

What do TEMU and Pinduoduo want? A blessing or plague? Applying Walkthrough Methods
to Analyze Chinese “Social-Commerce” Models

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Abstract

This thesis examines the innovative advertising interactions of China's Pinduoduo and its sister application, TEMU, utilizing the Walkthrough Method to showcase the unique strategies these platforms employ to attract users. It reveals how e-commerce culture with distinct Chinese characteristics adapts to and thrives in the U.S. market by meeting consumer needs. The thesis argues that Pinduoduo and TEMU success relies on the Chinese stable and well established infrastructure. The integration of logistics systems with social systems will create more economic value. It allows more people to participate in online practices. Through a comparative analysis of Pinduoduo and TEMU, this thesis demonstrates how these platforms intertwine technology and culture to innovate interaction methods within shopping software, enhancing both the entertainment and integration of the shopping platform experience. The thesis argues that both TEMU and Pinduoduo focus on building strong user relationship chains, using social networks for promotion and increasing user engagement through emotional and gamified interactions. Therefore, it can be considered as platform capitalism that employs digital hustling to exploit users' attention and keep them on the platform. User behavior can be cultivated through gamified scripts, enhancing receptivity to advertisements through engaging interactions. It also critically examines the potential ethical impacts and the exploitation of users' social networks within their gamification strategies. Additionally, this thesis discusses the potential socio-political challenges faced by technology companies with Chinese backgrounds in international markets and the competition between nations in the digital realm. The Chinese-style online interactive culture brought by TEMU will further influence American e-commerce practitioners. This thesis contributes to filling the research gap on Pinduoduo abroad, aiding American scholars in studying the innovation of e-commerce culture distinctly marked by Chinese characteristics and its effects on digital marketing.

Table of Contents

| | |
|---|-----------|
| Acknowledgemnt..... | 4 |
| Chapter One: Introduction..... | 6 |
| A. Research Context..... | 7 |
| B. Research Questions..... | 9 |
| C. Methods..... | 10 |
| D. Literature Reviews..... | 12 |
| E. Overview of the coming parts..... | 21 |
| Chapter Two..... | 23 |
| 2. Environment of Expected Use (PDD and TEMU)..... | 23 |
| 2.1 Visions..... | 23 |
| 2.1.1 PDD's Vision..... | 23 |
| 2.1.2 TEMU's Vision..... | 27 |
| 2.1.3 PDD and TEMU Visions Comparison..... | 29 |
| 2.2 Operating Models..... | 31 |
| 2.2.1 PDD's Operating Models..... | 31 |
| 2.2.2 TEMU's Operating Models..... | 34 |
| 2.2.3 PDD and TEMU Operating Models Comparison..... | 37 |
| 2.3 Governance..... | 37 |
| 2.3.1 PDD's Governance..... | 37 |
| 2.3.2 TEMU's Governance..... | 40 |
| 2.3.3 PDD and TEMU Governance Comparison..... | 42 |
| Chapter Three..... | 44 |
| 3. Technical walkthrough..... | 44 |
| 3.1 Registration and Entry..... | 44 |
| 3.1.1 PDD: Resegiter and Entry..... | 44 |
| 3.1.2 TEMU: Resegiter and Entry..... | 47 |
| 3.1.2 PDD and TEMU Resegiter and Entry Comparison..... | 48 |
| 3.2 Everyday Use..... | 48 |
| 3.2.1 PDD: Everyday Use..... | 49 |
| Duoduo Orchard..... | 49 |
| PDD Selling Live Function..... | 55 |
| 3.2.2 TEMU: Everyday Use..... | 58 |
| TEMU: Planting with Trees for the Future..... | 60 |
| 3.2.3 PDD and TEMU Everyday Use Comparison..... | 63 |
| 3.3 App suspension, closure and leaving..... | 64 |
| 3.3.1 PDD: App Suspension, Closure and Leaving..... | 64 |
| 3.3.2 TEMU: App suspension, closure and leaving..... | 68 |
| 3.3.3 PDD and TEMU: App suspension, closure and leaving Comparison..... | 70 |
| 3.4 Conclusion..... | 71 |
| Chapter Four..... | 73 |
| 4. Unexpected Use and Experience..... | 73 |
| 4.1 Reaction to Gamification..... | 74 |

| | |
|--|------------|
| 4.1.1 Reaction to Gamification PDD's Customer Review..... | 74 |
| 4.1.2 Reaction to Gamification TEMU's Customer Review..... | 76 |
| 4.1.3 Customer Review Comparison: PDD and TEMU Reaction to Gamification..... | 79 |
| 4.2 Customer Services..... | 80 |
| 4.2.1 Customer Services on PDD's Customer Review..... | 80 |
| 4.2.1 Customer Services on TEMU's Customer Review..... | 82 |
| 4.2.3 Customer Review Comparison: PDD and TEMU Customer Services..... | 83 |
| 4.3 Cheap Goods and Quality..... | 84 |
| 4.3.1 Cheap Goods and Quality Reaction on PDD's Customer Review..... | 84 |
| 4.3.2 Cheap Goods and Quality Reaction on TEMU's Customer Review..... | 86 |
| 4.3.3 Customer Review Comparison: PDD and TEMU Cheap Goods and Quality..... | 87 |
| 4.4 Conclusion..... | 88 |
| Conclusion..... | 90 |
| References..... | 94 |
| Appendix A: TEMU Google Play Store Customer Feedback..... | 102 |
| Appendix B: Pinduoduo China Apple Store Customer Feedback..... | 150 |

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Part One: Introduction

Chapter One: Introduction

In less than a year, TEMU, launched by China's PDD Holdings, has become the fastest-growing online retailer and the most downloaded app in the U.S. consumer market. According to content published by the Wall Street Journal¹, within just six months, TEMU surpassed the monthly active users that Shein accumulated over eight years. Research firm Alliance Bernstein noted that in the year 2023 alone, TEMU sold products worth \$17 billion. Across the U.S. online retail market, TEMU offers products at prices lower than other U.S. online retailers, attracting many users to download the app. Surprisingly, in the U.S. market, TEMU has attracted more middle-aged and elderly consumers and family users. According to a Wall Street Journal article titled "*A New Generational Divide Opens Over Cheap Stuff on Temu*," the author Chavie Lieber(2024) noted that TEMU is particularly popular among the middle-aged and elderly, especially those aged 55 to 64, with sales in this age group increasing by 271%, according to Earnest Analytics, many users interviewed cited low prices and fun as the main reasons for using TEMU. TEMU's success can be seen as a triumph of the Chinese e-commerce culture crafted by PDD Holdings, which focuses on low prices, entertainment, and leveraging users' social networks to promote a "social+e-commerce" model. TEMU serves as an international extension of its sister app Pinduoduo, which launched in 2015 and became a leader in e-commerce through its unique operating model. TEMU has adopted a highly similar user interaction strategy to Pinduoduo, innovatively using gamified scripts in app interaction and advertising. It attracts customers with low prices, enhances user retention through emotional and gamified interactions, and uses various in-app social gaming rewards to encourage users to share on social networks for promotion. I

¹ *Temu, Nearly Unheard of a Year Ago, Is Redefining E-Commerce in the U.S.* (n., 2024). WSJ. Retrieved April 15, 2024, from <https://www.wsj.com/video/series/wsj-explains/temu-nearly-unheard-of-a-year-ago-is-redefining-e-commerce-in-the-us/790E39AC-3A30-4201-96C5-F544BD463FCB>

believe that TEMU and Pinduoduo, with their strengths and e-commerce culture, are shaping the U.S. e-commerce market, even as the WSJ states TEMU is “Redefining E-Commerce in the U.S.” This thesis, through a walkthrough method and comparative study, reveals the reasons behind the success of the gamified interaction mechanisms adopted by Pinduoduo and TEMU, and further critiques these mechanisms for their manipulative impacts on users and use of social networks. As more Chinese apps go global, this research paper allows international scholars to understand the composition of China's online economic ecology. It also significantly addresses the research gaps in the Pinduoduo model abroad, offering valuable insights into the innovative Chinese e-commerce culture and its impact on digital marketing for researchers worldwide.

A. Research Context

PDD Holding is a highly successful e-commerce company in China that has attracted consumers to its platform, Pinduoduo (PDD) through a "social + e-commerce" model. This approach departs from traditional business models in that it involves more than just facilitating transactions between merchants and customers; it embeds elements of entertainment and social interaction within the platform itself. Beyond advertising collaborations with well-known content creators on Douyin, PDD also leverages users' social networks and social media platforms to expand its commercial reach. Users are incentivized to share the PDD app with friends through substantial purchase subsidies, with the amount of these subsidies varying based on the number of new users recruited. While these discounts are highly attractive to consumers, the underlying strategy of using social media to expand the platform's influence warrants further consideration, particularly in regard to its future impact on e-commerce as a whole. In 2022, PDD Holdings launched TEMU, its sister application, designed to specifically target relatively untapped markets like the United States. Headquartered in Boston, Massachusetts, TEMU, was intended to be the American

equivalent to PDD, and quickly gained popularity among middle- and low-income families in the U.S. by offering low prices and employing innovative promotional strategies. Its business motto, "Team Up, Price Down," reflects TEMU's efforts to replicate some of PDD's more successful business strategies, wherein they utilized consumers' personal social networks for promotional purposes, offering free products and discounts in exchange for new user registrations. What is of interest, though, is not the degree of success the company has achieved in the U.S., but how this distinctly Chinese business model will eventually come to influence the American market environment and consumer culture. In this regard, the merging of social networks with e-commerce holds particularly important implications for media studies, as PPD and TEMU may stand to redefine consumer interactions with platform advertisements, as well as for how the specific design of these platforms facilitates those interactions.

In addition to this, at the time of writing this thesis, in March 2024, the United States House of Representatives² passed the *Protecting Americans from Foreign Adversary Controlled Applications Act* (The Act) with an overwhelming majority. The Act corroborates one aspect of Van Dijck et al. 's (2018) framework on the two particularly important components that constitute the architecture of application platforms: ownership and business model. The former pertains to the laws of the countries and regions where the platform is directly regulated, including the groups or individuals who actually control the process; the latter refers to the means through which application platforms create economic value and the manner in which they generate it. While The Act targets TikTok, it also addresses the political factors associated with its parent company with Chinese attributes, ByteDance. This thesis aims to provide a clearer demonstration of the usage methods and design philosophy of

² Protecting Americans from Foreign Adversary Controlled Applications Act, H.R. 7521, House 118, 10 U.S.C. 4872 (2024). <https://www.govinfo.gov/app/details/BILLS-118hr7521eh>

TEMU by conducting a comparative study of the online shopping platforms owned by the Chinese company PDD Holding, PDD and TEMU.

B. Research Questions

The uncertainty of social networks poses certain challenges for the study of TEMU and PDD, especially since both rely on users' own social networks for fission and increasing downloads. Moreover, preliminary investigations into both apps reveal that their internal features and rewards are centered around encouraging existing users to invite new ones, leveraging cross-platform sharing. According to the self-disclosure of PDD Holding, PDD and TEMU offer a novel shopping experience and platform interaction method termed "social+commerce," closely tied to social networks. This association tends to blur their original utility to some extent. The in-built gaming functions and rewards, which involve completing tasks to obtain higher discounts, suggest that these platforms are more akin to online leisure gaming applications than simple shopping platforms. Hence, this thesis employs a methodology that aids in interpreting the applications used and the complex technological and economic entanglements between the developers, promoters, and the platform. By utilizing Light et al.'s (2018) walkthrough method for analysis, this study explores how PDD and TEMU construct social interactions within the app and cater to the shopping needs of users with different consumer cultural habits. The study is driven by two research questions. The first inquires how the Chinese and U.S. versions of PDD and TEMU differ in terms of their a) vision, operating model, governance model b) design and affordances c) user experience and practices (Light et al., 2018).

The second research question seeks to understand how PDD Holdings is adapting its product, TEMU, to a) fit the US market, user culture, and the technological and fintech landscape, and b) introduce Chinese-style "social-commerce" culture to the US. To address these questions, it is essential to place them within the wider scholarship on culturally

specific understandings of e-commerce, media, and social networks. Before proceeding, it is necessary to outline the research methods, especially considering the rapidly changing nature of the applications themselves.

C. Methods

Many application developments and designs are now considered legally protected trade secrets, including their core algorithms and user data. At times, this turns applications into "black boxes," where users are unaware of the principles and internal architectures at work, only knowing that the application provides feedback based on the data entered. Moreover, the frequency of updates to various app features is increasing, with users unwittingly activating new functionalities, not all of which may be desired but are added by designers to facilitate user engagement. In response to the growing restrictions and protections on online platforms and apps, Light et al. (2018) proposed the "walkthrough method" as a research methodology. This approach, blending Science and Technology Studies (STS) with cultural studies, offers researchers a fresh perspective to explore the interiors of apps protected by copyright and opaque algorithms, and how technology and culture influence and shape each other during the formation stage. Light et al. (2018) argue that the use of technology encompasses the cultural identities of its creators, where the designer's intentions affect how features are used, thereby impacting users' daily social practices. The cultural backgrounds and habits of technology designers play a decisive role in the functionality of the technology, suggesting that technology is not neutral; its usage and processes carry symbolic meanings and a series of rituals. Research using the walkthrough method investigates the material impacts of applications, exploring their interiors from a user's perspective.

The framework for the walkthrough method provided by Light et al. (2018) is divided into two dimensions: environment expected use and technical walkthrough. The former

explores the sociocultural level, including the application's disclosed vision, operating model, and governance, to understand how app designers, developers, and tech creators expect users to integrate technology into their daily lives. The latter involves a detailed technical analysis, focusing on the specifics of daily technological practices, from account registration and the application's interactive interface to pausing and ultimately deciding to delete the account and cease using the application. Overall, the walkthrough method by Light et al. (2018) deconstructs and identifies the cultural underpinnings of technology within applications, aiding in understanding how technology shapes and is shaped by culture. Technology does not solely determine societal development but evolves under cultural guidance. Employing the walkthrough method allows for an analysis of an application's technological architecture, systematically identifying the cultural discourse formed by interface elements and uncovering the cultural forces behind the technology. This is particularly applicable for analyzing the cross-cultural backgrounds of TEMU. In this thesis, I apply the walkthrough method to deconstruct the internal technical mechanisms and culture of PDD and TEMU, focusing on how internal and external aesthetic designs and gaming mechanisms influence the consumer experience. The analysis will primarily examine how PDD and TEMU foster specific consumer cultures to create engaging environments.

