**CHAPTER 6: CONCLUSION**

**6.1 Conclusion:**

This application eases the use for the users. The application is user friendly. It also provides various types of medicine to choose. This application characterized existing medical apps and illustrated their diversity in terms of target audience, main functions, cost and healthcare topic. The resulting app database is a resource for app users, app developers and health informatics researchers. Online medical system as a web portal and as a android application installing .apk file. The system is beneficial for both doctor and a patient and doctors. Admin perform their business and get 10% of doctors’ fees or amount. Medical stores also get online business by providing home delivery of medicines to the patient. Thus paper work and lengthy process can be avoided.

**6.2 Future Scope:**

Marketers are often interested in attracting not just brand users, but perhaps more importantly, those who consistently purchase the company’s brand. In the context of wholesaling, this means identifying and attracting regular visitors and buyers at a wholesale store. Using the Data-mining technique of Two-step clustering, this study, in the context of medicine shopping, has identified two clusters from customer data based on loyalty behaviour in order to achieve the first objective. Customers’ loyalty behaviour was measured with a set of standard questions based on all possible dimensions of customer loyalty as a construct. Store Ambience and Layout: This dimension is catching up especially in metros where consumers are increasingly seen thronging modern stores and malls. Modern retailers such as Reliance Fresh, More, Easy Day, Big Bazaar etc. seem to invest a good deal in Store ambience. Service and Loyalty Schemes: Prompt service, problem solving, return of goods and loyalty schemes have always been important to consumers. Offering loyalty schemes enables retailers to pre-empt attractions from competitors. Services combined with attractive offers can ensure long term store loyalty.