FIG. 1

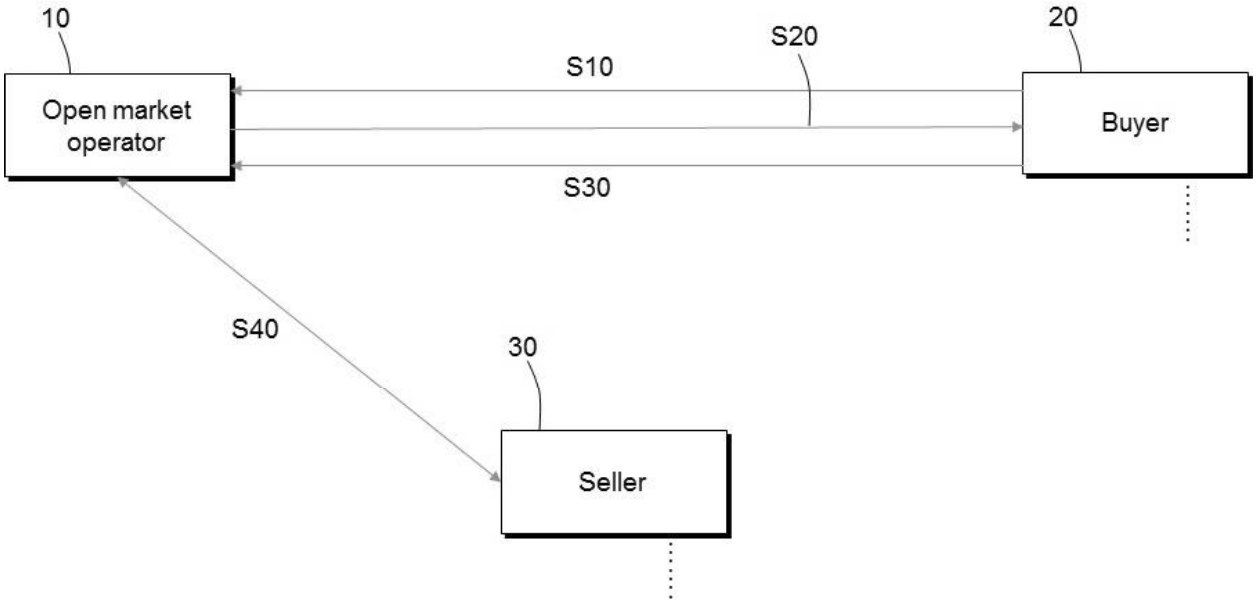

10
Open market operator
S10
S20
20
Buyer
S30
S40
30
Seller

FIG. 2

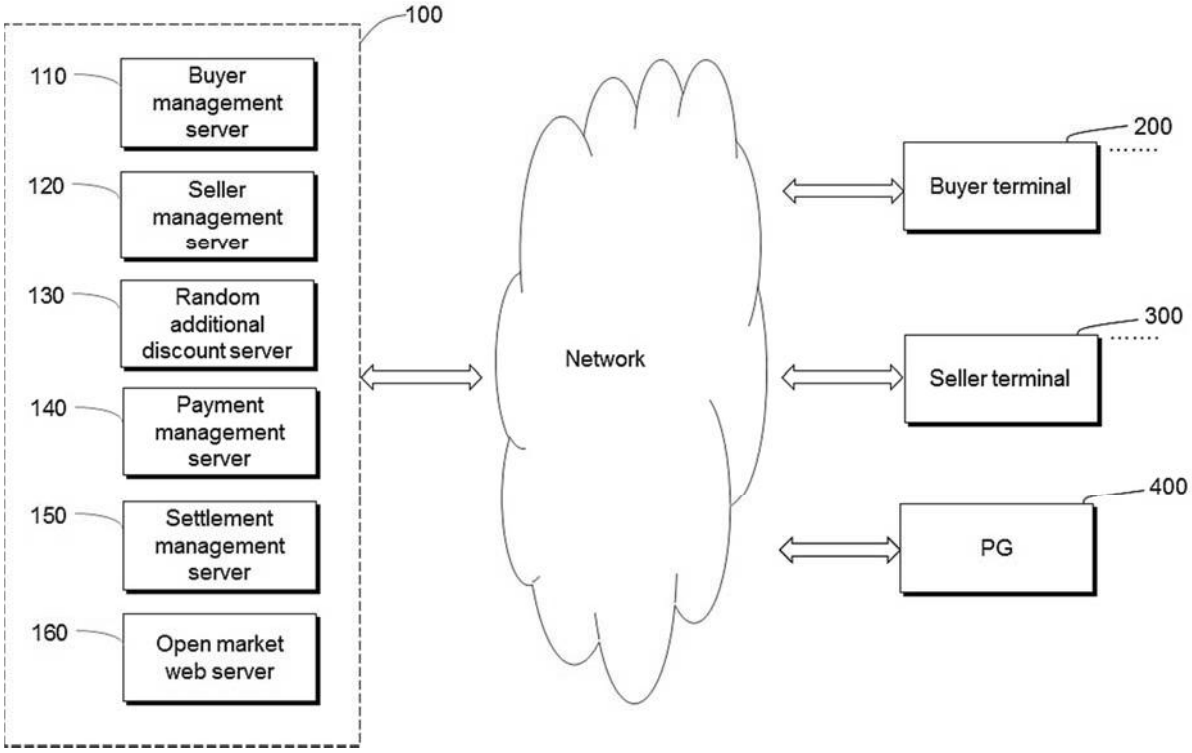

100
110
Buyer management server
120
Seller management server
130
Random additional discount server
140
Payment management server
150
Settlement management server
160
Open market web server
Network
200
Buyer terminal
300
Seller terminal
400
PG

