

## An Online Sales Platform Based Design of Limited Edition Production and Sales Systems

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**Abstract.** This study allows anyone who has created artistic content based on an online platform to participate but supports the production and sale of limited-edition products that reflect content through content selection according to consumer participation, thereby creating smooth profit through distribution of limited editions with artistic character. And it relates to a method of producing and selling limited edition products that can give satisfaction and pleasure to consumers and designing a system therefor. Through this system, anyone can participate as a content provider and proceed with the commercialization of content produced through voting, and consumers can obtain pleasure and satisfaction by purchasing high-quality limited-edition products with excellent artistry. In other words, by supporting the production and sale of limited products reflecting excellent artistic content, content creators can commercialize their installed content and acquire legitimate rights without capital, and it is a system with a smooth value and profit structure.

**Keywords:** Online platform, Contents, Limited edition, First-come-first-served sales, Auction

## 1. Introduction

The e-commerce market has been increasing every year due to the development of the Internet and IT, distribution services, and payment systems. Recently, due to the spread of the novel coronavirus infection (hereinafter referred to as COVID-19), consumers spend more time at home, and the consumption of online shopping has increased rapidly. Therefore, consumers, such as purchase of daily consumer goods, are increasing their consumption through e-commerce for various items, and consumers' consumption patterns are changing, which is expected to accelerate further in the future.

Online shopping refers to searching for and ordering products using an online platform such as the Internet or computer communication. And within the category of online shopping, using a smartphone or tablet computer to search for or purchase products regardless of time and place is called mobile shopping. Figure 1 shows the size of the US retail and e-commerce markets. In other words, as shown in the figure, the US retail market in 2019 was worth \$5.452 trillion, of which the e-commerce market was \$598 billion. In other words, about 11% of the total distribution market refers to the e-commerce market, and it is counted as 11.5% in the first quarter of 2020, and it is expected that the increase in the proportion of e-commerce will continue to increase. Representative online shopping companies in the US market include Amazon.com, Walmart.com, and Apple.com (US distribution market... 2019).

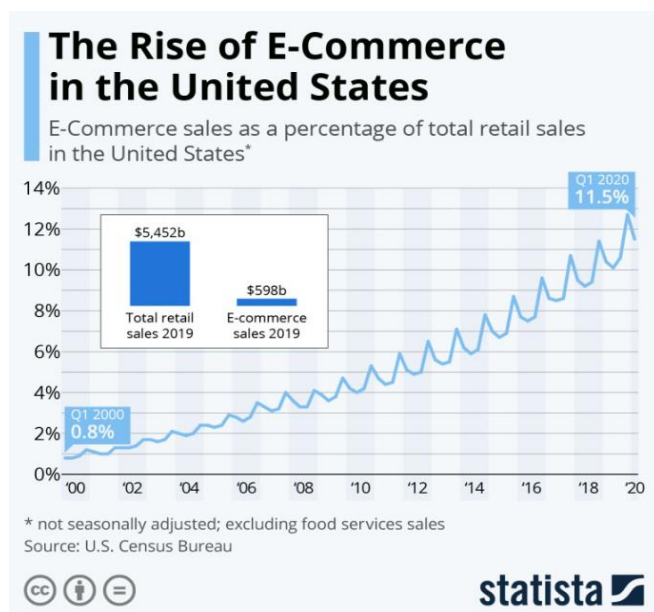
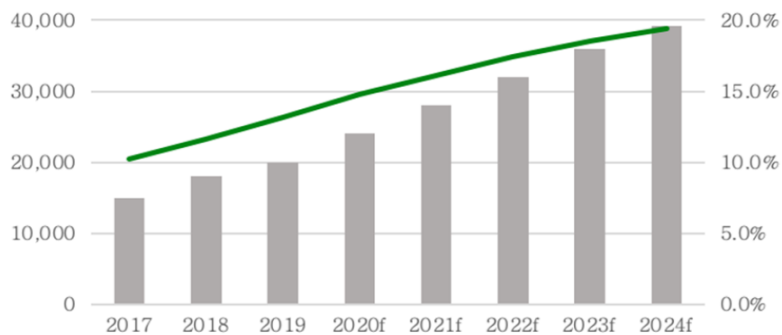


