

## Coupons for Online Shopping

Smart online shoppers know there are a variety of ways to save money when shopping online. Comparison shopping and seeking out sales are certainly excellent ways for saving money when shopping online but they are not the only ways an online shopper can save money. Using coupons and promotional codes can also result in a significant cost savings for online shoppers. This article will discuss methods of finding coupons for online shopping and the importance of understanding the restrictions placed on the use of these coupons.

### Finding Coupons for Online Shopping

There are many different coupons and promotional codes available for online shopping. The most common types of coupons and promotional codes available are those which offer a discount on the total purchase price of an order and promotional codes which offer free shipping on an order. Both of these offers can be financially beneficial to the shopper if he is able to find these valuable offers. There are a number of different ways in which a shopper may acquire coupons and promotional codes for online shopping.

Many online shoppers receive promotional codes for online retailers in catalogs they receive in the mail. These catalogs may include special offers in an attempt to entice the recipient of the catalog to make a purchase online. The shopper may receive these catalogs because they have made purchases from the online retailer in the past or because the online retailer is advertising to new clients.

Similarly shoppers may receive promotional codes offering discounts via email. This is common for shoppers who belong to buyer's club organized by the online retailer. These types of clubs typically offer these promotional codes to regular customers to reward them for their consumer loyalty and encourage the shopper to continue to patronize the online retailer.

Still another way for shoppers to find promotional codes for online shopping is via the Internet. There are websites where members frequently post the codes they acquire via catalogs and emails for the benefit of others who may be seeking a discount on a purchase from a particular online retailer. Shoppers can use these promotional codes as long as there are no restrictions on sharing these codes.

### Restrictions on Coupons for Online Shopping

Shoppers who utilize coupons and promotional codes while they are online

shopping should be aware there may be restrictions on the use of these coupons or promotional codes. Common examples of these restrictions include dates of expiration and required minimum purchase to use the discount. Similar to coupons which are valid at traditional stores, online coupons or promotional codes usually have an expiration date and the discount is no longer valid after this date. Another common restriction associated to offers of free shipping is a minimum required purchase. In these cases the consumer must purchase more than a specific dollar amount from the online retailer in order to be eligible for free shipping. Another example of a common restriction on online coupons or promotional codes is a required minimum purchase necessary to receive a discount. In some cases the online retailer may even offer a greater discount to shoppers who are willing to spend more money on products or services. For example the retailer may offer a 10% discount on purchases of more than \$50, a 15% discount on purchases of more than \$75 and a 20% discount on purchases of more than \$100. With all of these different types of restrictions on online discounts it is important for the consumer to fully understand these restrictions before attempting to use one of these offers.

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Word count 598