

## chanel pearl flap bag

Amazon sellers are bribing users for five star reviews. Amazon sellers are giving discounts, and extended warranties to buy five star reviews on the ecommerce site. Therefore, not all products which have hundreds and thousands of five star reviews could be genuine. The customers are advised to go through the comments, ask their friend circles, and do some due diligence before making their purchases. Claims of fake products, wrong quantity, or damaged products are also quite prominent. However, such claims can be resolved by the Amazon customer care. However, despite media reports in the US, the website has done little to prevent such nefarious vendor practices. The simplest they could do is to have a bribery hotline where the moment they get proof of such a bribe, they can immediately remove such sellers from their site.

### Amazon seller scam

While this practice of freebies offered by Amazon sellers was first reported in the US where Amazon is based, nothing much seems to have been done to root out this practice, although the company claims otherwise. A policy change in 2016 highlights the fact that Amazon began discouraging incentivised reviews. However, much more needs to be done. We have found that Amazon's machine-learning practices have actually prevented genuine reviews from showing up. This journalist has had a first-hand experience where his book review never went up despite repeated mails to customer care over several months.

The Los Angeles Times reports that almost 60% of reviews are rigged in this manner. While the three products we came across were not bad products, they certainly did not deserve five stars. At best, they could score 3 or 3.5 points, because there is always room for improvement, particularly when you are not a known brand. More importantly, we need to test the product for at least three months to know their true worth. However, we have come across some users reporting that they were paid for a crappy product as well.

If you are in the market for shopping on sites like Amazon, experts advice that you should go with the product with the maximum ratings, as that will certainly cut out the ratings given by the fake reviews. Another option is to stick with known brands rather than opt for complete unknowns. Also check out some of the reviews, particularly the recent ones, as they usually give you a general idea of the product and its quality.

UPDATE (Sept 26, 2020): Amazon sellers of small-priced products who are relying on positive reviews to make profits through volumes have resorted to another trick. Today, we received a call from a person claiming to be the manufacturer of a Lumony hand press manual juicer priced at Rs 229. He offered to pack two units