Fig. 1: 2019 U.S. distribution market, online distribution market size (US distribution market... 2019)

Moreover Figure 2 shows the market trends in the global e-commerce market. As shown in the figure, it is expected to grow at a CAGR of 14.4% until 2024, and the proportion of the retail market is expected to reach 19.4%. Since this is an estimate before the serious spread of COVID-19, as mentioned above, it is predicted that the e-commerce market will become more active (Growing e-commerce market).

Recently, various marketing activities are developing due to the development of social media and changes in consumption patterns of the MZ generation. Accordingly, the importance of improving the performance of business activities by analyzing the performance of marketing and calculating the cost-effectiveness is being emphasized day by day, but it is not easy to measure the objective performance of marketing. This is because various variables such as the competitiveness of the product itself, brand awareness and image, the quality of marketing activities such as advertisements and promotions, and overall consumer psychology (Hyun-Woo Baek et al., 2022).



\* Lower bar graph: E-commerce market size (billion USD), upper line graph: Ratio of retail market

Fig 2: Global e-commerce market trends (Growing e-commerce market)

Consumer's purchase intention as the most influential antecedent factor that can predict actual purchase behavior has been evaluated in various literatures. For example, according to the rational behavior theory, it is assumed that a person who can make a rational and rational judgment must have an intention to perform an action before performing an action under autonomous control. Consumers are more likely to buy a product when they perceive a product that offers high value. Awareness of high value makes consumers have positive emotions or attitudes toward the product, and thus the intention to purchase the product increases. Some researchers have argued that a positive relationship exists between consumer perception of value and purchase intention (Kwon Tae yi et al., 2021).

It is true that academic research is limited on new marketing techniques, such as collaboration between brands and limited-edition marketing, which are in the spotlight recently. Limited editions launch marketing, which has been successful in various luxury brands and Nikes, has been developing in a variety of ways relatively recently. Efforts are

being made to maximize the effect by linking with various marketing activities such as Dörnyei has revealed that such limited-edition marketing has the effect of stimulating consumption by increasing the psychological satisfaction of consumers in terms of differentiation from existing products and scarcity limited to a specific period and quantity (K. R. Dörnyei et al., 2020).

In studies on the effect of limited-edition marketing in small brands, there is a tendency to perceive limited edition products as more beautiful than existing products and to think that the quality of products is superior (S. Balachander et al., 2009). Also, consumers may have a perception that a good product is rarer, and conversely, if it is rare, it is a good product. In other words, limited-edition marketing stimulates consumption desire not only to own a good product, but also to have a product that is rare and differentiated from other products (K. T. Tian et al., 2001).

Limited edition products, also called limited editions and special editions, are books not for sale that are originally distributed to specific people, but a small number of publications issued by pre-ordered purchasers, or specific subscribers who have less demand than general subscribers, such as art collections, albums, and academic research papers. Although it meant to be published for. in recent years, various products are being produced and sold as part of marketing according to the atmosphere where individuality and specialness are recognized and valued, boasting through SNS, and stimulation of the desire to collect.

Products with limited quantities are basically an issue as demand is higher than supply and sales are usually made on a first-come, first-served basis, and competition to acquire them is inevitably high. Participation in the competition will inevitably intensify.

In this way, limited edition marketing creates a market atmosphere that can satisfy both buyers and sellers, and although the marketing effect is high and demand is high, the market structure is inevitably formed centered on the products of famous conglomerates with high recognition and sales power. Even if a product manufactured in a small or small business has excellent value, effective limited-edition marketing cannot be achieved.

Accordingly, in the reality that limited edition production and sales are inevitable through companies with sufficient marketing ability in the production of products with creative contents applicable to various products, various artistic creations by individuals or small companies who have developed content with excellent artistic sensibility Content cannot be effectively accommodated in the market.

