

CLAIMS

1. A system for providing a real-time random discount service by using a mobile app provided in a terminal of a purchaser who visits an off-line store operated by a seller, the system comprising:

a seller terminal provided in the off-line store operated by the seller;

a purchaser terminal owned by the purchaser who has authorized payment for the purchase of a product via the seller terminal;

a database for storing membership information and transaction information of the seller and the purchaser; and

a random discount service server including: a random discount app control unit for forcibly executing a random discount application provided in the purchaser terminal by pushing an app activation signal to the purchaser terminal, such that the random discount application displays a random discount price on a display unit of the purchaser terminal; a random discount price setting unit for setting a random discount price to be offered to the purchaser, according to the winning probability and a discount rate included in selection information transmitted from the purchaser terminal; and a payment settlement unit for settling the payment according to the random discount price set by the random discount price setting unit,

wherein the random discount price setting unit, when receiving the selection information from the purchaser terminal, calculates a total amount of revenues from all sellers, a total amount of commission fees paid to a random discount service operator, and a total amount of discounts offered to all purchasers by referring to the database, and determines the random discount price to be provided to the purchaser according to the winning probability and the discount rate included in the selection information within the difference range between the total amount of discounts offered to all purchasers and the total amount of commission fees paid to the random discount service operator.

2. The system according to Claim 1, wherein

the random discount app control unit receives payment authorization information on the purchase transaction between the purchaser and the seller from a payment server, verifies whether the purchaser and the seller are registered as a member, and if both the purchaser and the seller are members, pushes the app activation signal to the purchaser terminal;

wherein the display unit of the purchaser terminal displays a random discount selection screen including a plurality of random discount selection buttons and refresh buttons where the random discount selection button has a winning probability inversely

proportional to a discount rate, and

when the refresh button is selected by the purchaser, the random discount app control unit refreshes the random discount display screen and controls the display unit of the purchaser terminal to display a plurality of random discount selection buttons with different winning probabilities and discount rates from the previous ones.

3. The system according to Claim 1, wherein the payment settlement unit transmits a random discount price determined by the random discount price setting unit to the purchaser terminal and the seller terminal, synthesizes the random discount price determined by the random discount price setting unit with the payment authorization information received from a payment server to generate random discount price information, and transmits the random discount price information to the payment server to request a discount for the random discount price from the authorized payment price by the payment server.

4. The system according to Claim 1, wherein the payment settlement unit transmits a random discount price determined by the random discount price setting unit to the purchaser terminal and the seller terminal, synthesizes the random discount price determined by the random discount price setting unit with the

payment authorization information received from a payment server to generate random discount price information, and transmits the random discount price information to the payment server to request the accumulation of points corresponding to the random discount price.

5. A method for providing a real-time random discount service by using a mobile app provided in a terminal of a purchaser who visits an off-line store operated by a seller and purchases a product, the method comprising:

a random discount app forced activation step wherein a random discount app control unit, which forms part of a random discount service server, pushes an app activation signal to a purchaser terminal owned by the purchaser who has authorized payment for the product via a seller terminal provided in the off-line store operated by the seller, thereby forcibly executing a random discount application provided in the purchaser terminal;

a random discount selection screen display step wherein the random discount application being executed in the purchaser terminal displays a random discount selection screen on a display unit of the purchaser terminal, which includes a plurality of random discount selection buttons and refresh

buttons, where the winning probability and discount rate are inversely proportional;

a purchaser selection input step wherein the random discount application being executed in the purchaser terminal receives an input of the random discount request from the purchaser, which includes a selection information of one of the plurality of random discount selection buttons;

a random discount price determination step wherein the random discount price setting unit, which forms part of the random discount service server, determines a random discount price to be offered to the purchaser according to the random discount request information having the selection information transmitted from the purchaser terminal; and

a random discount price display step wherein the random discount application displays the determined random discount price or a discount amount on the display unit,

wherein the random discount price determination step calculates a total amount of revenues from all sellers, a total amount of commission fees paid to a random discount service operator, and a total amount of discounts offered to all purchasers by referring to the database, and determines the random discount price to be provided to the purchaser according to the winning probability and the discount rate included in the selection information within the difference range between the

total amount of discounts offered to all purchasers and the total amount of commission fees paid to the random discount service operator.

6. The method according to Claim 5, further comprising:

a random discount price transmission step wherein the payment settlement unit, which forms part of the random discount service server, transmits the random discount price determined from the random discount price determination step to the purchaser terminal and the seller terminal;

a random discount price information generation step wherein the payment settlement unit synthesizes the random discount price with the payment authorization information received from the payment server to generate random discount price information; and

a discount payment or point accumulation request step wherein the payment settlement unit transmits the random discount price information to the payment server to request a discount for the random discount price from the authorized payment price by the payment server or request accumulation of points.