

result page of items satisfies a specific condition to display a discounted price 314 together with a selling price 304 of the item. Specific conditions are, for example, when the number of items listed per page is 20, that 50% or more (i.e., 10 or more) items are eligible for membership subscription benefits, or that 40% or more (i.e., 8 or more) items are eligible for a discount of 10% or more as membership subscription benefits. On the other hand, if the list of items does not satisfy the specific condition, that is, for example, if the number of items that can benefit from membership subscription is less than 50% (i.e., less than 10), the page shows only the selling price 304 of the item as in FIG 3A, and information on the discounted price 314 that can be enjoyed as a membership subscription benefit may not be displayed. This may be applied regardless of whether the two items shown in FIG. 3A are items that can enjoy membership subscription benefits.

[0065] FIG. 3C is a diagram illustrating displaying information 315 notifying that an item is eligible for same day delivery because a list of items listed on an exemplary item search result page satisfies other specific conditions. Other specific conditions may include, for example, that when the number of items listed per page is 20, 30% or more (i.e., 6 or more) items among them are eligible for the same day delivery as a membership subscription benefit. If the condition is satisfied, information 315 indicating that same day delivery is possible may be displayed for items that can be delivered on the same day, and original delivery information 305 may be displayed for items that cannot be delivered on the same day. On the other hand, if the condition is not satisfied, that is, if the number of items that can be delivered on the same day as a membership subscription benefit is less than 30% (i.e., less than 6), information indicating that same day delivery is possible may not be displayed on the page.

[0066] FIGS. 4A to 4D are diagrams for describing a page displaying review information of an item based on a search result list of an item according to an example embodiment of the present disclosure.

[0067] In the exemplary item search result page of FIG. 4A, the purchase rating 410 of the user who purchased the item and the number of purchase reviews written by the user 420 may be displayed. By clicking or tapping this, a user may enter a page (not shown) showing a list of ratings and reviews.

example embodiment.

[0091] The controller 814 may perform control to perform the operation of the user terminal 810 described in the example embodiment. In addition, the controller 814 may include at least one processor.

5 [0092] In addition, the user terminal 810 may further include a speaker for outputting an event, and a storage part (not shown) for storing at least some of information transmitted and received through the transceiver 812 and information for operation of the user terminal 810 may be further included.

[0093] The server 820 is a device on which an e-commerce server program is being
10 executed, and may include a transceiver 822, a controller 824, and a storage part 826.

[0094] The transceiver 822 may transmit and receive information with other nodes including the user terminal 810.

[0095] The controller 824 may perform control to perform the operation of the server 820 described in the example embodiment. In addition, the controller 824 may
15 include at least one processor.

[0096] In addition, the server 820 may include a storage part 826 for storing at least some of information transmitted and received through the transceiver 822 and information for operation of the server 820.

[0097] Example embodiments of the present disclosure have been disclosed in the
20 present specification and drawings. Although specific terms are used, these are only used in general meaning to easily explain the technical content of the present disclosure and to aid understanding of the present disclosure, but not intended to limit the scope of the present disclosure. It is obvious to those skilled in the art that other modified examples based on the technical idea of the present disclosure can be
25 implemented in addition to the example embodiments disclosed herein.