Therefore, the purpose of this study is to support the production and sale of limited-edition products that reflect the content confirmed to satisfy the demand, while providing content with artistry to anyone based on the online platform. It is to provide a system to produce limited-edition products that can provide smooth profit creation and customer satisfaction according to this, and a method for first-come-first-served and auction sales.

## 2. Related Works

### 2.1. Online shopping

An online shopping mall is also called an internet shopping mall or e-commerce and refers to a place where can buy and sell goods online. Some of the pros and cons of online shopping are (namuwiki):

1) Accessibility and Convenience: Consumers can purchase products without going to an offline store. In order to reduce the inconvenience of membership registration and reduce customer management costs, shopping mall operators often purchase and provide services that allow customers to complete orders and payments using portal site IDs such as Google and Naver.

2) Price competition: Even for the same product, each site is different and has the advantage of being able to see and choose from various styles to price ranges at once. Above all, online shopping malls that do not require a monthly rent are, of course, cheaper than offline stores. Because of these advantages, there are reviews that it is much more efficient to purchase from an online shop than to visit an offline store to purchase.

3) Consumer deception: In Korea, shopping mall operators who come to advertise noise marketing in public participation programs such as the public talk show “Hello”, shopping mall operators who eat money or have a battle posture with customers, and shopping malls with no concept It is often used in a negative sense because of the operators. Exaggerated advertisements and false advertisements are serious. Almost all domestic fashion shopping malls are using photoshop to decorate models with unrealistic bodies and catch hukos. Therefore, consumers should not look at the size rather than the photo, but by looking at the detailed circumference or length.

In addition, e-commerce is a transaction that takes place in a virtual space using an electronic method (Jong-Min Yoon et al., 2013). The subject of e-commerce includes physical goods, content such as games, music, movies, and digital goods and services that can be sold online, such as advisory services. On the other hand, cross-border e-commerce refers to transactions between parties residing in different countries through an online platform. The types of cross-border e-commerce are also divided by participants such as B2B and B2C. With the recent increase in the scale of B2C-type cross-border e-commerce, B2C cross-border e-commerce is divided into direct purchase overseas, overseas station direct purchase, or overseas purchase depending on the destination of the target customer. Separated by direct sales (Yoo Kwang-hyun et al.).

As the number of online shopping mall users increases, new online shopping malls are also increasing, which intensifies competition in the market. In addition, creating new customers from online sites is becoming increasingly difficult as competition in the online market increases, increasing the operating costs of companies as a result (Reichheld, F. F et

al., 2000). Consumers make a purchase decision considering not only the awareness and quality of the product, but also the safety, convenience, price competitiveness, and product diversity of the website. In the case of online shopping malls site transaction safety issues, such as the safety of personal information protection, the safety of the security system, and the safety of payment methods, greatly affect online transactions (Page, C et al., 2009). As the competition in the online shopping market is getting fiercer day by day, the difficulties of small and medium-sized businesses and small online shopping malls with limited costs are increasing, unlike large companies that spend huge advertising expenses. Accordingly, it is necessary to take an interest in the various properties of online shopping mall sites and devise measures to secure competitiveness (Hyun-Chul Kim et al., 2018)

## **2.2. Hunger Marketing**

Hunger marketing (Naver Knowledge Encyclopedia) is a marketing technique that stimulates consumers to purchase more by selling only a limited quantity and is also called 'rare marketing' or 'limited edition marketing'. It is a marketing technique that further stimulates consumers' purchase desire by selling only a limited quantity, and a marketing technique that sells only a limited quantity. By supplying less than the high demand in the market, there is always a shortage of goods, or hunger. This is a market control method using the demand psychology to increase consumer demand by consciously raising the scarcity of a product.

There are about three reasons why consumers buy limited edition products. In addition, the meaning of this limitation can be classified into the following four types.

1) Limited number: This is a case of limiting the number of products to be sold. We mainly do limited-edition marketing in small quantities. In the case of limited-quantity marketing, it makes the consumer feel special by winning a few products. These days, when social media is essential, it also stimulates the desire to take and upload an authentication photo. This is probably the most common and most common type of qualifier.

