

【ABSTRACT】

The present specification discloses an apparatus for providing an online market service, in which a price negotiation game for obtaining a price discount coupon is executed with a purchaser terminal, and a method thereof The object of the price negotiation game is to sequentially decrease a point from a starting point and match the point to a specific point or include the point in a specific point range. The apparatus for providing an online market service according to the present specification may provide the price discount coupon when the game is determined as a success. In this case, a product may be purchased at a discounted price by using the coupon through the selection of a purchaser. The purchaser may reattempt the game when succeeding in the game, so that the purchaser may obtain a coupon having a higher price discount rate.