Shop Subscription

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Last Updated: 2026-06-04
Version: v1.0

Base URL: `api/v1/e-commerce/shops`

Short Description: The Shop Subscription API allows users to subscribe and unsubscribe from shops on the Nexgate marketplace. Subscriptions drive personalised product discovery — subscribed shops receive a ranking boost in the Trending and For You feeds, and a dedicated "from your shops" signal in the relevance formula. Shop owners can view who has subscribed to their shop.

Hints:

- The action is called **Subscribe** — not Follow. This is intentional to distinguish from the social module's user→user **Follow** feature. Users follow people, they subscribe to shops.
- `POST /{shopId}/subscribe` is a **toggle** — calling it once subscribes, calling it again unsubscribes. No separate unsubscribe endpoint is needed.
- Subscription status (`isSubscribed`) is automatically included in `ShopResponse` for all shop detail endpoints. Authenticated users see their real status; anonymous users always receive `false`.
- Subscriptions directly feed into the Marketplace `FOR_YOU` and `TRENDING` personalisation — see `marketplace_api_doc.md` for formula details.
- Pages are **1-based** (`page=1` returns the first page).

Standard Response Format

All API responses follow a consistent structure using the Globe Response Builder pattern:

Success Response Structure

```
{
  "success": true,
  "httpStatus": "OK",
  "message": "Operation completed successfully",
  "action_time": "2026-06-04T10:30:45",
```

```
  "data": { }
}
```

Error Response Structure

```
{
  "success": false,
  "httpStatus": "BAD_REQUEST",
  "message": "Error description",
  "action_time": "2026-06-04T10:30:45",
  "data": "Error description"
}
```

Standard Response Fields

Field	Type	Description
`success`	boolean	`true` for success, `false` for errors
`httpStatus`	string	HTTP status name (OK, BAD_REQUEST, NOT_FOUND, etc.)
`message`	string	Human-readable operation result
`action_time`	string	ISO 8601 timestamp of response generation
`data`	object	Response payload for success, error detail for failures

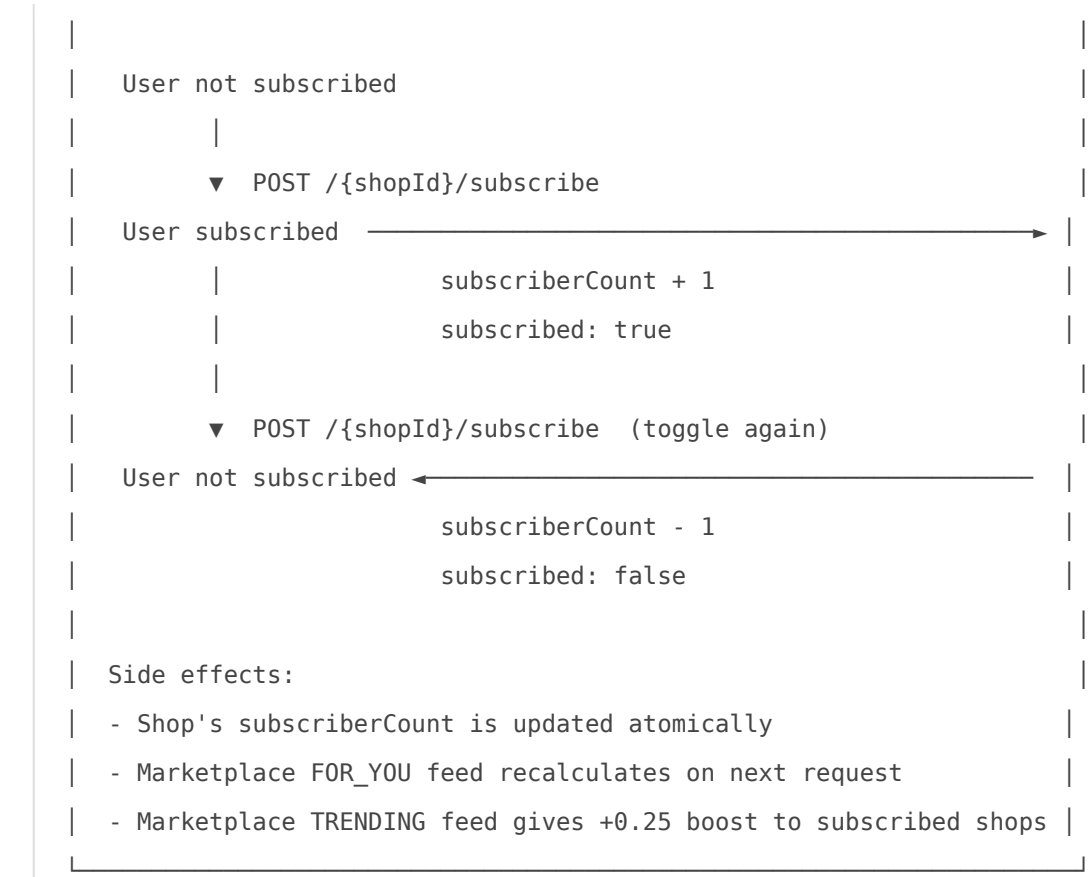
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HTTP Method Badge Standards