2) Limited time period: These are products that can be purchased only for a specific period. These products will be produced and sold temporarily depending on the circumstances at the time of sale or special events. The most representative example is Starbucks' seasonal goods, and commemorative coins issued in the year of global sporting events such as the Olympics and the World Cup can be viewed in the same vein.

3) Price Limitation: There are limited prices for high-end premium luxury goods and limited discounts. So-called luxury brands sometimes offer products at very high prices. Discount-limited products are products sold at special discount prices according to the period. In the former case, luxury brands have been used as the easiest way to present their dignity. Although limited discounts are not meaningful as a marketing effect, they are also used strategically in terms of inventory consumption.

4) Venue limited: refers to limited edition products that can only be purchased at a specific place. The country that uses it the most is Japan. It associates several related products using several domestic content IPs (intellectual property rights) with a specific place. In front of Diver City, a shopping mall in Odaiba, Japan's representative shopping and leisure area, there is a real-size (18m) Gundam shape that appeared in the robot animation 'Mobile Suit Gundam (1979)'.

In the following Figures 3 and 4, I will briefly introduce Coca-Cola's glass bottle and Polo Golf's clothing as an example of the existing limited-edition sale.

Figure 3 above was produced and sold in 2016 in a 265ml glass bottle as a limited edition to commemorate the 130th anniversary of Coca-Cola in Korea. This model was made after the bottle of the early model, and it came in two types, and it is said that the original early bottle had a cork stopper.



Figure 3. Coca-Cola 130th Anniversary Limited Edition (Coca-Cola)



Figure 4. Polo Golf US Open Limited Edition Official Clothing (Polo Golf)

Polo Golf is also producing some kinds of US OPEN clothing in limited edition under the license of the USGA (American Golf Association), which oversees US OPEN.

This 'limited edition' is a planned product that can best show the scarcity effect of making and selling only a limited quantity for a limited time. Being able to buy a limited edition can indicate one's status, so it is a strong temptation for conspicuous consumers for a company to make a new product a limited edition so that consumers cannot easily buy it even if they want to. Limited editions of luxury brands are sold out soon due to their high value and popularity. Since the limited edition is a new product launch as a form of line expansion, and the scarcity message is a persuasion technique used as a marketing tool at the point of sale of a product, it is necessary to study the limited edition itself along with the

scarcity message. In particular, the recent launch of limited editions by retailers is a marketing strategy that can increase the probability of success of new products and enhance brand image by manipulating the similarity with the existing brand concept from the perspective of line expansion (Baek Jae-eun et al., 2017).

### **2.3. First-come-first-served auction**

In recent studies on the relationship between consumer risk perception and purchase intention in Internet shopping malls, although empirical results are frequently presented that risk perception does not affect consumer purchase intention or has a very limited effect, the cause Nothing was clearly stated. However, in this study, not only did the empirical analysis result show that the perceived risk of consumers in Internet shopping malls had a significant effect, but also revealed that the risk perception can be lowered depending on the psychological characteristics of consumers (Tae Hyun Moon et al., 2007).

On the other hand, first-come-first-served auction is a modified selling method of auction, and it is difficult to find prior research on it. The fact that various products can be purchased at low prices through a purchasing process with entertainment elements (Tae-Hyun Moon et al., 2001) has been studied as the main reason for encouraging consumers to participate in Internet auctions. Therefore, in the first-come-first-served auction method, the first-come-first-served auction method is added to the purchase process of an auction with entertainment elements, so that consumers can feel interest and fun in the transaction. It is judged to give a higher transaction value by making people think that they will be able to receive benefits better than others (Ahn Cheol-hyeon et al., 2000).

## **3. Design of limited edition product production and sales system**

This system selects popular content, manages product production and sales, and distributes revenue between applicants who create and receive content based on the online platform and consumers who purchase various limited products that reflect specific content. support to ensure everyone's satisfaction. In addition, in the operation of the online-based platform, it is self-evident that both the applicant and the consumer sign up as members and the following procedures are performed.

