METHOD AND SYSTEM FOR MANAGING ON-LINE MARKET WITH DIRECT RECEIPT DELIVERY OPTION OF PURCHASED MERCHANDISE

ABSTRACT

The present invention relates to an online market management method and system capable of supporting a delivery option for direct pickup of purchased products. The present invention is constructed such that, when a purchaser who purchases a product traded on an online market selects a delivery option requesting the direct pickup of a product, the method and system verify an authentication key, issued by the online market in various forms to the purchaser, at a product pickup place agreed upon with a merchant, and allow the purchaser to directly pick up the purchased product. In the online market management method, a delivery option for direct pickup of a product, for which payment has been completed by a purchaser, is selected through a server for mediating trading of products. Thereafter, the server performs authentication to identify the purchaser and updating delivery information about the product for which payment has been completed if authentication information, provided in real time by the server to a purchaser terminal, or authentication information, previously assigned to the purchaser, has been input through a merchant terminal depending on the selection of the delivery option for direct pickup.

(Figure 8)