To better delineate the differences and similarities between them and the technical attempts made to adapt to different cultures, this thesis will also employ the Comparative Method. This aims at systematically contrasting the differences and similarities between TEMU and PDD. Comparisons have a long history, with many social science studies conducting their research by analyzing the differences and similarities between subjects, or comparing the past and present to arrive at generalized conclusions (Matassi & Boczkowski, 2023). Although PDD and TEMU cater to consumers in different cultural environments, they both belong to the Chinese company PDD Holdings. Introducing PDD's sister app TEMU to

overseas markets represents an attempt at cross-cultural exchange. Both have also enhanced their visibility on social media, and the "social+commerce" concept has endowed shopping apps with social media attributes, generating significant discussion on social media platforms like WeChat, TikTok, Sina Weibo, Twitter, etc. Matassi and Boczkowski (2023) argue that many of today's platform applications rely on various media for interaction, while previous research focused only on a single app or platform, lacking a systematic cross-national, cross-regional, cross-media, and cross-platform comparison. Through comparative analysis, contrasting one structure with another can enhance visibility in the media communication environment. The current complex media environment has created a mediatized communication landscape, where focusing solely on one medium overlooks the significance of one's system. Furthermore, Matassi and Boczkowski emphasize that systematic comparative research can illuminate the institutional differences and the cultural formation of technology between countries, as there is a significant relationship between a country's political system and its media system. Therefore, in understanding the technical and cultural entanglements of TEMU and PDD, a systematic comparative research method should be adopted. Systematically comparing the two will more comprehensively showcase the cultural attempts made by media to adapt and enhance interaction in different cultural contexts. For American media researchers, understanding the internal structure and functional design of PDD will also reveal the similarities when practically engaging with TEMU.

D. Literature Reviews

Van Dijck et al. (2018) dissected the digital platform ecosystem in North America and Western Europe, drawing users' attention to how applications facilitate interactions among users, between users and platforms, and between governments and private enterprises. Van Dijck et al. (2018) also defined the mechanisms that construct platforms using three terms: "datafication," "commodification," and "selection." They noted that datafication is an attempt

by platforms to quantify aspects of the real world that have not yet been quantified, such as audience stay time on the platform and specific interactions. As technology matures, platforms have evolved from merely providing service technology to becoming data companies. Through datafication, companies can analyze users' preferences targetedly and connect users with advertisers that match their needs. In the continuous capture and circulation of data, platforms create a unique digital practice environment for users. In such an environment, platforms make users feel that their comments, posts, or interactions can influence other users.

Regarding "commodification," Van Dijck et al. (2018) emphasized that this term refers to the process by which platforms transform abstract (emotions and ideas) or concrete (online or offline items, activities) entities into tradable goods. Through the reinforcement of datafication, platforms monetize various elements like attention, data, users, or money, which can then be traded and possess special value. Van Dijck et al. (2018) believed that the platform's commodification mechanisms allow users to use the platform to promote personal brands or assets, thereby enhancing personal influence. However, while the platform seems to serve as a provider and intermediary, offering a space for influencers to create, it also charges users or influencers intermediary fees or commissions. Van Dijck et al. (2018) argued that commodification grants power to users but also diminishes it. During this process, users, especially creators, become increasingly dependent on the platform for economic effects, using the platform for self-promotion while being subject to the platform's rules and hierarchy (Bishop, 2023; Ens & Márton, 2024). Bishop (2023) also believed that platforms do not just create spaces for user interaction; they also establish layers of rules that restrict or exploit users, influencing digital practices through internal rewards and punitive measures. In summary, platforms guide social interactions and shape the norms of the associated societies (Van Dijck et al., 2018, p.11). PDD and TEMU are intricately linked with various social

media software. TEMU has also launched an influencer reward program on YouTube, guiding digital solicitation behaviors like placing promotion codes in the comments section to attract cross-platform users to download TEMU or PDD, during which PDD or TEMU will reward influencers with money, free products, or discount coupons for in-app purchases (Shoptemu, 2023). The study by Ens and Márton (2024) termed the above-described actions of profiting from labor in the digital space as "digital hustling," generating economic benefits through various means and available platform rules (p.72). Many researchers consider digital hustling a specific business model under platform capitalism (Srnicek, 2017; Van Dijck et al., 2018), facilitating platform control over users' cultural creation and digital practices and further exploiting users' labor (Duffy, 2017; Bishop, 2023). Ens and Márton (2024) believed that the platform's reward and punishment mechanisms further exploit digital laborers, rewarding good performance and demoting poor performance, leading to irregular "working hours" and the coercive pressure of algorithmic management on users (Fleming et al., 2019).

Van Dijck et al. (2018)'s final term, "selection," suggests that users' apparent autonomous choices are actually guided by platform algorithms recommending content best suited to them based on predictions and historical analysis, thus directing user interactions and favoring pathways for viral spread, akin to the logic of viral news spread on social media. PDD Holdings' "social+commerce" model aims to leverage users' social media for fission and sharing, significantly increasing the visibility of TEMU and PDD to potential new users on social media platforms as part of the interactive network formed by Web 2.0 (Van Dijck, 2018). However, relying solely on social media sharing for increased visibility is insufficient, as new topics will always replace those discussed. Consideration should also be given to how PDD and TEMU internally employ gamification strategies to increase user engagement and stickiness with the applications.

Gamification has long been a focal point within app design, described by Foucault as a method of managing individuals and their social lives. It is seen as an agreeable way to regulate behavior since it provides positive feedback rather than negative punishments (Fuchs et al., 2014, p. 11). Most commonly found in marketing, advertising, and behavioral management, gamification originated in the digital media industry, with much research centered on the effects of icon rewards in fitness apps on user behavior (Fuchs et al., 2014). Indeed, gamification is recognized as a marketing concept by many scholars, and Ruffino (2014) defines it as the use of game design elements in non-game contexts (p.50). Ian Bogost describes gamification as a mechanism that engages players or users through uniquely designed electronic leaderboards, rankings, badges, and fast, nearly challenge-free tasks to encourage participation. Upon completion, players are rewarded and satisfied, fostering a sense of loyalty to the app (Fuchs et al., 2014, p.51). Bogost also notes that gamification technology is fundamentally an "explorationware," not intended to provide an exhilarating game experience; instead, its prime interest lies in increasing player (user) engagement and loyalty (Fuchs et al., 2015, p.52).

Matthew Tiessen suggests that the increasing incorporation of gamified software applications into daily life highlights the significant impact of game-based incentive designs on interactions between humans, non-humans, and non-human entities. Essentially, designers activate public desires through electronic media, mediating emotions (Fuchs et al., 2014). If the primary aim of gamification is to guide user behavior, it risks objectifying human agency, thereby diminishing choice in practice. Tiessen posits that public desires become transparent before electronic media, with digital media designers creating a feedback loop of desire rewards and rewarding desires after analyzing public desires (Fuchs et al., 2014, p.258). To continually motivate users to engage, designers must periodically and randomly provide rewards for repetitive tasks, making users or players feel good and progress. The ideal

gamification scheme, as Tiessen points out, delivers the right sensory stimuli and data-driven directives, compelling players immersed in gamified environments to keep clicking buttons, stay focused, follow interface guides, and achieve rewards. The goal is to have players be played by the game, rather than playing the game themselves, thereby stimulating a "Pavlovian response" (Fuchs et al., 2014, p.259).

TEMU's launch in the United States in 2022 continued the "social + e-commerce" logic of PDD, with an even stronger emphasis on the entertainment aspects of social interaction. Choosing to advertise during the highly watched Super Bowl, TEMU garnered significant attention and downloads, becoming the top downloaded app on both Apple and Google Play app stores within just two months (Chow, 2022; Espada, 2023). Despite some American consumers' skepticism about the seemingly too-good-to-be-true prices on TEMU, questioning their legality, the platform quickly dominated social media platforms like Facebook, Twitter (X), and TikTok. Users shared their discount codes and requested help from friends or kind strangers online to claim prizes and cash offered by TEMU. As noted by Chow (2022), "The breadth of items and prices is remarkable, and the site's aesthetic comes off as something like a virtual dollar store." Leveraging the successful experience of its sister app PDD in China, TEMU swiftly created a frenzy on social media in the United States.

Both TEMU and PDD incorporate noticeable gamification schemes to enhance user enjoyment of the app. Features like "lucky spin wheels," "raffles," and "farm planting" are gamified functionalities designed to attract users for in-app interactions. Particularly during the 2023 Super Bowl competition period, TEMU utilized gamification designs to stimulate downloads. The "sweepstakes" game encouraged users to shake their phones and spend "poppers" to win "TEMU credits," "numbers," or "coupons." "Numbers" could help users win major jackpot prizes. To get "poppers," users either needed to browse TEMU designated pages or invite friends to participate and win rewards (Shoptemu, 2023). This approach is

why TEMU and PDD cannot be simply compared with traditional online shopping platforms like Amazon. Utilizing gamification to deepen user interaction is a distinct feature of TEMU and PDD. Therefore, it is essential to conduct a more detailed exploration to determine whether the gamification schemes of TEMU and PDD are a blessing for users or another form of exploitation. This analysis would involve looking into how these strategies impact user engagement, consumer behavior, and the broader implications for digital consumer culture.

Both TEMU and PDD come under the category of applications for online shopping. The use of the Internet for shopping developed in the 1990s, but it is worth noting that the general environment of Covid-19 also reinforced people's online shopping habits (Rasmussen & van Leeuwen, 2022). In Rasmussen and van Leeuwen's study (2022), they argue that the offline market has always been the center of social interaction, and that the "human touch" of online shopping is somewhat weakened when shopping occurs online, but that the lack of "human touch" can be counteracted through symbols and language (Rasmussen & van Leeuwen, 2022). Researchers have concluded that consumers' positive attitudes towards online shopping are largely influenced by their online shopping experiences. The likelihood of consumers adopting the internet as a medium for shopping increases if they enjoy their online consumption experience (Perea y Monsuwé et al., 2004; Rasmussen & van Leeuwen, 2022). Additionally, early research on internet shopping by Menon and Kahn (2002) introduced the concept that external stimuli encountered during the online shopping experience, which evoke pleasure and excitement, can lead to more proactive website browsing and unplanned purchases as consumers seek out more stimulating products and categories. Integrating empirical research on the motivations behind online and offline shopping, Childers et al. (2001) identified two types of consumer purchasing behaviors: the "problem solver," who views shopping as a task-oriented activity aimed at efficiently

achieving purchasing objectives, and those who seek "fun, fantasy, arousal, sensory stimulation, and enjoyment" from their shopping experience, treating it as an adventurous pleasure. The anticipation of future consumption reflects a spirit of adventure, explaining why consumers may spend extended periods on shopping websites or wandering through malls, engaging in interactions with sales staff. This social interaction of casually browsing and conversing in physical shopping venues, along with the act of scrolling through online platform pages, highlights the inherent entertainment value of shopping. It's not about achieving a specific end goal but rather about the pure enjoyment and pleasure derived from the shopping experience itself (Childers et al., 2001). Furthermore, researchers have found that online shopping exhibits increasing control over consumers compared to offline shopping, including control over the display and functionality of searching for items, with platforms continually imposing new restrictions. Researchers believe that studying online shopping platforms offers significant reference value for understanding public digital practices (van Leeuwen et al., 2022).

Researchers analyzing how commercial activity leverages interpersonal networks within communities have coined the term "social-commerce" to draw attention to the unique ways in which apps like PDD organize social relations (Wang & Wang, 2019). After reviewing the academic literature on social commerce published in recent years, Huang and Benyoucef (2013) found that the primary difference between social commerce and traditional e-commerce lies in several key areas. Firstly, in terms of business goals, social commerce focuses more on enhancing consumer purchasing efficiency through features like "one-click buying" and personalized recommendations based on shopping history. Secondly, to forge connections with customers, it emphasizes the establishment of online communities centered around the product or service being offered, thereby strengthening community interaction between the platform and the consumer. Lastly, in terms of how one interacts with the system,

businesses implementing a social commerce model provides users with a greater number of channels to express their ideas and offers novel forms of interaction on the platform. The researchers also believe that as a product of Web 2.0 technologies, social commerce is a method of social interaction and collaboration under online market and platform conditions that relies on user-generated and shared platform content to create value. It represents a transformation of the commodity and service market, centered on socialization and user interaction (Huang & Benyoucef, 2013). The authors argue that such a transformation would not be possible without the infrastructure provided by the internet, which ensures that social media platforms can play their role in connecting people. Researchers consider the mobile payment platforms available in China to be an integral component of that infrastructure. WeChat Pay and Alipay are extensively used in various aspects of urban life, and have functioned to solidify China's position as the leading nation in mobile payments (Plantin & De Seta, 2019; Shen et al., 2020). Plantin and De Seta (2019) further noted that WeChat's success in China can be attributed to the rise in "platformization," wherein a select few companies come to dominate the internet through their respective platforms (e.g., AliExpress, Amazon), and media regulations that see technological advancement as supporting a national agenda.

Kokas (2023) emphasizes that another critical aspect of infrastructure research is how it reinforces communities, national identity, and daily practices. The infrastructure of social platforms is manifested in the public's "social participation." Once convenient and rapid means of connection are available, it becomes exceedingly easy to form collectives with a unified purpose and shared interests in the online environment, especially when there is a powerful common vision, leading to an unprecedented level of unity (Shirky, 2008). In his book *Here Comes Everybody: The Power of Organizing without Organizations*, Shirky (2008) engages with the concepts of social media and "sharing." In the chapter "From

Sharing to Cooperation to Collective Action," he notes that the low cost of electronic networks allows more people to participate in collective actions. The fundamental human drive to cooperate with one another to pool shared resources for mutual benefit forms the basis of these communities, and the infrastructure provided by low-cost social tools meets this need.

TikTok, the hugely popular social media application from China, has been a hot topic in media studies many times in recent years. Van Dijck et al. (2018) also discusses at the end the impact of geopolitical factors on the platform and its users, and who should be in charge of the platform has become an important bargaining chip in the new round of national games. This is perhaps why the US government is so eager to own TikTok, even in the form of government legislative intervention. At the time of writing, in March 2024, the U.S. House of Representatives overwhelmingly passed the *Protecting Americans from Foreign Adversary Controlled Applications Act* (Gov, 2024). This bill has not yet become law, but as it has gained traction on the Internet, it has somewhat raised technological fears among U.S. users of technology companies with Chinese backgrounds.

The relationship between the United States and China significantly impacts bilateral trade, particularly in the context of technology and e-commerce. Kokas (2023) discusses how Chinese software applications like TikTok, WeChat, and Alipay have, to some extent, resulted in data trafficking issues. The open market policies of the United States have no control over Chinese tech companies to traffic data back to China, while various Chinese regulatory acts robustly protect domestic data (Kokas, 2023). Concerns over national security often lead U.S. authorities to exercise extreme caution regarding Chinese social media apps or cross-border business collaborations. The 45th President of the United States, Donald Trump, initiated the Sino-US Trade War in 2018, imposing punitive tariffs on China, significantly deteriorating bilateral relations and impacting normal exchanges between the

two countries (Huang, 2021). TEMU, developed by PDD Holdings for markets outside mainland China, might face congressional hearings in the future. Yet, TEMU's replication of PDD's Chinese-style social commerce culture seems to have a higher acceptance level among the public.

E. Overview of the coming parts

In Part One, I provided a brief overview of my research on TEMU and PDD, reviewing literature related to these platforms. In Part Two, I will employ the walkthrough method to analyze TEMU and PDD's "environment of expected use" and "technical walkthrough." My analysis explores the technological, economic, and cultural features within the app designs of TEMU and PDD, revealing a multitude of design intentions and the environments created to foster specific consumer cultures. Ultimately, examining user comments will disclose whether these design intentions successfully achieved their predetermined goals.

This approach allows for a deep dive into how TEMU and PDD's gamification strategies and other design elements not only engage users but also embed them within specific patterns of consumption. By dissecting the apps' intended environments of use, one can understand the envisioned user experience crafted by the developers. The technical walkthrough, examining the step-by-step interaction from user sign-up to more advanced functionalities, uncovers how the apps' technical aspects facilitate or hinder the realization of these envisioned environments.