The configuration of the limited-edition product production and sales method in this system is shown in Figure 5, and the interaction of each configuration is divided into 8 steps as follows.

- 1) "Content reception stage" where applicant information and image contents are received from the applicant
- 2) "Content selection stage" in which the received content is posted for a set period and product selection voting is conducted to select the content with the most votes



3) “Production management stage” in which a set number of products reflecting the selected content with most votes are produced, but serial numbers are sequentially assigned to the manufactured products

4) “Sales management stage” in which the produced products are divided into first-come-first-served and auctioned, and the sales ratio is set, but the products according to the first-come-first-served sales ratio are sold for a set period, and the remaining products according to the auction ratio are sold in an auction method.

5) It is characterized in that it consists of a “revenue distribution step” in which a set ratio of revenue is paid to the applicant while managing costs and revenues resulting from the production and sale of products.

6) At this time, it collects and analyzes the voter turnout and number of participants per hour through the “content selection stage” above, the sales speed according to first-come-first-served sales through the “sales management stage”, the number of participants according to the auction, the competition rate, and the successful bid price. “Performance Analysis Stage”

7) It may further include a “marketing management step” that reflects the analysis result of the “performance analysis step” and calculates additional production schedules and adjusted prices so that reproduction and resale are carried out.

8) In addition, by analyzing the cost and profit through the “profit sharing step”, the calculation of the product according to the manufacturer’s trademarked production and its own production is analyzed, and in the “production management step”, either the custom-branded production or the in-house production can be selectively selected. It may further include a “production analysis step” that manages to proceed with product manufacturing.

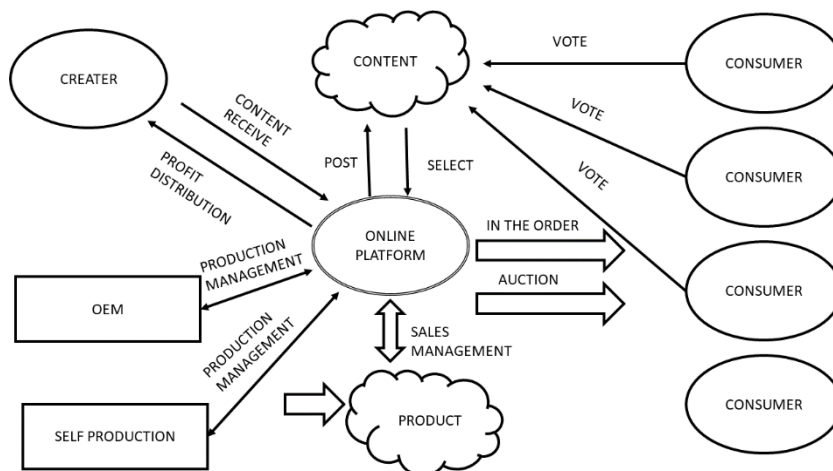


Fig 5: the schematic diagram of this system

The present invention limited edition product production and sales system for the above purpose is a “content reception module” that receives applicant information and image content from an applicant, publishes the received content for a set period, conducts product selection voting, and selects content with multiple votes “Contents selection module,” which produces a set number of products that reflect the selected content with a large number of votes, but sequentially assigns serial numbers to the manufactured products. A “sales management module” that sells products according to the first-come-first-served sales ratio for a set period, sells the rest of the products according to the auction ratio in an auction method after receiving a set sales ratio. It is characterized in that it consists of a revenue distribution module that pays a percentage of the revenue to the applicant.

At this time, the “performance analysis module” and “performance analysis module” and “It may further include a “marketing management module” that reflects the analysis results of the “performance analysis module” and calculates additional production schedules and adjusted prices to carry out reproduction and resale.

In addition, by analyzing the cost and revenue through the “Revenue Sharing Module”, the “Production Management Module” selects the production of products from either the custom-branded production or the self-production by analyzing the calculation according to the custom-branded production and self-production of the product. a production analysis module that manages to proceed; may further include.

