**Chapter 6. CONCLUSION**

**6.1 Conclusion**

Technology has made significant progress over the years to provide consumers a better online feedback experience and will continue to do so for years to come. With the rapid growth of products and brands, people have speculated that online feedback will overtake in-pen and paper feedback. While this has been the case in some areas, there is still demand for brick and mortar stores in market areas where the consumer feels more comfortable seeing and touching the product being bought. However, the availability of online feedback has produced a more educated consumer that give feedback with relative ease without having to spend a large amount of time. In exchange, online feedback has opened up doors to easy and maintainable feedback system. At the end, it has been a win-win situation for both consumer and sellers. In conclusion, online feedback is very much similar to conventional pen and paper feedback. It is just a new method of going eco-friendly since we save lot of papers. "AC Expertz” application developed for human being to achieve maximum efficiency in online feedback and to reduce the time taken to give feedback. It is designed for people to give feedback online rather than wasting their time.

**6.2 Future Scope**

“Future Online Feedback is about sensibility and accuracy” and not extreme exclusivity and unsubstantiated pricing. Online feedback is charting new paths and attracting surprising yet favourable consumer behavior across India. Consumers from far-flung areas and remote towns across the length and breadth of the country now have access to consumer items and brands that were earlier inaccessible to them. Every feedback website or marketplace selling merchandise has the idea that consumers should see it as a one-stop destination for all their air conditioner needs, even if it is just to satisfy their curiosity about air conditioners.

Giving feedback online is about to explode. Retailers of all types are expanding product offerings, adding in-store pickup, free shipping and experimenting with social media. It’s getting harder to tell pure play Internet retailers from the bricks and mortar shops with online portals, and all of them are reinventing how we'll shop online in the future. Be it via a mobile device, tablet computer, in-store kiosk or computer, the lines are blurring and the result will be both good and bad for consumers.