Furthermore, analyzing user feedback and comments provides valuable insights into the real-world impact of these designs. It reveals if users embrace the intended consumption patterns or if there's a disconnect between the app's design and user expectations. This phase of the research is crucial for understanding the effectiveness of gamification and other design strategies in shaping user behavior and contributing to the digital consumer culture.

This detailed analysis will contribute to the broader discourse on digital platforms, gamification, and consumer culture, offering insights into how apps like TEMU and PDD navigate the complex interplay of technology, economy, and culture to influence user behavior and consumption patterns.

Part Two: Dive into the TEMU and PDD

In part two, I will describe the environment of use of both apps including their designed visions, operating models, governance, and technical walkthrough by acting like their users.

Chapter Two

2. Environment of Expected Use (PDD and TEMU)

2.1 Visions

By studying and meticulously analyzing PDD and TEMU visions, it will help North American users understand the development of TEMU's sister company and further understand PDD's Internet practices in China.

2.1.1 PDD's Vision

Starting with agriculture and gradually becoming an e-commerce platform that covers all of China, PDD is an online shopping platform launched by PDD Holdings in 2015, integrating entertainment, social interaction, and shopping. Today, PDD's business scope is very broad, covering everything from furniture and electrical appliances to digital products and agricultural and sideline products, attracting a large number of customers with group buying and affordable prices. In 2021, PDD's active users reached 849.9 million, with 8.6 million merchants on the platform (PDD, n.d.). In 2019, PDD invested 100 million RMB into 74 impoverished counties in Yunnan to create a cooperative model (Duo Duo Farm) and train farmers in new types of e-commerce (Duo Duo Academy). According to its official website, PDD initially focused on agriculture, creating a retail platform for agricultural products characterized by "Pin" (group sharing). Within this unique "Pin" model, PDD can help farmers and producers aggregate a large volume of orders within a short period, gradually becoming a comprehensive e-commerce platform with agricultural and sideline products as

its distinctive feature. This is evident from PDD's logo (see figure 1). Light et al. (2018) noted that an application's symbolic representation can also show users the vision of the application.

PDD's logo consists of 12 iconic symbols, among which three icons (a wine glass, a camera, and a watch) may signify luxury goods; two icons (an orange and a fish) might represent agricultural and sideline products; seven icons (a steaming cup of coffee, a baby bottle, a dress, a handbag, a high-heeled shoe, a T-shirt, and an umbrella) are likely indicative of everyday life necessities. With the Chinese character [拼] "Pin" in the center, 12 icons surround "Pin" to form a heart symbol, indicating the core value: "Benefit all, People first, More open." The color of the original logo until now is based on red design. Huang Zheng, the founder of PDD, envisioned the main mission of PDD as helping agricultural products better enter cities, increasing farmers' income while reducing the expenses of urban residents on agricultural and sideline products; through the C2M (Consumer-to-Manufacturer) direct sales model, benefit all. It's important to clarify that PDD has always promoted the core value of "Ben Fen," which refers to adhering to one's own duties and principles: "to relentlessly focus on value creation for our consumers. We may not always be understood, but we always do things out of goodwill and do no evil" (see more details from PDD's English website <https://en.pinduoduo.com/>). China has always been a major agricultural country, placing great emphasis on the development of agriculture and considering it a fundamental guarantee for the prosperity of the country. Many national plans have focused on developing agricultural modernization. In 2015, China announced the start of the "Poverty Alleviation" campaign, which was incorporated into the "Thirteenth Five-Year Plan," and PDD also received considerable assistance from the government level (Yu et al., 2023; Xinhua.cn, 2016). Therefore, it is clear that PDD was initially designed to align with national development and

the construction of rural China, which is also described on PDD's official website as having a "down-to-earth" character (PDD, n.d.).

PDD “Costco + Disney”: Cheap and Cheerful is the Universal Language

In 2018, when Pinduoduo went public, Huang, the founder of PDD, emphasized in his open letters to shareholders that PDD has always been committed to creating an ecosystem that integrates high-cost performance products and entertainment, operating under a "Costco + Disney" model (Huang, 2018; Huang, 2019; Huang, 2020; Huang, 2021). Costco, a well-known large retailer in North America, is favored by many North American families for its bulk products and affordable prices. Costco in the United States secures consumer demand by requiring customers to purchase membership cards, thereby enabling large-scale purchasing of items after gaining consumer approval of Costco's product selection and supply chain philosophy, thus achieving low prices. The Walt Disney Company is one of the most influential media empires today, involved in film and television entertainment, media networks, theme parks and resorts, and consumer products. The fusion of these two models into "Costco + Disney" indicates PDD's aspiration to become an online Costco offering users affordable products alongside a rich entertainment experience. This point was also articulated in Huang's (2018) open letter, explaining the rationale behind the model: PDD is designed to create a "new space" that blends cyberspace with the real world, allowing users to purchase cost-effective goods and experience joy. According to Huang (2018), the "new space" PDD aims to establish is a multidimensional collective of the physical and virtual worlds. Within this "space," it can continuously simulate the collective emotions of the crowd, constantly adjusting to make the user experience more enjoyable. This is also the philosophy PDD advocates: "Together, More Savings, More Fun." Its unique model "Pin" can quickly aggregate consumer demand, enabling large-scale multi-to-multi matching, coupled with

China's cost-effective logistics network (infrastructure), to realize a more diversified shopping platform (Huang, 2018).

Once convenient and rapid means of connection are available, it becomes exceedingly easy to form collectives with a unified purpose and shared interests in the online environment, especially when there is a powerful common vision, leading to an unprecedented level of unity (Shirky, 2008). In his book *Here Comes Everybody: The Power of Organizing without Organizations*, Shirky (2008) engages with the concepts of social media and "sharing." In the chapter "From Sharing to Cooperation to Collective Action," he notes that the low cost of electronic networks allows more people to participate in collective actions. The fundamental human drive to cooperate with one another to pool shared resources for mutual benefit forms the basis of these communities, and the infrastructure provided by low-cost social tools meets this need. Shirky's compelling view offers support for the evolution of the "social + e-commerce" model. In this model, the social and commercial components were distinct entities, but are now a new form of "social-commerce," where these composite parts have become thoroughly intertwined, with group actions being executed through cooperation and social interaction. Even the term "pin" within the PDD context signifies the need for cooperation and is founded on the concept of sharing. Users share this "pin" via social messaging channels like WeChat to recruit new users, so that all may benefit from more affordable pricing. This model is comparable to the group membership offered by wholesale retailers like Costco. When someone buys a Costco membership card, the idea is to maximize the benefits for the group through teamwork by collectively purchasing more goods; by increasing the number of people purchasing certain goods, the company is able to offer these products to the consumer at a lower price point. Therefore, the effectiveness of this "pinning" action and its ability to bring in new users to the app lies in large part on PDD's ingenuity in placing people with a shared need for the

same goods together in "Pin Tuan," which, in turn, results in distinctive social interactions and collective behaviors, where helping others simultaneously benefits oneself (Wang & Wang, 2019).



(Figure 1. PDD and TEMU Logo Figures)

2.1.2 TEMU's Vision

TEMU signifies "Team up, Price down" (Temu, n.d.). In a sense, TEMU also seeks to cultivate PDD's "Pin" model overseas, encouraging consumers to participate in group purchases. Similar to PDD, TEMU adopts a C2M factory direct sales model, boasting over a million suppliers and offering consumers a novel shopping experience. From the "Team Up, Price down" philosophy, TEMU aims to create an online Costco experience without the need for a Costco membership card, essentially waiving the annual fee membership model of Costco. Without the necessity of becoming a member to participate in group purchases, having a TEMU account is sufficient to experience Costco-like shopping. In TEMU's official introduction, there is no disclosure of PDD Holdings' Chinese origin, merely stating, "Temu was founded in Boston, Massachusetts, in 2022" (Temu, n.d.). This may aim to focus

overseas consumers' attention on the platform's youthful and fashionable setting, distinguishing it from PDD.

One of the most noticeable and vibrant features is TEMU's logo color scheme, which combines white with a bright shade of orange. The iconic design is simpler and more stylish compared to PDD's (See Figure 1). TEMU's logo comprises four iconic symbols: a dress, a rocking horse toy, a high-heeled shoe, and a handbag, indicating a design concept and target demographic aimed more precisely at attracting a predominantly female consumer base. A survey report by FirstInsight on the online and offline shopping habits of 1,000 consumers revealed that women prefer shopping on e-commerce platforms more than men do. Researchers, through data, believe women are more price-sensitive and more inclined to bargain, with a stronger preference for discount stores (Thomas, 2018). Thomas (2018) disclosed data showing that 40% of female consumers frequently use mobile apps for shopping, compared to 20% of men. A report published by Pew Research stated that the Covid-19 pandemic led to the forced closure of many brick-and-mortar stores. Quarantine policies made many people isolate at home, leading to a surge in online shopping, providing a lasting boost to online consumption (Desilver, 2023). TEMU's focus on female consumers can be inferred not only from its clean and bright logo design but also from its sponsorship advertisements during the Super Bowl in 2022 and the recently concluded 2024 event (Shoptemu, 2024). The official promotional video features a female character discovering a beautiful dress priced at "\$9.99," creating a scene with her surprised expression; lyrics like "I feel so rich, I feel like a billionaire," combined with the actress's confident dance moves and the constant change of new clothes, suggest that TEMU aims to attract the Western younger generation that is quick to embrace new things (Shoptemu, 2023c). Despite rising prices, shopping on TEMU still allows one to shop like a millionaire without worrying about exceeding the budget. Offering quality products enables consumers to live their best lives in

an inclusive environment where consumers and merchandise partners can realize their dreams. The promotional video by Shoptemu (2023c) concludes with many people dancing beside a fountain, sharing the joy of using TEMU.

To create the "Shop Like a Billionaire" feeling, TEMU places many products at very low prices, akin to "a virtual dollar store" (Chow, 2022). Furthermore, the color scheme of the TEMU logo is intriguing. Deighton (2022) believes that color has become a significant identifier for brands, deeply rooted in consumers' minds. The orange of luxury brand Hermès was initially chosen due to a shortage of materials during the war, only to become Hermès's signature color. Rahmanan (2023) argues that a Hermès orange shopping bag creates a sense of mystery, regardless of whether the bag contains a thousand-dollar leather bag or a ribbon, "...All you need is an orange box and a bit of certitude, and folks might actually think you're someone who can afford a Birkin." This is the charm of Hermès orange and the emotional value it provides to consumers. Orange is full of passion, sunshine, and optimism; Hermès orange also embodies a spirit of adventure and a desire for communication. Cheery (2023) explains that in color psychology, orange offers consumers an uplifting psychological hint, full of vitality, and is widely used in advertising and trademarks because it is very eye-catching. The focal orange color of the TEMU logo intends to provide such psychological hints and emotional value to consumers, making TEMU akin to the magical Hermès orange shopping bag, where consumers can open it to shop like a billionaire.

2.1.3 PDD and TEMU Visions Comparison

The positioning of PDD and TEMU differs fundamentally. PDD was developed to assist China in further resolving the issue of rural agricultural product sales. Its initial target users were farmers in rural China looking to sell agricultural products and urban residents seeking to purchase these products at more favorable prices. PDD's disclosed company values

continually emphasize the principles of "Benefit all, People first, More open," aiming to create more connections between consumers and suppliers and extend affordability to its utmost. Therefore, in the usage scenarios of PDD, one is more likely to encounter agricultural products and some daily necessities.

In contrast, TEMU, targeting the overseas market, aims to create a high-end shopping emotional value, attracting a younger demographic that harbors greater aspirations for the future. This group, although not yet fully possessing social capital, is willing to try new things and pay a certain cost to enhance their living experience. This aligns with TEMU's official website statement that "...everyone deserves to live the life they dream of having" (TEMU, n.d.). TEMU primarily offers products such as electronics, audio equipment, and clothing, selling them at lower prices. The idea is to achieve more with less expenditure.

Both PDD and TEMU increase exposure through user interaction. PDD Holdings employs a "Costco+Disney" operating model for both TEMU and PDD, with the hope that consumers can enjoy happiness in a multidimensional space blending the virtual and the real. Both platforms aim to enable consumers to achieve more with less expenditure. However, if the appeal of TEMU and PDD were solely their low prices, such a strategy would not sustain long-term engagement. What captivates further inquiry is the development of interactive modes and the adaptation of the Chinese "group buying" (Pin) model for the expansion of TEMU and PDD in the United States. This strategy not only takes advantage of online shopping's cost benefits but also introduces a social component that enhances consumer engagement and loyalty, indicating a more complex and sustainable strategy beyond just price competition. This will be analyzed in detail in subsequent field exercises focusing on the gamification strategies of both platforms.

2.2 Operating Models

Investigating the operating models of applications, Light et al. (2018) suggest looking into the prices of apps in the app stores, a list of in-app purchases for features or items, the company's publicly disclosed financial reports, news, or analyses from other authoritative organizations to understand the financial situation of the application. Both PDD and TEMU are marked as "free" shopping programs within the app. PDD and TEMU have carved out their niches in the competitive e-commerce market through several strategies: avoiding competition by leveraging their strengths to become price butchers; utilizing social fission to amass a large user base; and not relying on product sales but instead profiting from advertising revenue.