- **GET** — GET Green
- **POST** — POST Blue

Subscription State Reference

```
┌──────────────────────────────────────────────────────────────┐
│                    SUBSCRIPTION STATE FLOW                   │
├──────────────────────────────────────────────────────────────┤
```



How Subscriptions Affect the Marketplace



```
│  both feeds while still allowing genuinely trending products to     │
│  compete (soft priority, not guaranteed top position).              │
└─────────────────────────────────────────────────────────────────────┘
```

Endpoints

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1. Toggle Subscribe / Unsubscribe

Purpose: Subscribes the authenticated user to a shop if they are not already subscribed, or unsubscribes them if they are. Returns the new subscription state and the updated subscriber count.

Endpoint: `POST` `api/v1/e-commerce/shops/{shopId}/subscribe`

Access Level: □□ Protected (authentication required)

Authentication: Bearer Token (required)

Request Headers:

Header	Type	Required	Description
`Authorization`	string	Yes	`Bearer <token>`

Path Parameters:

Parameter	Type	Required	Description	Validation
`shopId`	UUID	Yes	The shop to subscribe or unsubscribe from	Must be a valid UUID of an active, non-deleted shop

Success Response JSON Sample — Subscribe:

```
{
  "success": true,
  "httpStatus": "OK",
  "message": "Subscribed to shop successfully",
  "action_time": "2026-06-04T10:30:45",
  "data": {
    "subscribed": true,
```

```
    "subscriberCount": 1284
  }
}
```

Success Response JSON Sample — Unsubscribe (same endpoint, called again):

```
{
  "success": true,
  "httpStatus": "OK",
  "message": "Unsubscribed from shop successfully",
  "action_time": "2026-06-04T10:30:45",
  "data": {
    "subscribed": false,
    "subscriberCount": 1283
  }
}
```

Success Response Fields:

Field	Type	Description
`subscribed`	boolean	Current subscription state after the toggle — `true` if now subscribed, `false` if now unsubscribed
`subscriberCount`	long	Updated total number of subscribers for this shop

Error Response JSON Samples:

Unauthorized (401):

```
{
  "success": false,
  "httpStatus": "UNAUTHORIZED",
  "message": "Token has expired",
  "action_time": "2026-06-04T10:30:45",
  "data": "Token has expired"
}
```

Shop Not Found (404):

```
{
  "success": false,
```

```
  "httpStatus": "NOT_FOUND",
  "message": "Shop not found",
  "action_time": "2026-06-04T10:30:45",
  "data": "Shop not found"
}
```

Standard Error Types:

- `401 UNAUTHORIZED`: Token missing, expired, or invalid
- `404 NOT_FOUND`: Shop does not exist or has been deleted
- `500 INTERNAL_SERVER_ERROR`: Unexpected server failure

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2. My Subscriptions

Purpose: Returns a paginated list of all shops the authenticated user is currently subscribed to, ordered by most recently subscribed first. Each entry includes shop details and the current subscriber count.

