

Common Questions about Product Purchase Limits



1. How is the product purchase limit calculated?

A: After setting the start time of the purchase limit, before the end time of the purchase limit, the number of items ordered by the user (per account ID) is counted towards the purchase limit. The number of items purchased by the user before the start of the purchase limit is not counted towards the purchase limit.

2. If an order for a limited - purchase product is placed but not paid (resulting in a pending payment order), can the user make another purchase?

A: If an order for a limited - purchase product is placed but not paid, it will still occupy the purchase limit. If the purchase limit has not been reached, the user can place another order; otherwise, the pending payment order needs to be closed to cancel the occupation of the purchase limit before placing another order.

3. If a user refunds a limited - purchase product after purchase, can they make another purchase?

A: If a user purchases a limited - purchase product and completes the payment, the purchase limit will still be occupied after the refund. If the purchase limit has been reached, the user cannot make another purchase.

4. When a merchant changes the status/quantity of a product's purchase limit, will the system reset the user's available purchase quantity?

A: No. For example, if a merchant sets a purchase limit of 3 items for a product, and a user purchases 2 items during this period, and then the merchant changes the limit to 4 items, the user can still purchase 2 more items.

5. If both product purchase limit and group - buying purchase limit are set, how are they handled?

A: When both are set, the purchase path for initiating a group - buying is subject to the group - buying purchase limit. The specific scenarios are as follows:

① When a product's purchase limit is set to 4 items and there is no group - buying purchase limit, a user can buy a total of 4 items either through single - item purchase or group - buying.

② When a product's purchase limit is set to 4 items and the group - buying purchase limit is set to 2 items, a user can buy a maximum of 4 items through single - item purchase and a maximum of 2 items through group - buying, with a total limit of 4 items.

③ When there is no product purchase limit and the group - buying purchase limit is set to 4 items, a user can buy a maximum of 4 items through group - buying, and there is no limit for single - item purchase.

6. Is the redemption scenario subject to the purchase limit configuration?

A: When a limited - purchase product is added as a product for live commerce (course live commerce, physical product live commerce), it will not be counted towards the product's purchase limit.

When a limited - purchase product is listed in the points mall (points redemption), invitation code, or redemption code, users can redeem the product through these channels without being subject to the purchase limit. That is, the purchase limit function only applies to the paid purchase path for products.

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