2.2.1 PDD's Operating Models

PDD has positioned itself to avoid competition, accurately identifying its platform positioning and the advantages of Chinese manufacturing to become the "price butcher" in the e-commerce industry. As a newcomer established in 2015, PDD found its niche and strength in China's competitive landscape dominated by e-commerce giants like Taobao, Tmall, and JD.com, earning the title of "price butcher" in the e-commerce field. According to a report disclosed by the China Merchants Securities research team, PDD did not compete with traditional e-commerce for the high-income group. Instead, it targeted the lower-income population, which accounts for 57.7% of consumers, capturing a vast consumer market through a strategy of thin margins and high volume (Ning et al., 2019). Ning et al. (2019) also noted that while traditional e-commerce platforms (Taobao, JD.com) were upgrading the quality of suppliers on their platforms, PDD captured small and medium-sized suppliers leaving these top platforms by attracting low average order value sellers with "zero entry fees, zero commissions, and zero deductions," and creating "low-price blockbusters" to attract

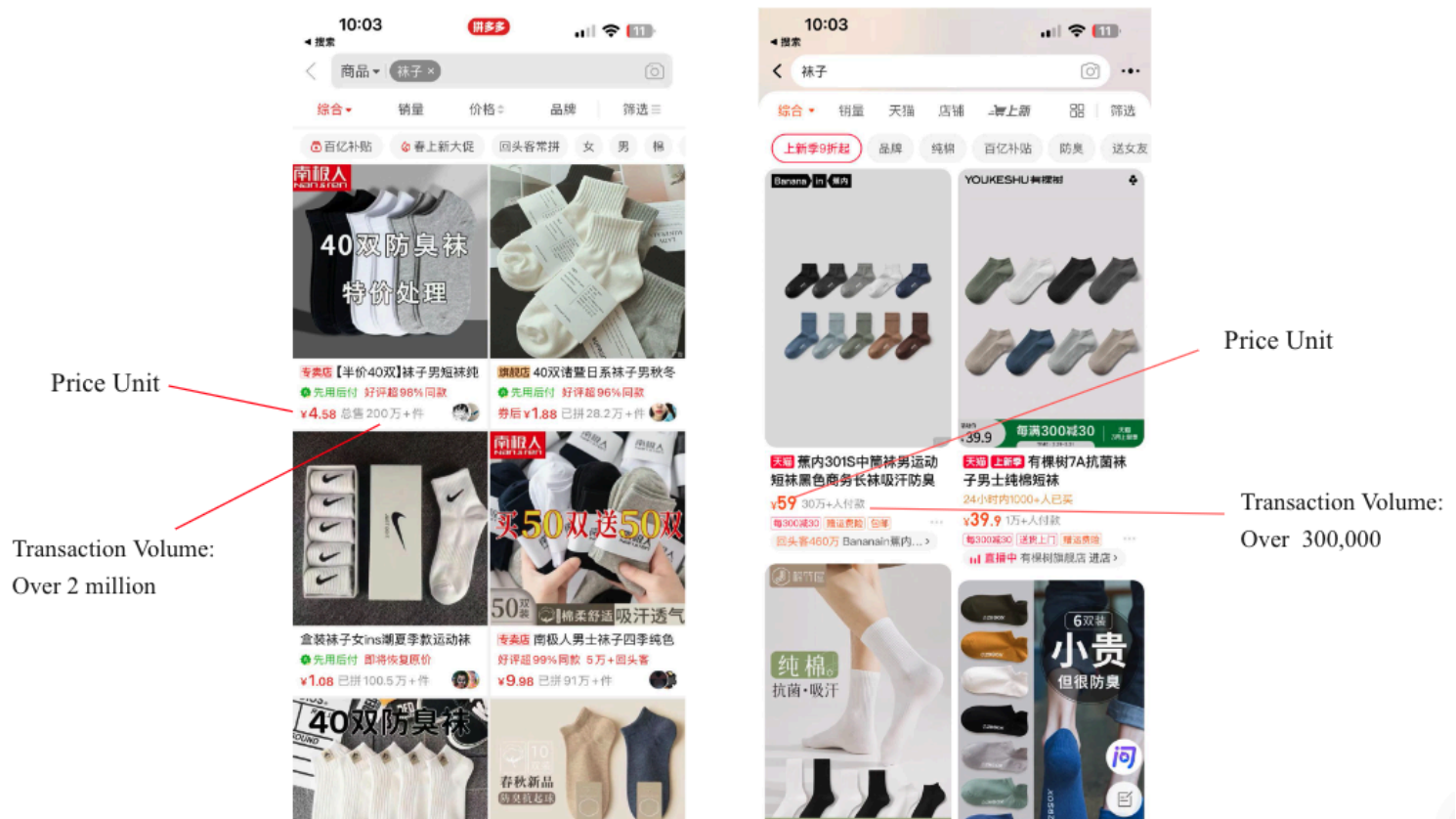
consumers to make purchases through group buying, securing a large number of orders. PDD's financial reports reveal that Tencent is its second-largest shareholder, providing technological support from Tencent and leveraging traffic and convenient mini-program functionalities from the WeChat platform to rapidly acquire consumers and guide them to download the PDD app, surpassing the number of users of PDD's WeChat mini-program by December 2018 (Ning et al., 2019). It's noteworthy that WeChat, developed by Tencent, is an integral part of the communication ecosystem and has gradually become a foundational infrastructure for Chinese users integrating communication, payment, entertainment, and handling civil affairs (Plantin & De Seta, 2019; Shen et al., 2020; McDonald & Guo, 2021). Through social fission among WeChat's user base, PDD has progressively perfected its "social + commerce" strategic layout. With the inclusion of social software, PDD gradually consolidates WeChat users into PDD's consumer community, employing sharing, collaboration, and win-win methods to obtain unique customer acquisition strategies and unified collective consumption actions (Shirky, 2008).

PDD is dubbed the "price butcher" also because the products it sells indeed have a price advantage compared to its competitors. For example, using socks as a product search (See Figure 2), without altering search conditions and based on the overall ranking of results on both platforms: after searching for socks on PDD, the average price is within 10 yuan (\$1-1.39), with sales volumes reaching millions; on Taobao, the average price seen by users ranges from 30-60 yuan (\$4-\$9), and moreover, the sales volumes are less compared to PDD.

Therefore, from the consumer's perspective, the prices displayed by PDD are more attractive. This is also beneficial for merchants. When PDD integrates a large number of homogeneous orders, suppliers can clear their long-standing inventory through distribution, avoiding losses while compensating for the low unit price with a large volume of orders. As Huang (2019) indicated in an open letter, PDD aggregates the homogeneous needs of a vast

number of consumers, allowing value to return to laborers and creators; the C2M (Consumer to Manufacturer) factory direct sales model realizes a win-win situation for both suppliers and consumers. Low prices become PDD's solid strength. With a large user base and more competitive prices, PDD has become a unique "online Costco" and "price butcher."

Figure. 2



(*Note.* Figure 2, Searching for socks on the mobile shopping program, respectively, the left is the search socks interface displayed by PDD, and the right is the search socks page displayed by Taobao, both of which prompted the data related to the unit price and volume of the product, respectively.)

At the same time, PDD's innovative profit model can be understood from the content of its disclosed financial reports. PDD's revenue can be divided into three parts: advertising, commissions, and product sales. In the analysis of PDD's official financial report for the second quarter of 2023 by Zhang and Zhang (2023), advertising revenue saw a significant increase, reaching 37.933 billion yuan, with transaction commission income at 14.348 billion

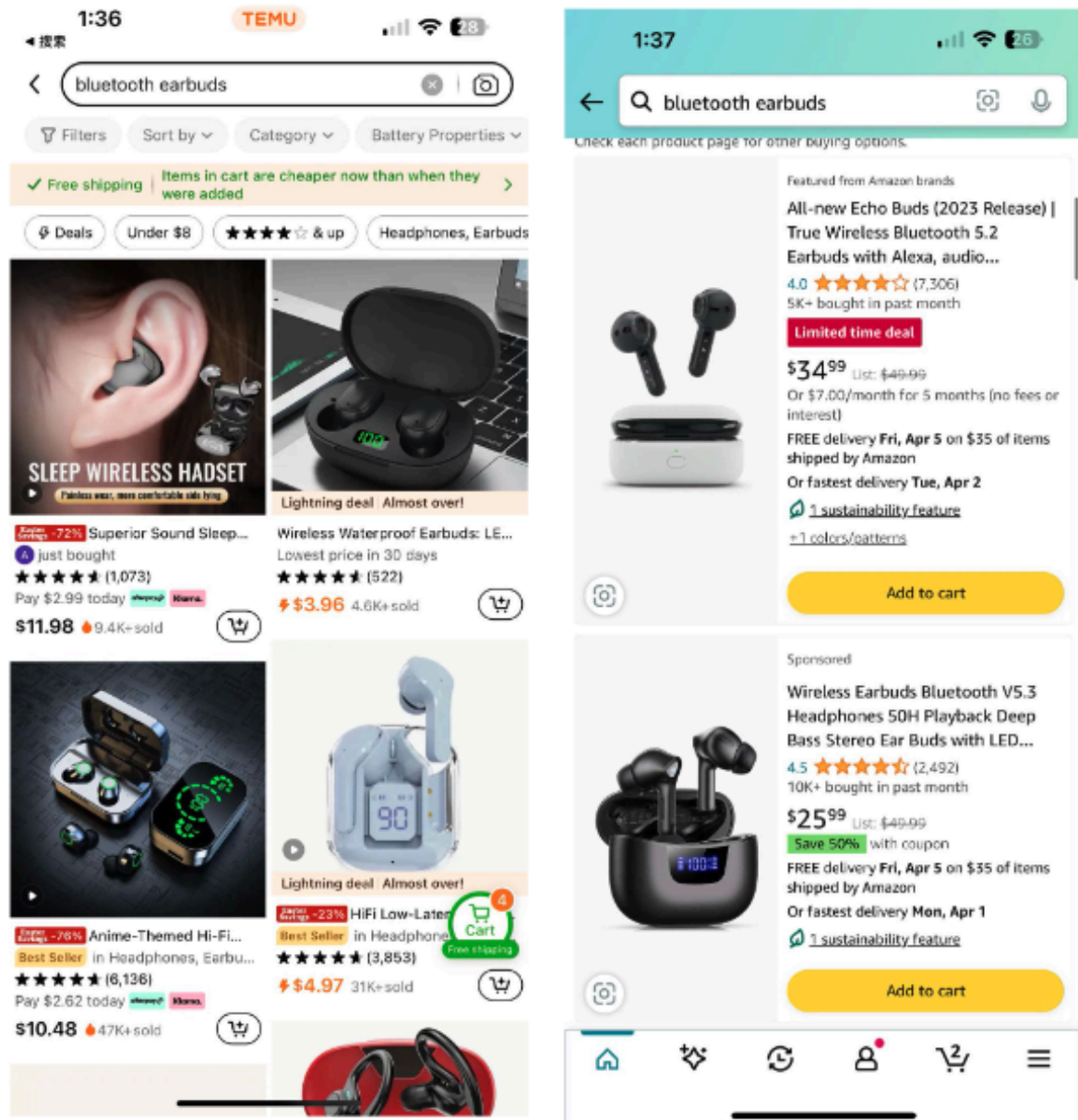
yuan. Since its IPO in 2018, PDD has intensified its low-price strategy, creating promotional activities such as "ten billion subsidies" and "every day is a big promotion like 6.18" to stimulate market vitality. It continues to compete on price within the market, benefiting consumers and reinforcing their awareness of low prices (Zhang & Zhang, 2023). Li (2023) believes that PDD's main revenue comes from advertising income, which has been increasing annually since 2019. In 2022, PDD's advertising revenue exceeded 100 billion, accounting for 78.7% of the total revenue. In summary, PDD's revenue from product sales is not the focus; rather, the emphasis is on its advertising and commission income (Li, 2023). Years of marketing on social media platforms have exponentially increased its exposure, benefiting from its internal gamification scheme, which will be analyzed in detail in practical exercises.

2.2.2 TEMU's Operating Models

Upon first opening TEMU, users will discover a variety of shoes, socks, hats, and accessories priced between \$0.49 and \$3, with home daily necessities and wireless Bluetooth earphones costing less than \$10. Especially when comparing prices with platforms like Amazon, one could almost say the items are "free." Setting aside the question of quality, the prices offered by TEMU are highly attractive to consumers (Chow, 2022). As a sister application of PDD targeting the overseas market, TEMU continues to adhere to a low-price strategy, aiming to accumulate a large volume of orders and transactions through thin margins but high volume, thereby creating economies of scale. Conducting a unified search for Bluetooth earbuds in both TEMU and Amazon's apps, without searching for a specific brand or changing any options, and looking at the recommended products, the price of Bluetooth earbuds on TEMU is three times lower than that on Amazon. Li (2023) points out that in recent years, due to the complex international situation and inflation in the West, Western consumers' purchasing power has declined, making them more inclined towards

economically priced goods; the cost of products has become a major consideration for Western and North American consumers. In terms of pricing strategy, TEMU, like PDD, maintains a low-price competition strategy, acting as a “price butcher” to local e-commerce platforms.

Figure 3



(Note. Figure 3, Separately, search for bluetooth earbuds products on the mobile shopping program, the left is the search interface shown by TEMU, the right is the search page shown by Amazon)

TEMU targets markets outside mainland China, and according to TEMU's official website, its merchants come from suppliers and manufacturers worldwide. While specific supplier information has not been disclosed, it is understood that TEMU's main suppliers are likely from China, utilizing a mature and stable manufacturing ecosystem to supply TEMU's overseas markets. It's important to note that TEMU currently adopts a "fully managed model services," meaning suppliers can transfer goods to the platform's warehouse, and TEMU is responsible for subsequent operations - logistics, warehousing, customer service, and after-sales services. TEMU has also introduced a bidding mechanism to ensure the platform's pricing authority, encouraging merchants to compete against each other, with the lowest price offer getting TEMU's recommendation (Shen, 2023). This approach significantly lowers the barrier for Chinese suppliers wishing to open stores overseas, as suppliers only need to focus on optimizing the supply side, saving a substantial amount of operational costs. Moreover, TEMU's core members and operation team come from PDD's experienced team, familiar with the extreme low-price strategy (Shen, 2023). Under the full management model, TEMU profits through commission charges and funding from PDD Holdings, ensuring TEMU can continue its low-price strategy and maintain its unique style. Industry insiders claim that TEMU's management was prepared for losses for three years after its inception, similar to PDD, which turned profitable after five years. Once reaching a certain scale, TEMU could potentially earn revenue through advertising like PDD (Li, 2023).

TEMU's main marketing matrix includes Facebook, TikTok, Instagram, and YouTube, platforms familiar to overseas consumers. Although it lacks the vast infrastructure of WeChat, like PDD, a diversified marketing matrix has effectively helped TEMU establish its presence among overseas users. TEMU is also keen to reward influencers willing to promote TEMU on social media and video platforms, launching the TEMU Affiliate Program. This program claims participants can earn up to \$100,000 a month by inviting friends to download

the app and place orders on TEMU, with rewards for downloads³. The TEMU Affiliate Program will also become an important part of TEMU's advertising system. If the process goes smoothly, TEMU could achieve profitability and increase advertising revenue by 2026.

2.2.3 PDD and TEMU Operating Models Comparison

The operating models of both apps are quite similar. TEMU and PDD both implement a low-price strategy, striving to become price butchers while developing practices adapted to local consumer cultures. Initially, by sacrificing profits for consumer benefits and increasing investment to scale up, they aim to improve quality. This strategy forces major brands to lower their prices, enhancing the quality of products within the app and gradually turning losses into profits through advertising revenue. In the coming years, it can be anticipated that TEMU will replicate a series of measures taken by PDD to advance into larger markets. However, it's worth noting that such expansion strategies by TEMU could potentially provoke anti-monopoly competition backlash, meriting further observation and research.

2.3 Governance

Light et al. (2018) define "governance" as the constraints on users embedded by designers in the functionality and technology of an application, mandating compliance with the app's functional rules and endorsed values. Users must adhere to the usage norms set by the platform designers when utilizing the application and receiving its services. To a certain extent, "governance" assists in cultivating the "ideal user" for the application (Light et al., 2018).

2.3.1 PDD's Governance

PDD categorizes its users into two groups: consumers purchasing goods and product suppliers. Previous analysis shows that PDD finds it worthwhile to invest heavily in

³ New user downloads receive \$5, and the referrer earns 20% commission on orders placed within 90 days after referral, see more details at https://www.temu.com/affiliate_recruit.html?_x_ads_csit=affiliate_seo

incentives to retain potential users and consumers. After creating an account, users can receive numerous coupons or free products. Moreover, when a new user successfully places an order through an existing user's invitation, PDD rewards the inviting user with a commission as a token of appreciation for introducing new users. In managing its platform, PDD prohibits users from creating multiple accounts to claim benefits and forbids forming assistance groups (using WeChat group functionalities for helping others click on discount codes, etc.), using bot software, malicious commenting, and other such behaviors. Other management practices align with the regulations issued by China's Ministry of Industry and Information Technology, complying with current internet laws and regulations. PDD also advises communicating with merchants using the platform's built-in chat tool for item negotiations, rather than third-party communication software, to facilitate timely intervention by the platform, ensuring the rights and consumer experience of PDD users.

