**Impact of Online Promotional Offers on E-Buying: From a youth perspective**

**Abstract**

E-Commerce has been making a noteworthy contribution to the success of business in the modern era. Factors, directly and indirectly related to it, have made this feat possible. E-vendors have constantly been dynamic in the process of setting and implementing business strategies so as to make their product/ service valuable to the customer. But it's certainly, the E-buyer who is to apply his taste and preference in making a happy and successful buying decision. Indeed, elements such as brand, website popularity, varied range of products, customization, independent product selection, favourable return policy, free home delivery, online reviews, secured online payment, etc. have been the key factors for boosting commerce via internet. But there also seems to be a high stake of dynamic online promotional schemes and offers such as cash back, try and buy, free shipping, promo codes, flash sales, free initial subscriptions, etc. that has been inducing e-buyers to settle for a deal irrespective of the key elements mentioned above.

This paper attempts to identify the power of e-promotion on e-marketing for e-vendors in converting their targeted online viewers into final customers and also retaining them. Such a study will help e-vendors to determine the need and extent of investment in e-promotion in a highly competitive e-business environment. Primary data will be collected from customers in the age group 18 to 30 with the help of a self-styled questionnaire. The responses will be subject to suitable analysis to draw conclusions about the influence of e-promotion offers, mentioned above on purchase decision. Further, positive purchase decisions by e-buyers will be examined for happiness,satisfaction on savings, value for money gained and intent to continue with the brand.

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