Endpoint: `GET` `api/v1/e-commerce/shops/my-subscriptions`

Access Level: □□ Protected (authentication required)

Authentication: Bearer Token (required)

Request Headers:

Header	Type	Required	Description
`Authorization`	string	Yes	`Bearer <token>`

Query Parameters:

Parameter	Type	Required	Description	Default
`page`	integer	No	Page number (1-based)	`1`
`size`	integer	No	Items per page	`10`

Success Response JSON Sample:

```
{
  "success": true,
  "httpStatus": "OK",
```

```
  "message": "My subscriptions retrieved successfully",
  "action_time": "2026-06-04T10:30:45",
  "data": {
    "content": [
      {
        "subscriptionId": "9b1deb4d-3b7d-4bad-9bdd-2b0d7b3dcb6d",
        "shopId": "7cb3a812-1234-4abc-b3fc-9d84f55bce12",
        "shopName": "TechStore Tanzania",
        "shopSlug": "techstore-tanzania",
        "logoUrl": "https://cdn.nexgate.com/shops/techstore-logo.jpg",
        "bannerUrl": "https://cdn.nexgate.com/shops/techstore-banner.jpg",
        "status": "ACTIVE",
        "isVerified": true,
        "verificationBadge": "GOLD",
        "trustScore": 4.80,
        "subscriberCount": 1284,
        "subscribedAt": "2026-05-20T14:32:00"
      }
    ],
    "currentPage": 1,
    "pageSize": 10,
    "totalElements": 7,
    "totalPages": 1,
    "hasNext": false,
    "hasPrevious": false
  }
}
```


Success Response Fields:

Field	Description
`content[].subscriptionId`	Unique identifier of this subscription record
`content[].shopId`	Shop's unique identifier
`content[].shopName`	Shop display name
`content[].shopSlug`	Shop URL slug — use for navigating to the shop page
`content[].logoUrl`	Shop logo image URL
`content[].bannerUrl`	Shop banner image URL
`content[].status`	Shop status — `ACTIVE`, `TEMPORARILY_OFFLINE`, etc.
`content[].isVerified`	Whether the shop has passed platform verification

Field	Description
`content[].verificationBadge`	Verification badge level — `BRONZE`, `SILVER`, `GOLD`
`content[].trustScore`	Shop trust rating `0.00–5.00`
`content[].subscriberCount`	Total subscribers this shop currently has
`content[].subscribedAt`	ISO 8601 timestamp of when the user subscribed
`currentPage`	Current page number (1-based)
`totalElements`	Total shops the user is subscribed to
`hasNext` / `hasPrevious`	Pagination navigation flags

Error Response JSON Samples:

Unauthorized (401):

```
{
  "success": false,
  "httpStatus": "UNAUTHORIZED",
  "message": "Token has expired",
  "action_time": "2026-06-04T10:30:45",
  "data": "Token has expired"
}
```

Standard Error Types:

- `401 UNAUTHORIZED`: Token missing, expired, or invalid
- `500 INTERNAL_SERVER_ERROR`: Unexpected server failure

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3. Shop Subscribers (Owner Only)

Purpose: Returns a paginated list of users who have subscribed to a specific shop, ordered by most recently subscribed first. Only the shop owner can access this endpoint — calling it for a shop you do not own returns a 403 error.