The management of merchants is also quite interesting. According to the Frequently Asked Questions on PDD's official website, PDD has introduced a "guarantee fund" measure for shops to protect consumer shopping experiences and ensure the platform's smooth operation, regulating suppliers' business activities. Becoming a merchant on PDD allows zero-cost entry to the platform but comes with many restrictions: inability to promote products (cannot access a large volume of orders), restrictions on posting items that require a deposit, a limit of no more than 100 orders per group purchase, no more than three cash withdrawals, no more than two store violations, and no more than ten violation orders (PDD, n.d.). Violations by PDD stores include delayed shipments, false shipments, non-compliance in product description and quality inspection, selling counterfeit goods, and fake transactions. Store operators may face consequences such as delisting all products and prohibition from posting new items (PDD, n.d.). PDD advises merchants to pay a 1,000 yuan basic store deposit to enjoy the platform's product promotion services. The deposit serves as a measure

for compensating consumers and addressing violations. The amount of the deposit paid by the store varies with the store's transaction volume, as indicated in the following table.

Guarantee Funds on PDD

| Amount of Transactions in the Previous Natural Month (x) | Guarantee Funds Standard |
|--|--------------------------|
| $x > 500,000$ | 10,000 |
| $100,000 < x \leq 500,000$ | 5,000 |
| $50,000 < x \leq 100,000$ | 2,000 |

(*Note.* The guarantee funds rules found on the PDD official website, frequently asked questions sections, to indicate how the PDD calculates the funds that shop owners need to deposit. See more details from <https://ims.pinduoduo.com/questions>)

PDD's guarantee funds system to some extent standardizes the service, behavior, and product quality of merchants, also preventing the platform from getting embroiled in consumer disputes. Furthermore, PDD's introduction of the "refunds only" policy (where consumers can choose to receive a refund without returning the product to the merchant in cases of product quality issues or receiving the wrong item) has prompted other e-commerce platforms like Taobao and JD.com to follow suit (Yu, 2023). By adopting such management practices, PDD strictly controls that sellers provide high-quality service to consumers. This aligns with the "Ben Fen" values that PDD consistently emphasizes. It also, to a certain extent, makes consumers feel more valued, ensuring their shopping experience.

PDD does not restrict the minimum spending amount and integrates eight payment methods for consumers to freely choose from (See Figure 4.). However, as previously mentioned, since Tencent is PDD's second-largest shareholder, PDD tends to prefer Tencent's payment system, WeChat Pay. Upon reaching the checkout page, the first payment tool displayed is WeChat Pay, followed by "Pay Later" (where buyers can pay after receiving the goods), "DuoDuo Pay" (PDD's wallet, which can be linked with Visa, Mastercard, and other banking services), Alipay (likely related to the phone's operating system), "Find a WeChat

Friend to Pay" (allowing your WeChat friends to pay for you), Apple Pay, QQ Wallet (another payment wallet from Tencent), and Huabei (a credit-like payment tool under Alipay). From the order of payment options, it is evident that PDD prioritizes payment tools from Tencent's payment ecosystem, distinguishing it from Taobao, which supports Alipay. Moreover, PDD reminds consumers during payment that their transaction data and payment environment are secure, with all information insured by PICC to ensure user information security.

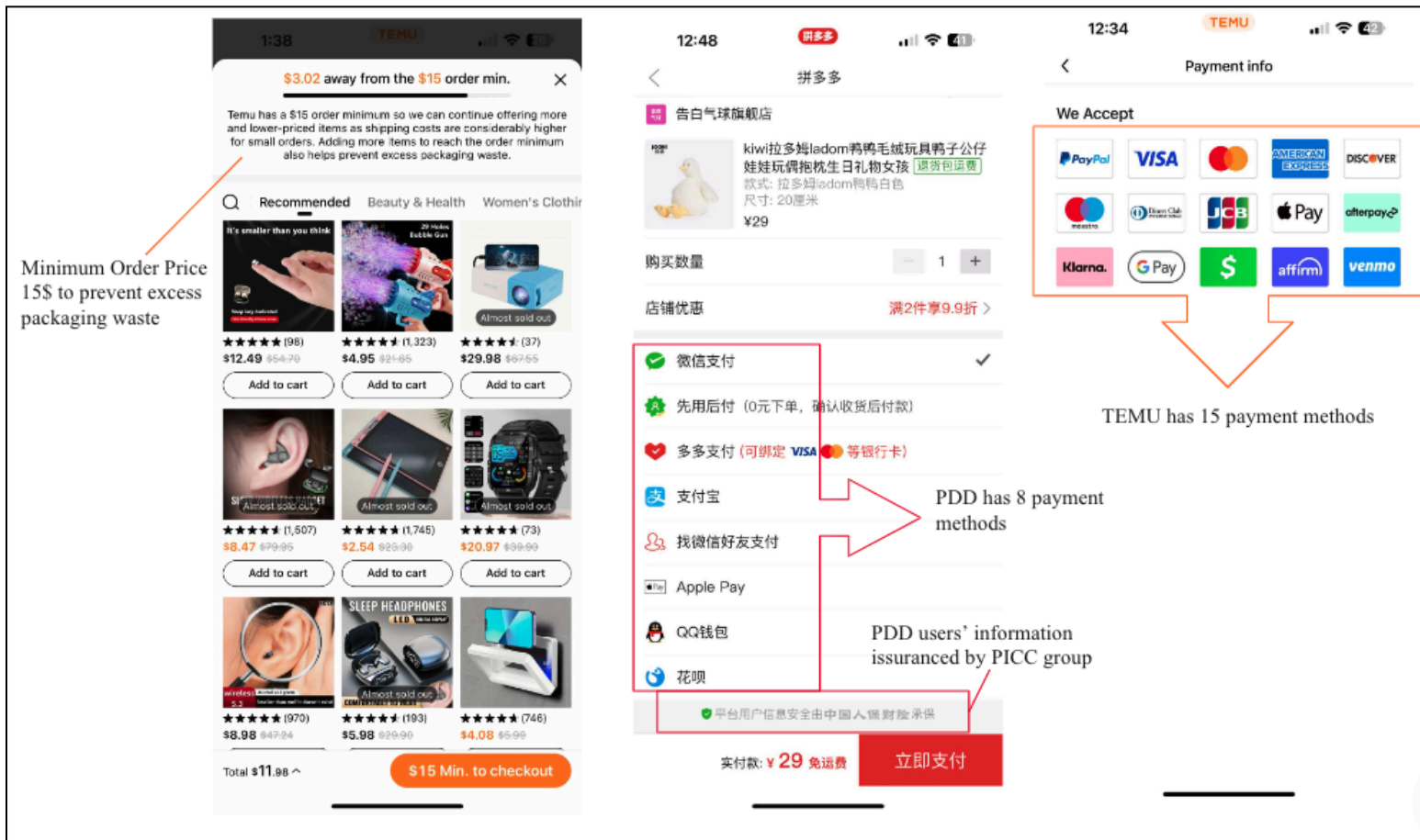
2.3.2 TEMU's Governance

Like PDD, TEMU also prohibits consumers from creating multiple accounts on a single device to share benefits provided to new users by the platform. It also forbids the creation of multiple accounts to participate in cash reward activities for oneself. To some extent, TEMU has replicated PDD's management practices, adopting a "funds only" approach to consumer protection for merchants. TEMU's related management schemes are adapted to U.S. laws, adhering to local legal and regulatory requirements for online shopping platforms, including but not limited to user identity information management.

For TEMU, consumers need to meet a minimum order requirement of \$15 to proceed with checkout, indicated as "\$15 Min. to checkout" (See Figure 4.). If the \$15 minimum order price is not met, TEMU will pop up (recommend) products that the user might be interested in, to help them make a second selection to meet TEMU's minimum order amount. TEMU explains that "...as shipping costs are considerably higher for small orders," to provide more low-priced goods and avoid excessive packaging waste, TEMU sets a minimum order of \$15. This is related to the cost of courier transportation between China and the U.S., as mentioned in an open letter by PDD's founder Huang (2018), where PDD relies on China's cost-effective logistics and transportation network (with well-established logistics infrastructure). Thus, even a \$5 item (about ¥29) can be purchased on PDD without a

minimum order requirement (See Figure 4.). Both PDD and TEMU promise "Free shipping" for goods carried by the platform. TEMU also offers Express Shipping (reducing delivery time by increasing shipping cost). When the purchase amount reaches \$129, the platform provides free Express Shipping.

Figure 4.



(Note. Figure 4 briefly illustrates the payment process for PDDs and TEMUs, with screenshots of payment information for TEMUs, PDDs, and TEMUs, from left to right.)

TEMU offers up to 15 payment tools, providing consumers with a richer array of payment options. It's important to note that due to different payment habits and ecosystems between China and the U.S., Chinese consumers tend to prefer integrated electronic payment software like WeChat Pay and Alipay, rather than a bank card ecosystem. Therefore, the payment tools PDD prioritizes for Chinese consumers align with their payment habits. In

contrast, TEMU caters to the consumption habits of North American consumers. However, it's important to be aware that not all payment methods on TEMU can be used once the minimum order price is reached: payment methods like Afterpay (requiring a minimum amount of \$20), Klarna (requiring a minimum amount of \$20), Affirm (requiring a minimum amount of \$30), and PayPal Pay Later (requiring a minimum amount of \$30) need to meet specific minimum amounts to utilize these payment tools.

2.3.3 PDD and TEMU Governance Comparison

Both PDD and TEMU value new and potential users highly, investing substantially in newly created user accounts. Therefore, both platforms prohibit users from creating multiple accounts to claim new user benefits. They strive to secure the greatest possible benefits for consumers and adopt a "refunds only" refund policy to encourage merchants to improve their services and establish a consumer-centric culture. The refunds-only policy not only protects consumer rights but also benefits merchants by encouraging them to enhance product quality and service levels, promoting healthy market development. However, it also requires merchants to strengthen oversight and self-discipline to prevent malicious refunds and fraud by consumers.

PDD and TEMU differ in their payment ecosystems, yet both utilize payment systems familiar to their target users. Due to different national conditions, PDD has no minimum order amount requirement, while TEMU imposes a \$15 minimum order limit, which I believe is due to two reasons: compared to China, the U.S. logistics system is costlier, and TEMU's merchants primarily rely on goods supplied by overseas suppliers not based in the U.S. As domestic manufacturers and suppliers in the U.S. grow, the related minimum amount may be adjusted.

In summary, I have compared and summarized PDD and TEMU's "expected use environment," analyzing both their vision, operating models, and governance. The next section will proceed to the core data collection process of the walkthrough method—Technical walkthrough (Light et al., 2018). This involves interacting within the PDD and TEMU apps, recording, and collecting related interaction data to identify indicators of embedded cultural discourse, how features guide user interaction, and how related participants construct and transmit meaning. I will focus on analyzing the mediated characteristics presented by the applications: "User interface arrangement" (how buttons and menu placements guide user activities), "Functions and features" (the pop-ups that appear when a function is enabled and the app's requests to connect with other user accounts), "Textual content and tone" (how the app converses with users, the text embedded within functions), and "Symbolic representation" (the cultural intentions represented by related symbols) (Light et al., 2018, pp.891-892).

Chapter Three

3. Technical walkthrough

The Technical walkthrough is a core methodology of Light et al. (2018), requiring researchers to put themselves in the users' shoes, meticulously recording and analyzing how an app's technical and cultural functions impact user practices. In this chapter, I will utilize the experimental steps outlined by Light et al. (2018): "Registration and entry," "Everyday use," and "App suspension, closure, and leaving" for data collection. Field notes generated during the exercise (screenshots, mobile recordings, etc.) will be used to analyze the technical strategies and culture adopted by PDD and TEMU.

3.1 Registration and Entry

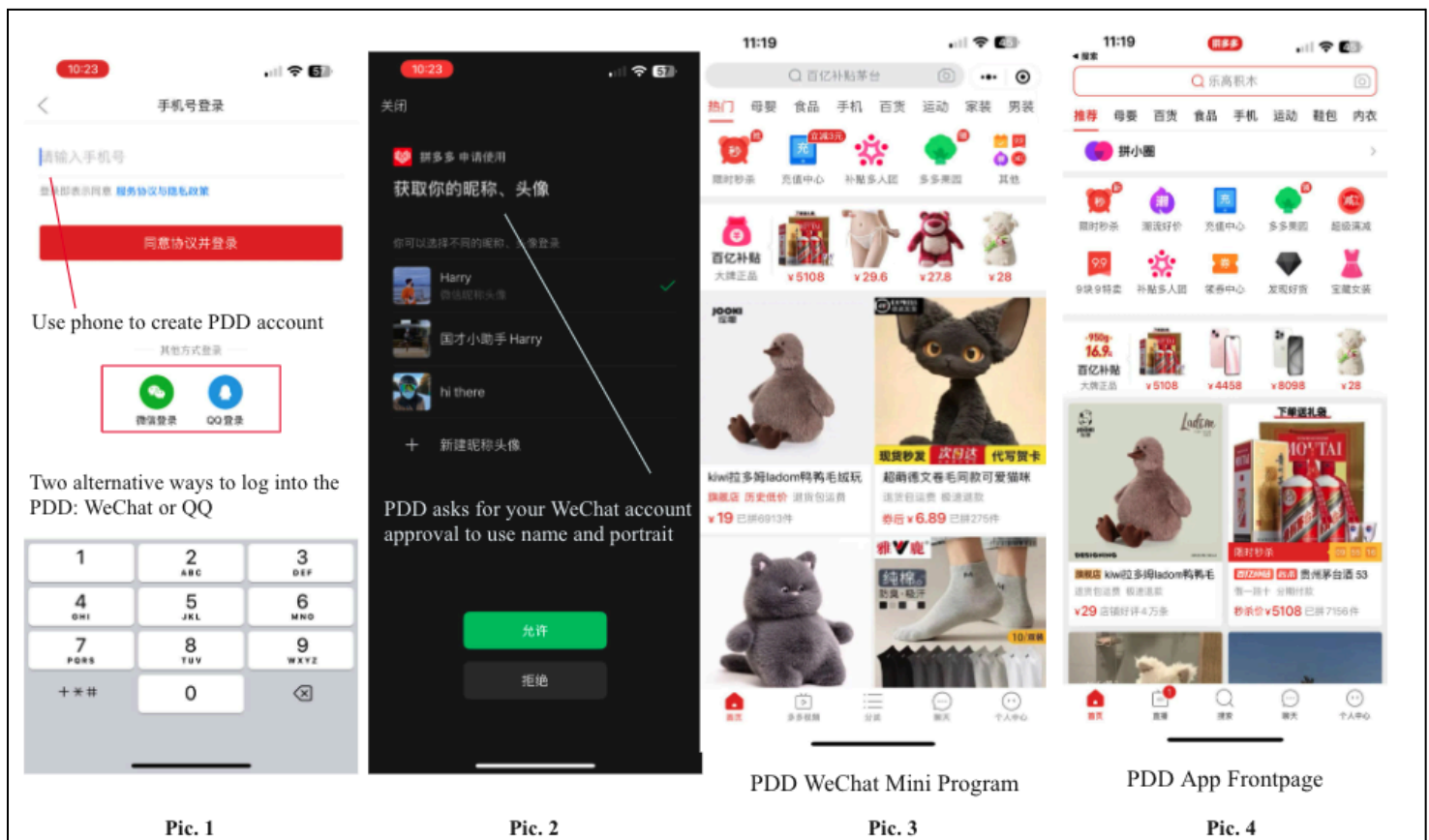
Light et al. (2018) posit that the starting point of a technical walkthrough is "registration and entry," where researchers are required to create an account on the application being studied. The interaction with the application begins at the account creation stage. I registered for TEMU after arriving in the United States, while my PDD account was created in 2019. The reason for creating the PDD account was that many friends sent me assistance links at that time, helping them complete tasks to receive rewards.

