Claims:

1. A service platform provided with a shopping mall system for providing a service product according to a sales record, the service platform comprising:

a product sales controller configured to control a product sales- and purchase-related process on the shopping mall system;

a shopping mall service product generation controller configured to when the product sales controller sells a specific product, control generation of a predetermined shopping mall service product according to a sales record of the relevant product; and

a shopping mall service product lottery controller configured to target purchasers who have purchased the product, drawing lots for the shopping mall service product generated by the shopping mall service product controller, and distributing the shopping mall service product.

wherein the shopping mall service product lottery controller comprises:

a per-purchaser probability calculator configured to calculate a probability of winning for each purchaser,

wherein the per-purchaser probability calculator is configured to determine whether each purchaser uses a static internet protocol (IP), whether each purchaser uses his or her terminal in a place of registered location information, or whether a terminal is registered in bonus location information, provides a product advertisement, purchases and enters for a special product, and provides an electronic certificate for circulating products without/with charge and as various discount benefits,

wherein the per-purchaser probability calculator configured to calculate a probability of winning for each purchaser based on one or more of whether each purchaser possesses a basic coupon, whether each purchaser uses a static IP, whether each purchaser uses his or her terminal in a place of registered location information, and whether each purchaser possesses a strengthening coupon,

wherein the shopping mall service product lottery controller further comprises:

a seed string generator configured to generate a seed string for drawing lots; and

a lottery executing unit configured to extract the seed string corresponding to a probability of winning for each purchaser and determining whether the shopping mall service product is won for a relevant purchaser, using the seed string, and

wherein the seed string is generated by exchanging a random location of a first string, all of which is filled with 0, for any location of a second string, all of which is filled with 1.

2. The service platform of claim 1, wherein the shopping mall service product generation controller further comprises:

a shopping mall service product generator for, when the specific product is sold, comparing an accumulated sales amount for the relevant product with an amount necessary for generating a shopping mall service product, and generating the shopping mall service product; and

a shopping mall service product distributor for distributing shopping mall service products generated during a predetermined period of time on a per time slot basis.

3. A service providing method provided with a shopping mall system for providing a service product according to a sales record, the method comprising:

selling and purchasing, by a product sales controller, a product on the shopping mall system;

generating, by a shopping mall service product generation controller, a predetermined shopping mall service product according to a sales record of a relevant product, when the specific product is sold; and

targeting, by a shopping mall service product lottery controller, purchasers who have purchased the product, drawing, by the shopping mall service product lottery controller, lots for the generated shopping mall service product, and distributing, by the shopping mall service product lottery controller, the shopping mall service product,

wherein the drawing of lots for the shopping mall service product comprises:

calculating, **by a per-purchaser probability calculator,** a probability of winning for each purchaser based on one of more of whether each purchaser possesses a basic coupon, whether each purchaser uses a static IP, whether each purchaser uses his or her terminal in a place of registered location information, whether a terminal is registered in bonus location information, and whether each purchaser possesses a strengthening coupon,

wherein the drawing of lots for the shopping mall service produce further comprises:

generating, **by a seed string generator**, a seed string for drawing lots; and

extracting, **by a lottery executing unit,** the seed string corresponding to a probability of winning for each purchaser and determining whether the shopping mall service product is won for a relevant purchaser, using the seed string, and

wherein the seed string is generated by exchanging a random location of a first string, all of which is filled with 0, for any location of a second string, all of which is filled with 1.

4. The method of claim 3, wherein the generating of the shopping mall service product comprises:

comparing an accumulated sales amount for the relevant product with an amount necessary for generating a shopping mall service product when the specific product is sold and generating the shopping mall service product, and

wherein the generating of the shopping mall service product further comprises:

distributing shopping mall service products generated during a predetermined period of time on a per time slot basis.