

CAN YOU TRUST THAT 5-STAR REVIEW?

Probably not always. CCS investigated a series of cases involving the buying and selling of fake reviews.



HERE IS WHAT WE FOUND:



Businesses were paying for fake reviews to artificially inflate their ratings. Individuals were paid to post reviews they never genuinely experienced.



Reviews were fabricated and made to appear legitimate using AI to boost ratings and mislead consumers.



Honest businesses are at a disadvantage and fair competition distorted.

HOW FAKE REVIEWS AFFECT EVERYONE:



Consumers

misled into making poor purchasing decisions.



Honest Businesses

lose out to competitors who use misleading practices



Marketplace

trust in reviews affected.

WHAT YOU CAN DO:

FOR BUSINESSES



Be genuine

Build your reputation through real products, services and experiences.



Invite honest feedback

Encourage customers to share their real experiences. Good or bad, genuine reviews build lasting trust and help businesses improve.



Don't buy, sell or post fake reviews

It misleads consumers, damages trust, and puts your business reputation at risk.

FOR CONSUMERS



Share honest reviews

Your genuine experience helps others make better decisions and keeps the marketplace fair for everyone.



Have credible information about fake reviews?

Report it to CCS, together with supporting information or evidence.



Consider what matters for your purchase

Focus on objective information relevant to you – such as price, features, warranty, delivery terms and refund or cancellation policies – rather than reviews alone.