3.1.1 PDD: Resegiter and Entry

PDD has developed a stand-alone application available for download from app stores. Additionally, PDD is accessible via a WeChat mini program, allowing users to utilize PDD services on WeChat without downloading the PDD app. When registering for PDD, the platform primarily recommends using a mobile number, but it also offers alternative methods for users to choose from. Notably, the alternative registration options for PDD are limited to

only two types (see figure 5, Pic.1, Pic.2): users can either link their WeChat account or their Tencent QQ account to log into PDD (Tencent QQ is an earlier communication tool developed by Tencent, predating WeChat, and both are part of Tencent's social media matrix). This aligns with the application usage habits of Chinese users. As mentioned previously, Tencent is PDD's second-largest shareholder. In its early stages of social media fission, PDD leveraged Tencent's technology and WeChat's user traffic for expansion (Ning et al., 2019). This reflects PDD's integration into Tencent's vast infrastructure system. The WeChat ecosystem has already gathered a large user base, allowing WeChat users to utilize PDD's services through its WeChat mini-program without the need to download the PDD app. The front page appearances of PDD's WeChat mini-program and the PDD app are similar (see Figure 5., Pic. 3 and Pic. 4). The WeChat mini-program, "Xiaochengxu," is a special feature developed by WeChat, embedded within the user interface. Users can simply swipe to activate the mini-program feature, which can be understood as an application that doesn't need to be downloaded or installed to be used, is fully functional, and does not occupy phone memory. It's akin to downloading many different apps just within WeChat (Hao et al., 2018). PDD's integration with the WeChat ecosystem facilitates user registration and access to PDD. Ning et al. (2019) mentioned that in 2018, WeChat launched nearly one million mini-programs, and PDD utilized its mini-program to direct user traffic to its app. In 2018, PDD's mini-program users reached 230 million, and by December 2018, the number of PDD app users had surpassed that of the mini-program. This text focuses primarily on the PDD App, as the PDD mini-program does not encompass all the functionalities of the full app.

Figure 5.



(Note. Figure 5. shows PDD's register and entry process, Pic.3 and Pic. 4 shows PDD's WeChat mini program and App's interface)

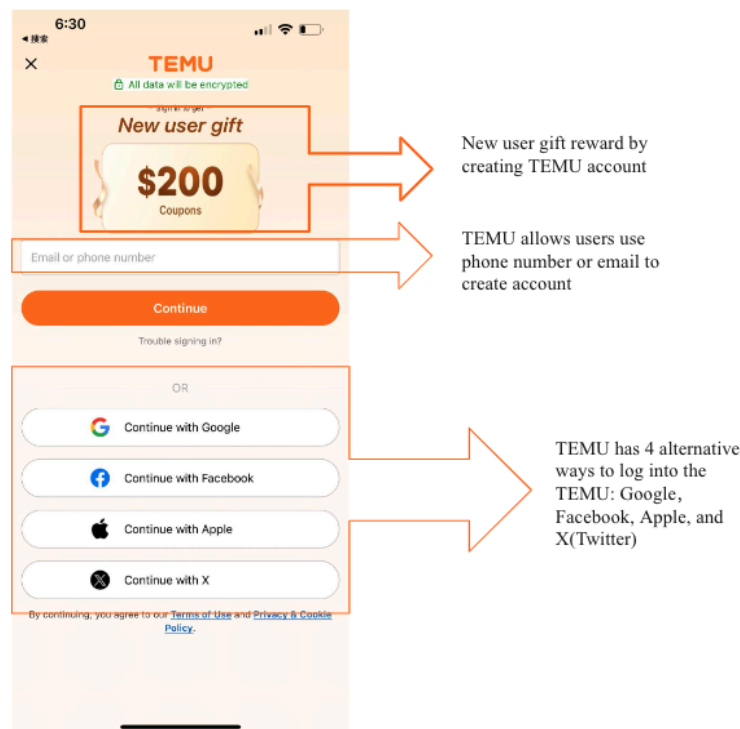
After registering for PDD using a WeChat account, PDD will prompt to import the nickname and avatar from the WeChat account but will not access the account's contacts. Upon entry, there's no need to fill in personal information separately; PDD automatically uses the WeChat account's nickname and avatar for identification. Additionally, PDD assigns a unique "Duo Duo account" to each user, consisting of a 12-digit numerical identifier. When viewed, the system automatically displays, "xxxxxxxxxxxxx, is your unique user ID on PDD," and provides a one-click copy feature to facilitate communication with customer service personnel. After entering PDD, users will receive pop-up notifications about winning

discount codes. Users can choose to close these notifications or continue following the app's guidance.

3.1.2 TEMU: Resegiter and Entry

TEMU offers a more diverse set of access features; users can log into TEMU's website or download the app. TEMU's registration process adapts to the habits of many North American users. In addition to mobile number registration, TEMU also allows users to register using an email address. TEMU provides alternative account linking methods to facilitate quick account registration, allowing users to choose from four other programs listed by TEMU for account linkage. Since I used an Apple phone and downloaded the TEMU app from the Apple Store, when opting for alternative account linking, it prompts that an account can be created by linking with an Apple account. The external account linkage options provided by TEMU align with North American usage habits.

Figure 6



(*Note.* Figure 6. indicates TEMU's alternative ways to create an account.)

3.1.2 PDD and TEMU Resegiter and Entry Comparison

PDD and TEMU have both adapted to the usage habits of their target audiences, offering alternative account linkage options that facilitate quick access to the respective platforms without the need for users to fill in detailed identity information. Both PDD and TEMU directly use the personal information from linked accounts, allowing users to utilize their services. In the registration processes of both, it is evident that PDD operates within the ecosystem constructed by WeChat and Tencent, whereas TEMU offers a more diversified range of options, not confined to a single social matrix, providing users with more pathways to choose from. Given that most Chinese users do not commonly use email for communication, preferring WeChat for activities and social interactions, PDD employs mini-programs to ease user transition. This relates to the gamification features users encounter in daily app usage. Next, we will proceed to analyze the everyday use module of PDD and TEMU.

3.2 Everyday Use

This section primarily records activities that users frequently engage in across both applications. In documenting these traversals, Light et al. (2018) suggest considering whether the design of specific functions, options, and modules meets the corresponding usage needs and how such technical designs support, restrict, or guide users towards certain specific activities. However, it's essential first to introduce the background of PDD's founder, Huang, to better understand the designer's intent. According to a report by Ning et al. (2019), before founding PDD, Huang had initiated online gaming projects. Shanghai Xunmeng Information Technology Co., Ltd, the operating company of PDD, had also created mobile and web games like *Texas Hold'em* and *Goddess Sword*. Thus, Huang has experience in game

operation, which is evident in the gamified features and measures on PDD and later on TEMU. In Huang's view, PDD should be operated like a game, with interactions and enhancements to user experience, leading to many gamified designs in its daily operations and functions (Ning et al., 2019; Huang, 2018).

3.2.1 PDD: Everyday Use

The PDD homepage features ten modules, half of which are dedicated to enhancing user experience, including "limited-time flash sales," "9.9 special sale," "Duoduo Orchard," etc. "Duoduo Orchard" is a casual gaming community on the PDD landing page, visible upon entering the site (See Figure 7-1, Pic.1). Users can select virtual crop seeds (e.g., mango, macadamia, pomegranate) to plant after clicking to enter (Figure 7-1, Pic. 2). Activities in the orchard mainly include "watering" and "fertilizing," mimicking real-life plant cultivation. When the selected virtual fruits and vegetables receive enough water and nutrients, PDD rewards players based on the chosen plant. In Figure 7-1, Pic. 3, PDD officially indicates that the activity is "real and effective," endorsed by the third-party insurance company PICC, alongside success messages from players who have harvested crops.

Duoduo Orchard

For this session, the chosen virtual plant was an orange. Upon entering the game, the system prompts that "watering" will make the sapling grow, compelling the user to click to water and familiarize themselves with page elements, with each watering consuming 10g of water. After completing the second watering task, the fruit tree module animates to show growth, and the system rewards 60g of water. After watering three times, the system automatically indicates that mature virtual plants will yield a box of oranges (Figure 7-1, Pic. 3). In the auto-prompted message box, PDD informs players that upon maturity of the virtual

crop, a 1500g orange reward will be shipped by PDD free of charge, also displaying physical goods received by players who successfully claimed mature plant rewards. During irrigation, flashing text around the watering can module prompts: "Keep watering to grow the tree!" encouraging players to spend water droplets. After using 70g of water, the fruit tree becomes a large tree. The system then guides players to learn the "Collect Water Droplets" module (Figure 7-2, Pic. 2). In this module, players can obtain water droplets by completing tasks assigned by the system, offering six different methods. Players can claim 5-50g of water droplets daily for free in Duoduo Orchard, earn 30 water droplets after searching for products, and gain 50g of water droplets after watching live streams for 1 minute (See Figure 7-2, Pic. 3), with the live stream viewing task repeatable four times daily, requiring a 10-minute interval between each, and totaling 200g of water droplets after four viewings. After 15 waterings (using up the 150g of water gifted by the system), the display reads "Remaining droplets insufficient, complete tasks to get droplets." Players need to invite WeChat friends for assistance, with the system automatically copying a special code for the player (For example: “🔒🍦🛒📺榔头35C3Cx9豪杰 62LS”), suggesting they can ask friends on WeChat for help. When friends receive the code (a combination of emojis, numbers, and text), copying it into PDD will aid the player in obtaining system-rewarded water droplets (80g).

As the system initially provides users with a substantial amount of water, it also guides them to complete watering tasks. Whenever players irrigate the saplings, the fruit tree will pop up a dialogue box to interact with the players:

Translated Dialogues Generated by Virtual Fruit Tree Module

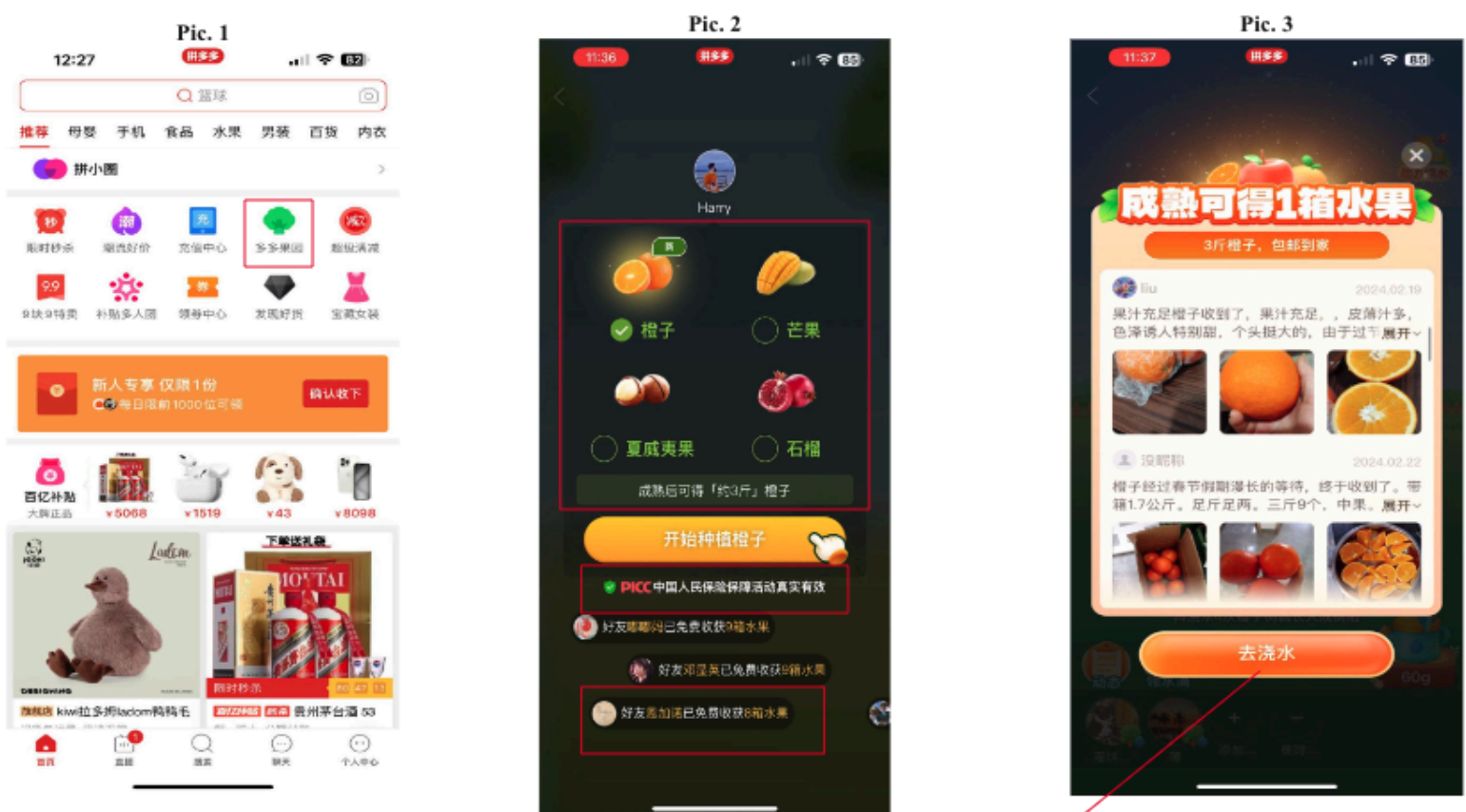
| | |
|--------------------------|--|
| Line 1: “每天浇浇树，我就会长的更快哦” | "Water me every day and I'll grow faster." |
|--------------------------|--|

| | |
|---|--|
| Line 2: “别忘了, 可以去从好友家里收集水滴, 不过看见护院犬, 就要小心了” | "Don't forget you can collect water drops from your friends' houses, but be careful if you see a guard dog." |
| Line 3: “快给我浇浇水吧, 我想快点长大” | "Water me, I want to grow up fast." |
| Line 4: “一天不见很是想念, 要多来给我浇浇水哦” | "I miss you when you don't see me. Come and water me more often" |
| Line 5: “别人的果树都长大了, 你什么时候给我浇水呀” | "Other people's fruit trees have grown, when are you going to water me" |
| Line 6: “果实成熟之后, 就可以包邮到家啦” | "When the fruits are ripe, you can have them shipped to your home." |
| Line 7: “听说其他的人已经收获10箱水果了呢” | I've heard that other people have already harvested 10 boxes of fruit |
| Line 8: “你知道的, 我不是一颗真是的果树, 但我可以给你真实的水果。” | You know, I'm not a real fruit tree, but I can give you real fruit. |
| Line 9: “每天找好友助力, 可以拿到更多水滴哦” | Get your friends to help you get more drops every day! |