#### **4. Detailed design of limited-edition product production and sales system**

A detailed description of the method for producing and selling limited edition products and the system for the production and sales method proposed in this paper is as follows, and Figure 6 is a block diagram showing the system configuration and connection relationship according to an embodiment of the present system.

And Tables 1, 2, and 3 classify processing modules and functions by Consumer, Marketing, and Producer.

To this end, in the embodiment of the present system, the detailed configuration consists of a content reception module, a product classification module, a content selection module, a production management module, a sales management module, a revenue distribution module, a performance analysis module, a production analysis module, and a marketing management module.

The “contents reception module” is a configuration that receives applicant information and image content from the applicant. In the present invention, the image content is an image that can be applied to products that are released to the market and can be sold, and

becomes a 2D image such as a photo, character, or drawing. As content that is created or copyrighted by the applicant, the applicant's information should include the items to agree to the relevant provisions so that the applicant is responsible for the content. Basic personal information for identification and financial information for profit sharing are also included.

“Product classification module” is a configuration for deciding which product to apply the received image content to. In addition, the product is designated by determining whether the received content, including the product that the applicant specifically wants to reflect or avoids, can be smoothly reflected in the product. Hereinafter, in the present invention, a T-shirt which is easy to apply image content among clothes and has excellent application effect is presented as a preferred embodiment. At this time, if the received content is reflected in the product and released, damage may occur depending on the content, so it is necessary to select content that can earn profits beyond the profit break point in advance.

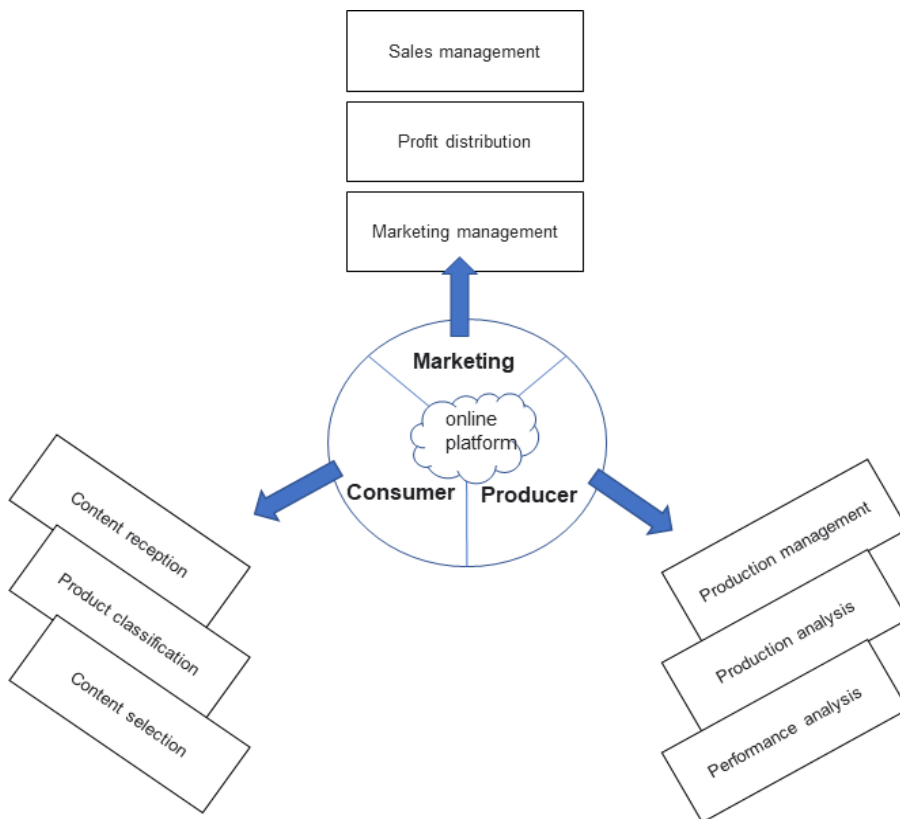


Figure 6. Interrelationship and configuration diagram of this system

Accordingly, the “content selection module” publishes the contents received through the “contents reception module” for a set period, conducts product selection voting, and

selects the content with the most votes. In a preferred embodiment, product application, production, and sales are made on a monthly basis, but the content received for application is classified by applied product and then posted for a set period (about 1 to 15 days) through a designated site or advertisement banner, etc. After passing the period, a vote is held to determine the purchase intention for the product launch with the corresponding content in effect for a set period (about 15 to 20 days).

