another thing to consider is with an application you can sometimes access things offline such as your shopping cart or wish list.

The negatives like mentioned before are that you have to explicitly download an app for one specific store and if you are shopping in multiple places this will quickly become cumbersome. Each app is different than the last and if you are forced to create an account this will just add more frustration. All in all merchant apps are pretty good but they can have some downsides and it's likely a good idea to keep your business diversified across both platforms.