These dialogues are emotionally charged, urging players to complete the watering action. From lines such as Line 1, Line 3, Line 4, Line 5, and Line 8, narrated in the first person "I", one can sense the virtual fruit tree's desire to engage in conversation with the user, wishing for the player to provide "it" with more water droplets for growth. The tone in Line 4, Line 5, and Line 8 is intense, aimed at making users and players willing to spend more time and effort on watering, while also creating a sense of urgency, especially Line 5 which compares the player's efforts with those of other players, hoping to inspire competitiveness and interaction within the community. Line 8, once again, reminds users of the game's

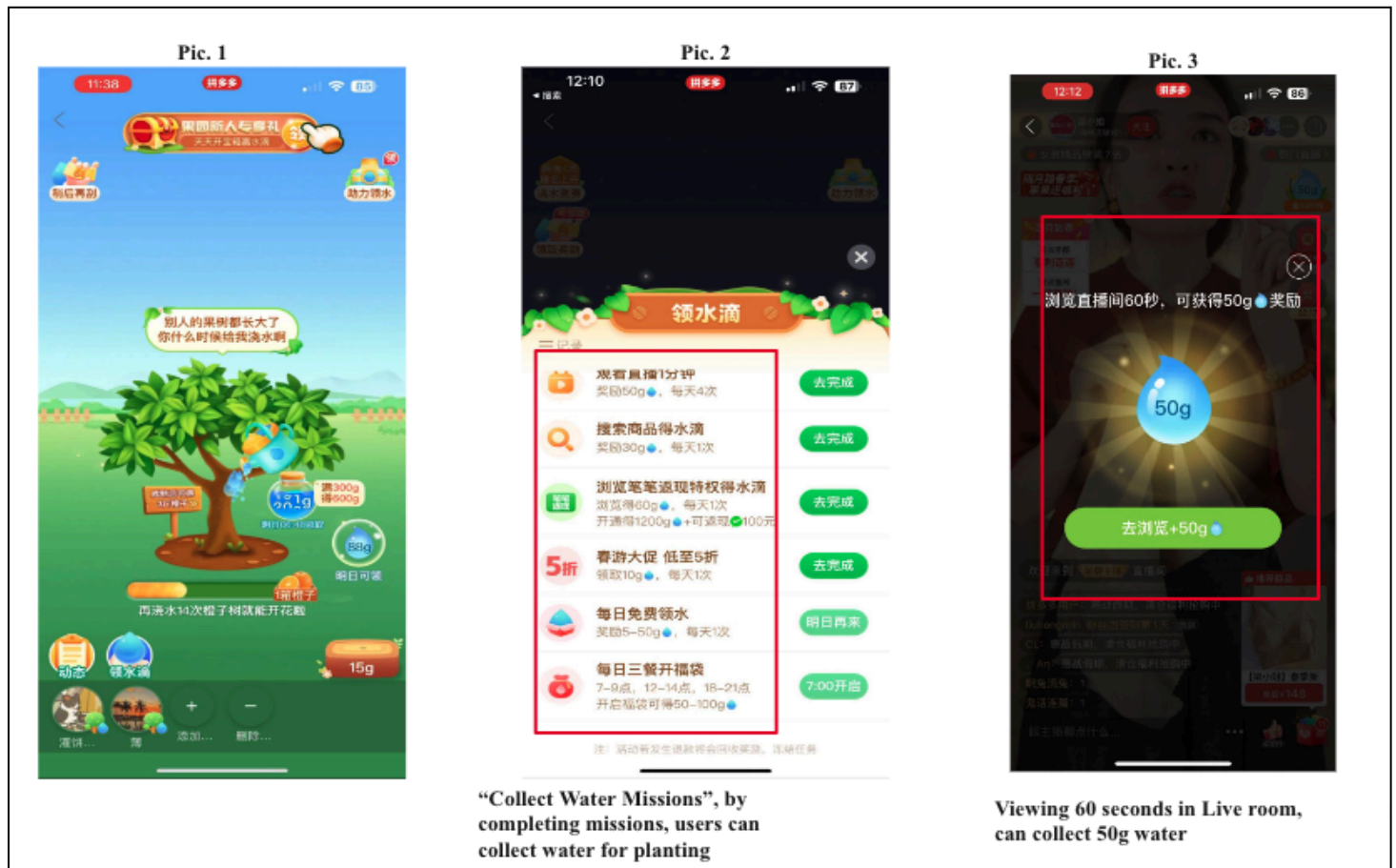
rewards, suggesting that diligent task completion in the virtual world will be rewarded. Line 2 hints at another interactive gameplay aspect, suggesting players can harvest water droplets from their friends' orchards. Finally, Line 6 indicates to players that careful irrigation of the fruit tree can lead to abundant fruit rewards, motivating players to collect water droplets and complete tasks.

Figure 7-1



Automated buttons complete the watering action

Figure 7-2 PDD, Duoduo Guoyuan



Duoduo Orchard, launched by PDD, is an online social game embedded within a shopping app. It features several characteristics: low entry barrier, allowing players to easily grasp game mechanics without extensive gaming knowledge; engaging and attractive life-oriented themes like farm cultivation, which have a broad user base in China; opportunities for players to expand their real-life relationships through online interaction; minimal time investment with the option to exit anytime, supported by an auto-save function; and asynchronous gameplay settings. Huang (2013) noted that casual farm-themed games simulate the necessary growth time for crops, including stages of seeding, sprouting, flowering, and harvesting, reducing the time players need to spend caring for their farm and

enabling interaction with other players. Related social games, like the wildly popular *Animal Crossing: New Horizons*, also manage farms in virtual spaces. Essentially, Duoduo Orchard's design focuses on tasks and social sharing to attract new and existing users' attention and extend app usage time. By offering various simple, random, and repetitive gamified tasks, Duoduo Orchard provides rewards and sets seemingly attainable goals, giving players hope and motivation to complete them, making users feel progress during gameplay. I spent considerable time watering the tree to maturity (relying solely on completing free tasks, without purchasing items for water droplets). To obtain more water droplets, one would need to make purchases or orders within the app, with system rewards exceeding 1000g of water droplets.

China's earliest online farm management-themed social game, Happy Farm, was developed by Shanghai's "Five Minutes" Company in 2008, quickly gaining a massive user base and inspiring similar-themed games (Huang, 2013). Huang (2013) in his research stated that "virtual farming" attracted over 100 million players worldwide to cultivate their virtual farms and plant crops. Tencent Company acquired Happy Farm in 2009, launching QQ Farm for Qzone, with more than 23 million players managing their QQ Farms by October 2009. The popularity of farm-themed social games is not a new creation but a social phenomenon existing within human society. Limited by the physical world, producing crops in a virtual space became a way for many users to relieve stress (Huang, 2013; Park et al., 2016). Thus, PDD's Duoduo Orchard has a solid user base in China, familiar with such social-themed gaming entertainment, aligning with PDD's values emphasizing agricultural development.

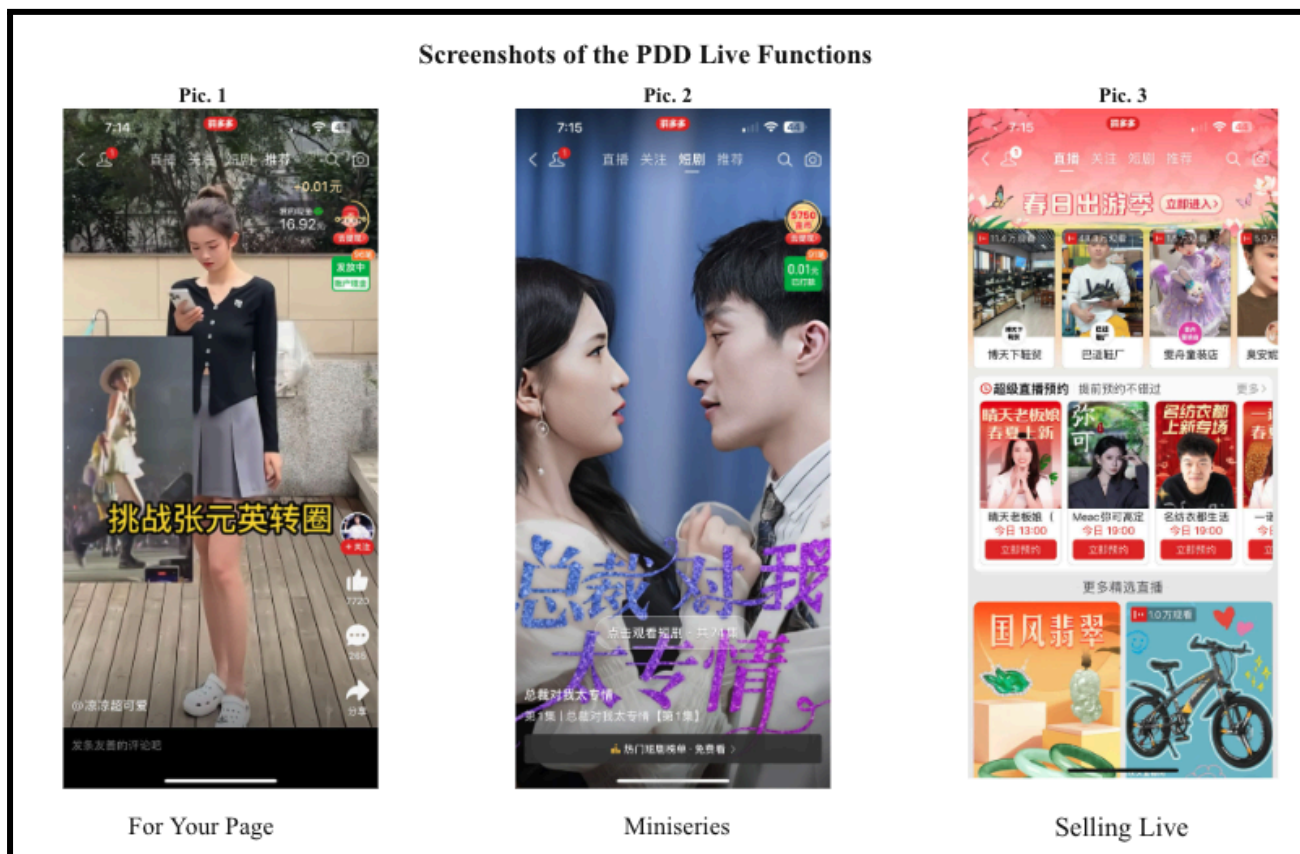
The innovative aspects of Duoduo Orchard, particularly its blurring of the lines between virtual and real, deserve further discussion. Rewarding players with real economic crops upon completing the final tasks significantly enhances player interest. Beyond relieving stress and enjoying fun through farm simulation, Duoduo Orchard allows users to plant

virtual fruit trees through social, interactive gaming. Upon maturity, Duoduo Orchard sends users real fruit for free, embodying the "new space" that PDD's founder Huang (2018; 2019) envisioned and sought to create, where the online virtual space and the real world integrate.

PDD Selling Live Function

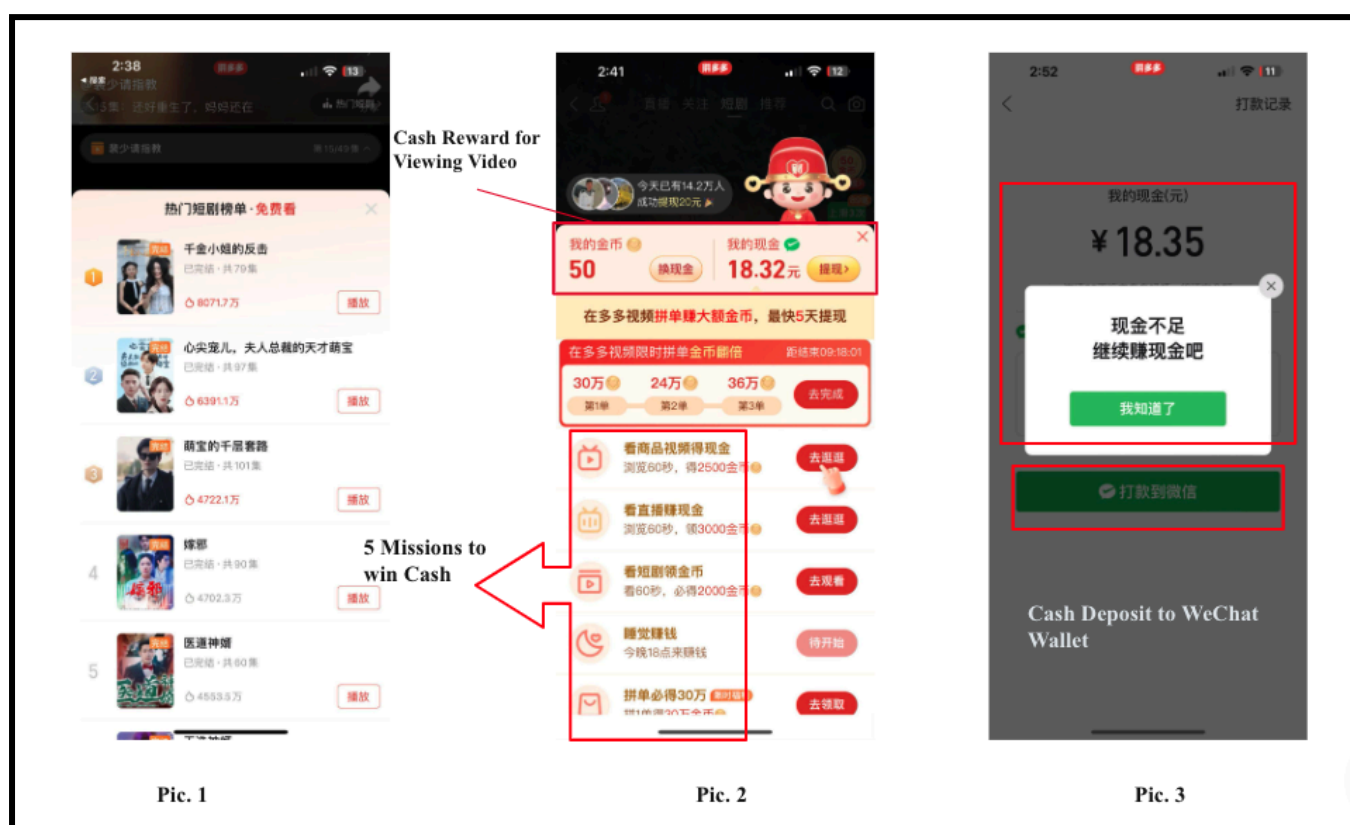
PDD introduced its live streaming feature, Duoduo Live, on January 19, 2020, enhancing the platform's ability to drive traffic to products and monetize (Yang, 2023). Located directly under the homepage's main user interface as the second module, Duoduo Live has not reached the scale of established platforms like Taobao and JD.com, especially since PDD launched its live streaming feature three years later than its competitors (Yang, 2023). Upon exploring this feature, I noticed that Duoduo Live is not merely a channel for live sales but functions similarly to a short video platform like TikTok (See Figure 8-1, Pic.1). Its usage aligns with familiar short video platforms, with the "For Your Page" section displaying videos uploaded by PDD contributors on popular internet topics rather than advertisements or product explanations. In the "For You Page," users can upload interesting videos themselves, with the option to like, comment on, and share the content. In the second segment (See Figure 8-1, Pic. 2), users encounter the unique mini-series feature, an innovative element within a shopping app's environment. Observing this functionality reveals several characteristics of the mini-series: first, the average duration of mini-series episodes on PDD does not exceed 2 minutes; the plot progresses quickly with clear dramatic conflicts, and many series start with noticeably provocative content (e.g., close-up shots of a female protagonist's legs just after a bath, or scenarios where a female character is about to be harmed but the male protagonist intervenes in time).