Table 1: Consumer processing module and its functions

<b>Consumer</b>	Content reception	<ul style="list-style-type: none"> <li>- Receive applicant information from the applicant</li> <li>- Image content reception</li> </ul>
	Product classification	<ul style="list-style-type: none"> <li>- Request for production of set number of content with multiple votes</li> <li>- Giving serial numbers to manufactured products</li> </ul>
	Content selection	<ul style="list-style-type: none"> <li>- Post the received content for a set period</li> <li>- Product selection voting</li> <li>- Selection of content with a majority of votes</li> </ul>

This voting is a process for grouping content received for a specific period, sorting in the order of the votes to select the content with the most votes. desirable.

“Production management module” is a configuration that produces a set number of products reflecting the content with the majority of votes selected through the “content selection module”, and supports the process of ordering and cost processing for manufacturing fabrics and printing products. . To this end, production can be made by contracting with a wholesale-level specialty clothing store such as Dongdaemun Shopping Street, according to domestic standards.

At this time, the manufactured product must be manufactured in a limited quantity, and serial numbers are sequentially assigned to the manufactured products to be managed. In addition, in the present invention, the procedure is described based on one content and product, but in the actual platform operation, the selection and production procedure of a plurality of contents and products may be performed simultaneously or sequentially in the same period of one month.

The “sales management module” is a configuration for dividing the produced products into first-come-first-served and auction, setting a sales ratio and selling them online. In the present invention, the sale is made by using the auction method in addition to the first-come-first-served sale similar to the existing limited edition product sale, and after the products according to the first-come-first-served sales ratio are sold for a set period, the remaining products according to the auction ratio are sold in the auction method. As content products selected through voting are produced in limited quantities, smooth sales can be expected.

If the quantity is not completely sold according to the first-come-first-served sales ratio, the remaining quantity may be transferred to auction sales. and the sale proceeds.

The “revenue sharing module” manages the costs and profits of the production and sale of products but pays a set percentage of revenue to the applicant. In other words, the cost set in the proceeds after excluding the cost of manufacturing the product and various administrative expenses from the income received from the sale of the product is paid to the applicant so that a fair price for the content can be obtained. Preferably, it can be paid to the applicant at the level of less than 5% of the sales amount as less than about 20% of the proceeds.

The “performance analysis module” collects the hourly voter turnout and number of participants through the “content selection module”, the sales speed according to first-come-first-served sales through the “sales management module”, the number of participants according to the auction, the competition rate, and the successful bid price and a configuration to be analyzed. In other words, the higher the voter turnout per hour and the higher the number of participants, the higher the popularity and demand for the corresponding content.

Table 2: Marketing processing module and its functions

<b>Marketing</b>	Marketing management	<ul style="list-style-type: none"> <li>- Cost and revenue analysis</li> <li>- Choice of OEM or in-house production</li> </ul>
	Profit distribution	<ul style="list-style-type: none"> <li>- Cost and profit management for product production and sales</li> <li>- Profits at a set rate are paid to the applicant</li> </ul>
	Sales management	<ul style="list-style-type: none"> <li>- Classification of first-come-first-served sales and auction sales</li> <li>- Set the ratio of first-come-first-served sales and auction sales and sales period</li> </ul>

The “marketing management module” is a configuration that reflects the analysis results of the “performance analysis module” and calculates additional production schedules and adjusted prices so that reproduction and resale are carried out. When demand is expected, additional production and sales are made through events, etc., but the number of productions and products can be increased, and the sales price can be increased to maximize profits.

