completion time 509 is newly set, and thus the remaining time 508 is displayed. The changed guaranteed delivery completion time 509 may be predetermined or may be received from the distribution server in real time.

[0080] FIG. 5C illustrates that, unlike FIG. 5A in which the guaranteed delivery completion time and the remaining time are displayed in the item detail page, the guaranteed delivery completion time and an order closing time 510 associated with the guaranteed delivery completion time are displayed instead of the remaining time.

[0081] FIG. 5D illustrates information 520 indicating that it may take several days for a specific item to be delivered in a batch when it is expected that continuing the fast delivery of certain items is difficult for a certain period of time due to special circumstances is displayed on the item detail page. For example, when it is expected that fast delivery of items delivered directly from overseas to which a different distribution system than other items is applied will be difficult for the next few months, for the items delivered directly from overseas, a phrase 520 such as "Delivery will take 7 to 15 days" may be collectively displayed. Such information may be displayed not only on the item detail page, but also on the item search result page or the shopping cart page.

[0082] FIGS. 6A and 6B are diagrams illustrating an exemplary item search result page displaying the delivery time-related information of the item according to the example embodiment of the present disclosure.

[0083] FIG. 6A illustrates a search result page showing a search result for an item "diaper." The search result page may display the number of items 601 searched, an item's picture 602, an item's name 603, an item's sales price 604, delivery information 605 on an item, and the like. The delivery information 605 of the item may include the guaranteed delivery completion time that is different for each item.

[0084] FIG. 6B exemplarily illustrates that the order closing time associated with the guaranteed delivery completion time only for the item to which the special delivery is applied is displayed on the item's search result page as indicated by reference numeral 615, only the guaranteed delivery completion time for the item to which the special delivery is not applied is displayed, and the associated order closing time is not displayed as indicated by reference numeral 625. Although not illustrated in this drawing, the remaining time may be displayed along with the guaranteed delivery