FIG. 3

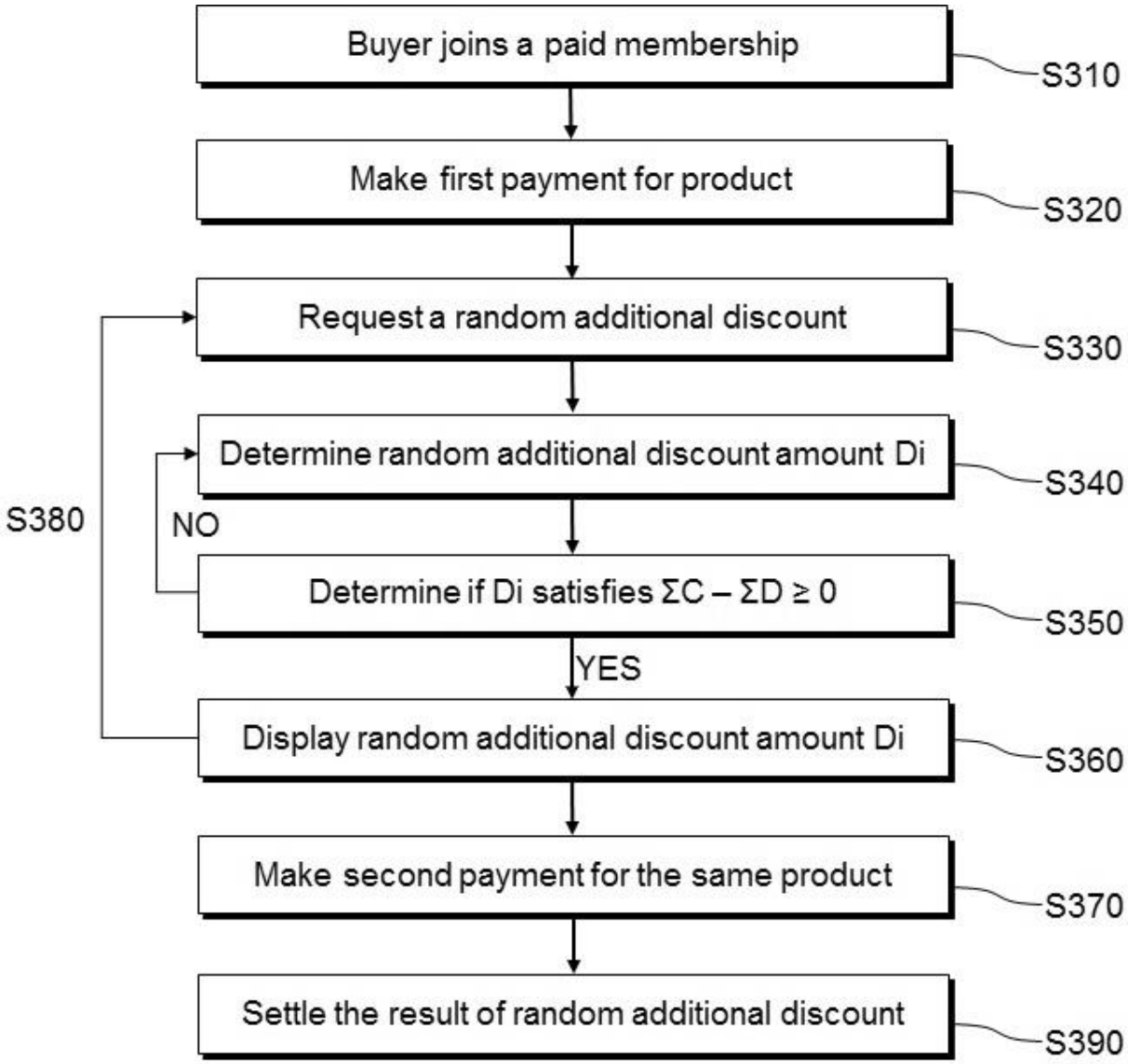
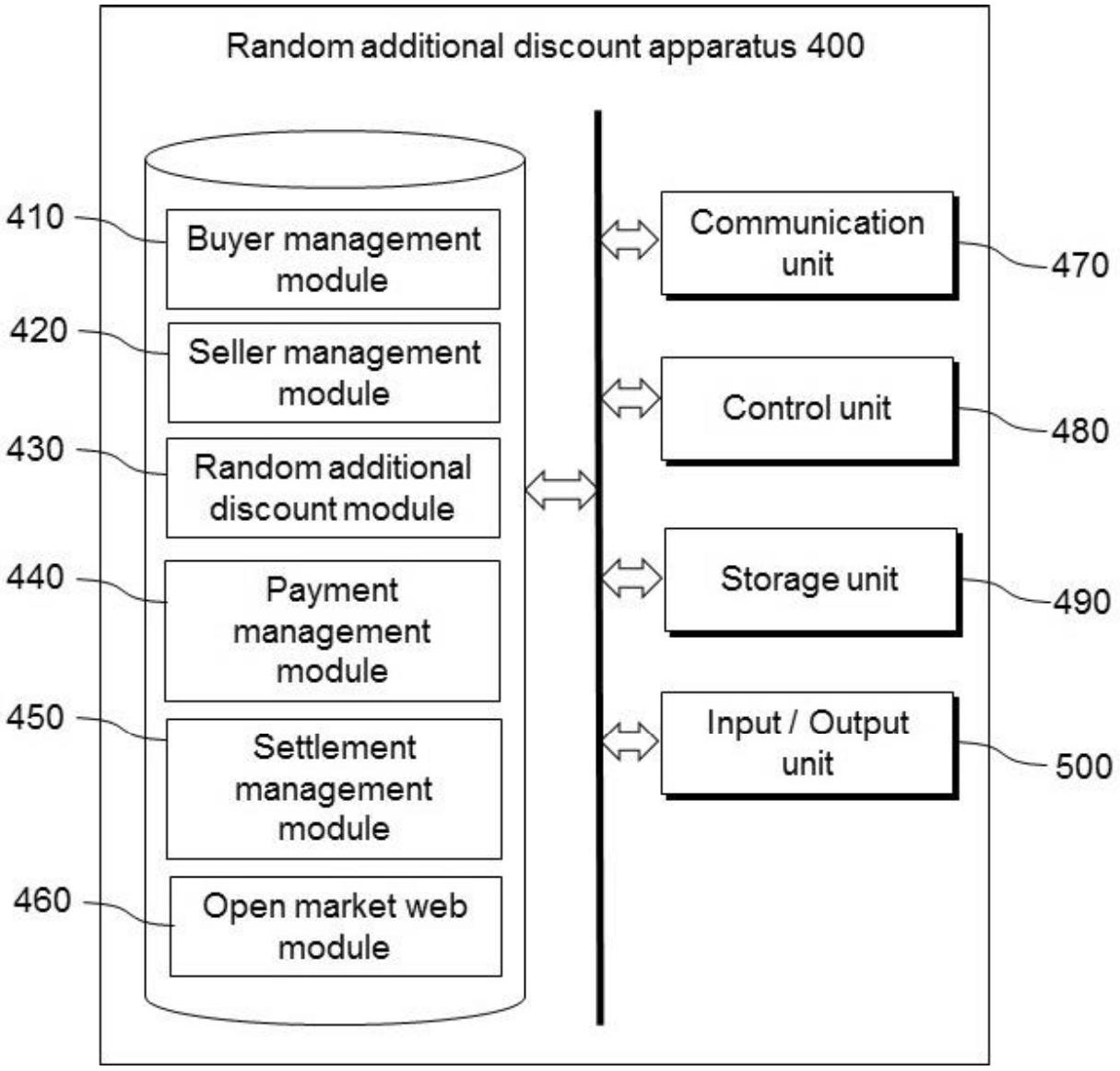

Buyer joins a paid membership
S310
Make first payment for product
S320
Request a random additional discount
S330
Determine random additional discount amount Di
S340
S380
NO
Determine if Di satisfies ΣC – ΣD ≥ 0
S350
YES
Display random additional discount amount Di
S360
Make second payment for the same product
S370
Settle the result of random additional discount
S390

FIG. 4


Random additional discount apparatus 400
410
Buyer management module
420
Seller management module
430
Random additional discount module
440
Payment management module
450
Settlement management module
460
Open market web module
Communication unit
470
Control unit
480
Storage unit
490
Input / Output unit
500