The “production analysis module” analyzes the cost and revenue through the “profit sharing module” and analyzes the calculation according to the custom-branded production and self-production of the product, and the “production management module” is the custom-branded production or self-production. It is a configuration that manages the production of products selectively among them.

In manufacturing products such as T-shirts, it is preferable to contract with a specialized clothing wholesaler such as Dongdaemun, and until there is a certain level of profit, basically, the production is carried out in the original equipment manufacturer (OEM) method, and the profit will increase along with the demand. In this case, the product will be

manufactured and managed so that its own production takes place using a factory that has a designer and a production line and printing equipment.

Table 3: Producer processing module and its functions

<b>Producer</b>	Production management	<ul style="list-style-type: none"> <li>- Select received image content</li> <li>- Decide which image to apply to</li> </ul>
	Production analysis	<ul style="list-style-type: none"> <li>- Reflecting the analysis results in the performance analysis stage</li> <li>- Calculation of additional production schedule and adjusted price</li> <li>- Reproduction and resale proceeding</li> </ul>
	Performance analysis	<ul style="list-style-type: none"> <li>- Analysis of voter turnout and number of participants</li> <li>- First-come-first-served sales rate analysis</li> <li>- Analysis of competition rate and winning bid price according to auction sales</li> </ul>

As a marketing management step, reproduction and resale are carried out by calculating an additional production schedule and adjusted price by reflecting the analysis result of the “performance analysis step”, and it is carried out through the “marketing management module”. If sufficient demand is expected by reflecting the popularity and demand of the previously determined content, additional production and sales are made through events, etc., but the number of productions is increased, and the selling price is also increased to maximize profits.

## 5. Conclusion

The purpose of this study is to support the production and sale of limited-edition products that reflect the content confirmed to satisfy the demand, while providing content with artistry to anyone based on the online platform, thereby contributing to the distribution of limited products with outstanding artistry. It is to provide a method for producing limited edition products and first-come-first-served sales methods that can provide smooth profit creation and customer satisfaction according to the requirements and a system for the same.

Therefore, this system selects popular content, manages product production and sales, and distributes profits between applicants who create and receive content based on the online platform and consumers who purchase various limited products that reflect specific content. Both the applicant and the consumer sign up as members in the operation of the online-based platform and the following procedures are carried out.

The detailed design part of this system is made as follows. First, when applicant information and image content are received from the applicant, it is decided to which product the received image content is to be applied. In addition, the received content is posted for a set period and product selection voting is conducted to select the content with the most votes. In the next step, serial numbers are sequentially assigned to a set number of

products reflecting the content of most votes to produce. Manufactured products are sold separately on a first-come, first-served basis and at auction. In addition, after going through the “performance analysis stage” that collects and analyzes voter turnout and number of participants per hour, sales speed according to first-come-first-served sales, number of participants according to auction, competition rate, and successful bid price, additional production schedules and adjustments are made by reflecting the analysis results. The “marketing management stage” and “production analysis stage” were designed so that reproduction and resale were carried out by calculating the price.

The important features of this system are as follows. In other words, the limited edition product production and sales system consists of a “contents reception module” that receives applicant information and image contents from an applicant, and a “contents selection module” that publishes the received contents for a set period to conduct product selection voting and select content with a large number of votes. , a “production management module” that sequentially assigns serial numbers to products that are produced with a set number of products reflecting the selected content with a large number of votes. A “sales management module” that sells the products according to the sales ratio for a set period, sells the remaining products according to the auction ratio in an auction method, manages costs and profits for the production and sale of products, but returns the set ratio of profits to the applicant. It has a characteristic that it consists of a revenue-sharing module that pays.

Through this system, anyone can participate as a content provider and proceed with the commercialization of content produced through voting, and consumers can obtain pleasure and satisfaction by purchasing high-quality limited-edition products with excellent artistry. In other words, by supporting the production and sale of limited products reflecting excellent artistic content, content creators can commercialize their installed content and acquire legitimate rights without capital, and it is a system with a smooth value and profit structure.

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