Endpoint: `GET` `api/v1/e-commerce/shops/{shopId}/subscribers`

Access Level: □□ Protected (shop owner only)

Authentication: Bearer Token (required — must be the owner of the shop)

Request Headers:

Header	Type	Required	Description
`Authorization`	string	Yes	`Bearer <token>`

Path Parameters:

Parameter	Type	Required	Description	Validation
`shopId`	UUID	Yes	The shop whose subscriber list to retrieve	Caller must own this shop

Query Parameters:

Parameter	Type	Required	Description	Default
`page`	integer	No	Page number (1-based)	`1`
`size`	integer	No	Items per page	`10`

Success Response JSON Sample:


```
{
  "success": true,
  "httpStatus": "OK",
  "message": "Subscribers retrieved successfully",
  "action_time": "2026-06-04T10:30:45",
  "data": {
    "content": [
      {
        "userId": "3fa85f64-5717-4562-b3fc-2c963f66afa6",
        "fullName": "Amina Hassan",
        "userName": "amina.h",
        "avatarUrl": "https://cdn.nexgate.com/avatars/amina-h.jpg",
        "subscribedAt": "2026-06-01T09:45:00"
      },
      {
        "userId": "1cb2e847-3f1a-4bcd-a3fc-9e84f22bce99",
        "fullName": "John Mwangi",
        "userName": "jmwangi",
        "avatarUrl": null,
        "subscribedAt": "2026-05-29T16:12:00"
      }
    ],
```

```
    "currentPage": 1,
    "pageSize": 10,
    "totalElements": 1284,
    "totalPages": 129,
    "hasNext": true,
    "hasPrevious": false
  }
}
```

Success Response Fields:

Field	Description
`content[].userId`	Subscriber's unique account identifier
`content[].fullName`	Subscriber's first + last name
`content[].userName`	Subscriber's public username
`content[].avatarUrl`	Subscriber's profile picture URL — `null` if no avatar set
`content[].subscribedAt`	ISO 8601 timestamp of when this user subscribed
`currentPage`	Current page number (1-based)
`totalElements`	Total subscriber count for this shop
`hasNext` / `hasPrevious`	Pagination navigation flags

Error Response JSON Samples:

Unauthorized (401):

```
{
  "success": false,
  "httpStatus": "UNAUTHORIZED",
  "message": "Token has expired",
  "action_time": "2026-06-04T10:30:45",
  "data": "Token has expired"
}
```

Forbidden — Not the shop owner (403):

```
{
  "success": false,
  "httpStatus": "FORBIDDEN",
  "message": "You do not own this shop",
```

```
  "action_time": "2026-06-04T10:30:45",
  "data": "You do not own this shop"
}
```

Shop Not Found (404):

```
{
  "success": false,
  "httpStatus": "NOT_FOUND",
  "message": "Shop not found",
  "action_time": "2026-06-04T10:30:45",
  "data": "Shop not found"
}
```

Standard Error Types:

- `401 UNAUTHORIZED`: Token missing, expired, or invalid
- `403 FORBIDDEN`: Authenticated user does not own this shop
- `404 NOT_FOUND`: Shop does not exist or has been deleted
- `500 INTERNAL_SERVER_ERROR`: Unexpected server failure

---

isSubscribed & subscriberCount in ShopResponse

Subscription state is automatically embedded in the standard `ShopResponse` returned by all shop detail endpoints — no separate call needed.

```
{
  "shopId": "7cb3a812-...",
  "shopName": "TechStore Tanzania",
  "isVerified": true,
  "trustScore": 4.80,
  "isSubscribed": true,
  "subscriberCount": 1284,
  "productCount": 47
}
```

Field	Type	Description

`isSubscribed`	boolean	`true` if the requesting authenticated user is subscribed to this shop. Always `false` for anonymous users
`subscriberCount`	long	Total number of subscribers this shop currently has
`productCount`	long	Number of active (published) products in this shop

Quick Reference — All Subscription Endpoints

#	Endpoint	Method	Auth	Who can call
1	`api/v1/e-commerce/shops/{shopId}/subscribe`	POST	Required	Any authenticated user
2	`api/v1/e-commerce/shops/my-subscriptions`	GET	Required	Any authenticated user
3	`api/v1/e-commerce/shops/{shopId}/subscribers`	GET	Required	Shop owner only

Revision #1
Created 4 June 2026 09:56:30 by Admin Qbit
Updated 4 June 2026 09:56:50 by Admin Qbit