Figure 8-1



(Note. Figure 8-1 shows Duoduo Live functions, when users open, they will first watch Pic.1 for your page, and Pic. 2 miniseries, and the Pic. 3 Selling Live)

Figure 8-2



(*Note.* Figure 8-2 shows Duoduo Live functions.)

In the mini-series section, all currently available episodes are free to watch. The browsing experience is similar to the "For Your Page," where users can switch to the next episode by swiping up after one episode ends, with some product page ads appearing after two episodes. Users can comment, like, and share the mini-series episodes. Holding the screen allows for 1.5x speed viewing. PDD's mini-series primarily focuses on urban emotional themes (Figure 8-2, Pic. 1) or adaptations of online novel plots. Due to time constraints, these mini-series condense traditional series setups, concentrating dramatic conflicts within a short duration and presenting them swiftly to the audience. Each episode ends with a critical plot progression to whet the audience's appetite for the next episode. Notably, PDD has designed a "watch videos for red packets" mechanism within this feature (See Figure 8-2, Pic. 2). Users can earn coins by browsing product videos, watching live broadcasts and mini-series, shopping, and inviting friends to watch together. Upon meeting certain conditions, a 20 RMB cash reward can be claimed and deposited directly into the WeChat Wallet. If the cash reward does not reach 20 RMB, users cannot withdraw the cash and must continue to accumulate tasks until reaching 20 RMB (Figure 8-2, Pic. 3).

PDD's video functionality mirrors that of popular short video platforms, aligning with the current hottest entertainment and social interaction modes. Li (2024) explained the emergence of mini-series culture in China by noting the video and fragmented content trends driven by various short video platforms. The target audience for mini-series is the low-consumption group who consumes these quick entertainment pieces during breaks at work, commutes, or while doing household chores. The format often features conflict and twists within the first 15 seconds, actor interactions advancing the plot within 30 seconds, and a cliffhanger in the last 10 seconds to keep the audience hooked. The production cost of mini-series is also low, and consumers do not need to ponder the director's deeper intentions,

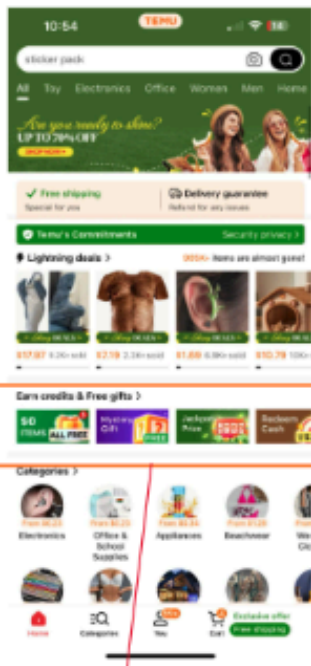
simply receiving the content (Li, 2024; Chen & Li, 2023). Mini-series enrich PDD's entertainment offerings, standing out from other platforms like Douyin and short video platform web dramas with their free viewing and cash reward incentives, encouraging users to engage with PDD. PDD also broadly mentions that live streaming is not only a sales channel but also a platform for "sharing personal experiences" and "interacting with users," hinting at potential entertainment ambitions. While entertaining, PDD also conducts ad business placements and pushes, aligning with PDD's target demographic of low-income groups, fitting well with PDD's vision for its "Disney" segment.

3.2.2 TEMU: Everyday Use

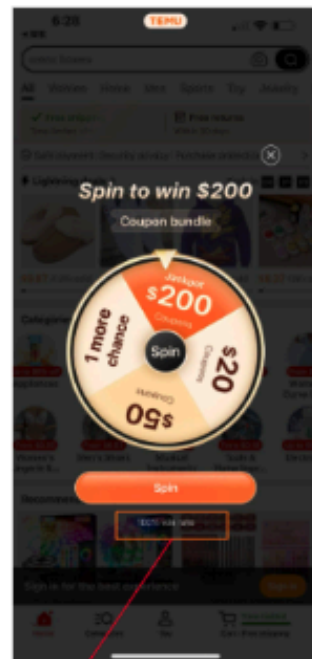
In daily use of TEMU, I noticed that every time I entered the app, a "Lucky Spin" or "Slot Machine" would automatically pop up to showcase shopping coupons offered by TEMU, while informing users that these were only available for new users (Figure 9 Pic. 2 and Pic. 3). The lucky draw interface is quite flashy and refined, designed to catch the eye. Regardless of the choice made, whether it's the spin wheel or "Hat Trick," it seems one can always win a significant prize. TEMU features 21 categories in the top left corner, covering a wide variety of furniture, appliances, and daily goods. The colorful user interface, constant notifications, and timely discounts all aim to increase the user's time spent on the app. At the center of the user interface is a section titled "Earn Credits & Free Gifts," which includes "Farmland," "Fishland," "Redeem Cash," "Win slot machine? Easter Freebies," "Easy Cash Out," "Click for Cash," and the newest "5 \$0 ITEMS" (See Figure 9, Pic. 5 and Pic. 6). These games, compared to PDD, are richer and imbued with American culture. It's worth noting that the gameplay of TEMU's social games is similar to PDD's, except that rewards are given in cash and coupons. The chance of winning is 100%, and the system notifications during interaction all convey lucky messages like "It's your lucky day!" and "Upgraded your reward!" with surprise pop-ups. When TEMU dispatches these upgraded reward messages,

the screen displays cool animations like fireworks, applause, smiling faces, and spray-like confetti to celebrate the customer's lucky win. These animations are unskippable, requiring the user to watch the entire demonstration until it ends.

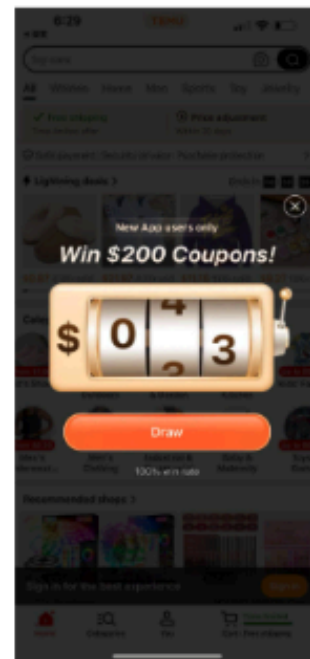
Figure 9



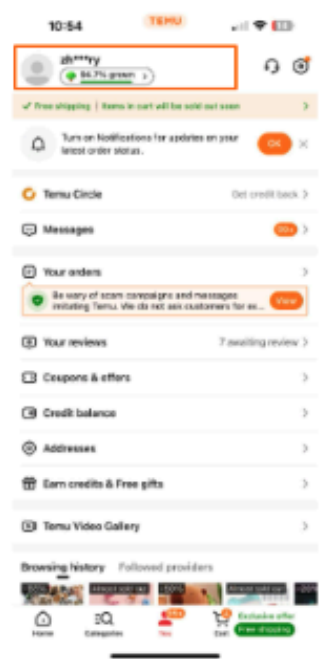
Social Games inside TEMU



100% win rate



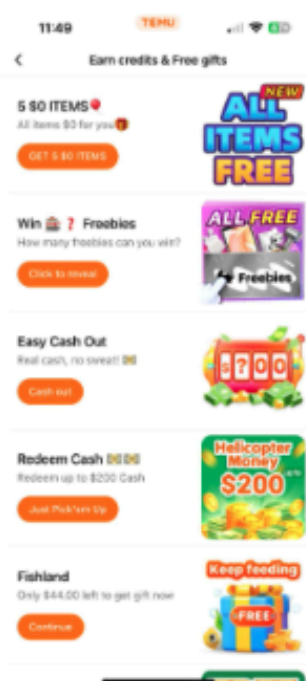
Pic. 3



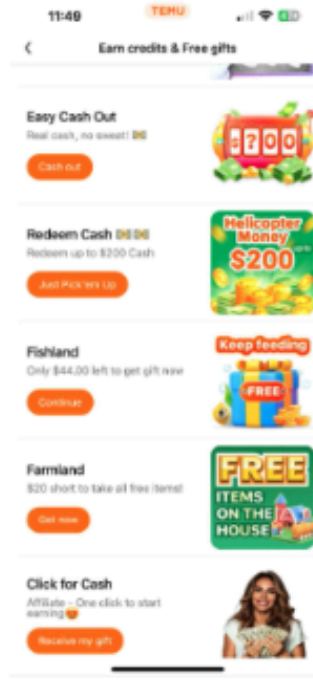
Pic. 4

Pic. 1

Pic. 2



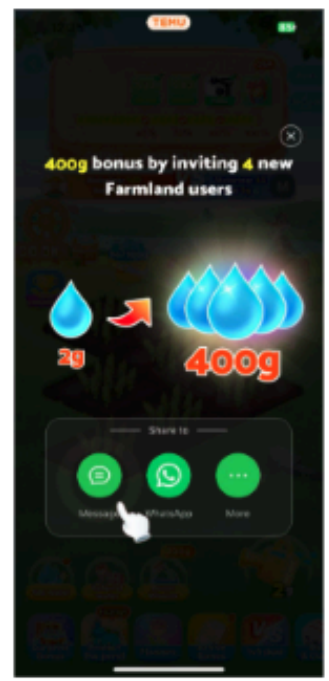
Pic. 5



Pic. 6



Pic. 7



Pic. 8

The result of these animated demonstrations left me feeling somewhat exhausted, especially with the need to continually click the exit button. While the rewards offered by TEMU seem very tempting, such as \$150 cash rewards, 2 free products, 6 free products, or “400g water” in the FarmLand game, the lengthy animations in TEMU gradually made me feel irritated and impatient. The incessant pop-up animations somewhat diminished my desire to continue interacting with the app. In the demonstration animations, TEMU frequently displays numbers climbing and rewards accumulating. However, to claim these rewards, users either need to engage in purchasing activities within TEMU, share TEMU with their social friends, or invite friends to interact and compete in the games (TEMU has set up friend leaderboards in many games, where users can compete on watering amounts after inviting friends).

In the section for sharing TEMU to get help from friends, the approach adopted is more diverse; users can choose to share via Message, WhatsApp, X (Twitter), Facebook, Instagram, and other social or messaging app (see figure 9, Pic. 7). In contrast, PDD automatically generates a special WeChat copy command, focusing on using the WeChat platform for sharing.

TEMU: Planting with Trees for the Future

During my exploration of the TEMU app, I was drawn to a campaign where users plant virtual trees, and in turn, TEMU commits to planting real trees in Sub-Saharan Africa. This initiative is part of TEMU's efforts towards environmental protection and sustainable development, in collaboration with the nonprofit organization *Trees for the Future* (<https://trees.org/>). TEMU users can participate in this charitable activity through the TEMU app (See Figure 10). This campaign aligns well with the contemporary environmental

protection ethos advocated in both Chinese and American societies, representing a grand vision and an excellent way to promote TEMU's company visions through marketing.

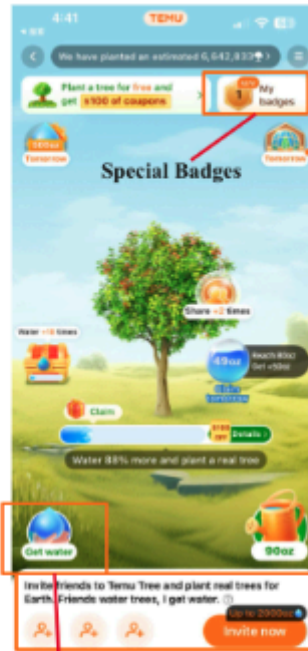
Figure 10



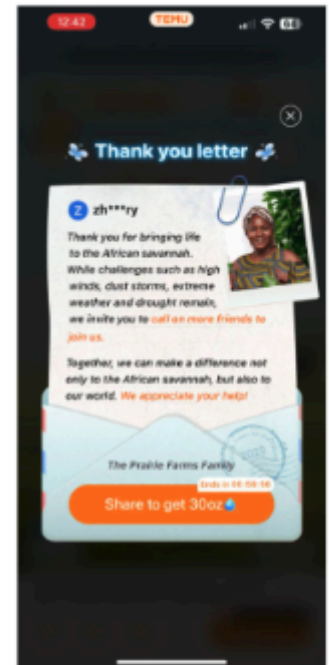
Pic. 1



Pic. 2



Pic. 3



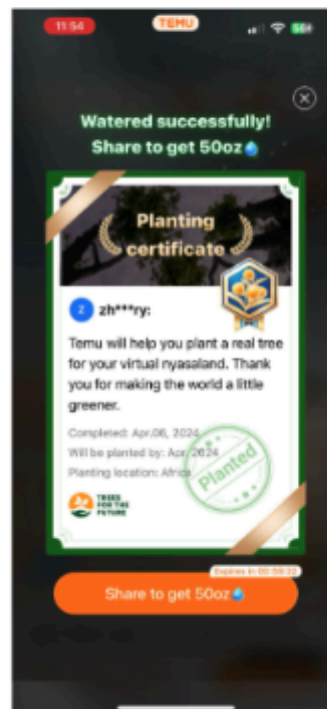
Pic. 4



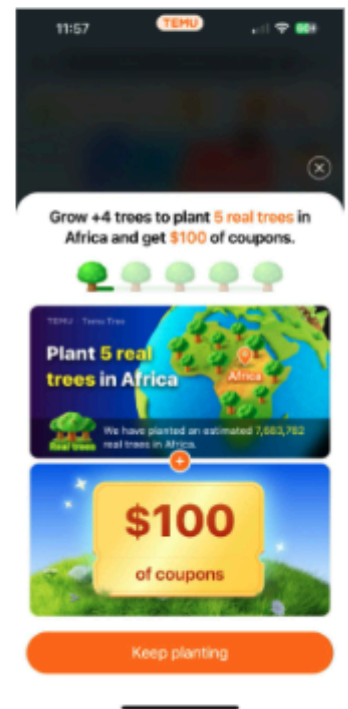
Pic. 5



Pic. 6



Pic. 7



Pic. 8

During the activity, users can see the number of trees being planted increasing in real-time (see figure 10 Pic. 1), which has a strong appeal to Western users who are more receptive to environmental protection concepts. Users have the option to donate directly or participate for free in planting virtual trees. According to data disclosed by TEMU, the initiative has already resulted in the planting of 6,958,922 trees, restoration of 2,231 acres of vegetation, and capture of 312,930 metric tonnes of carbon dioxide over the next 20 years, benefiting many (data provided by Plant Trees for the Future).

In this virtual tree planting activity, users need to water the trees continually to help them grow. The methods for obtaining water are similar to those in Duoduo Orchard, such as browsing product pages, inviting friends, or recommending the app to new users. TEMU and PDD also incorporate a competitive element during the watering process by automatically setting up water-duels among online users to foster competition. The page design for this activity includes friend competitions and special badges to motivate user participation. When the sapling grows into a tree, the system automatically displays a thank-you letter from Africa (See Figure 10, Pic. 4), acknowledging the user's diligent watering and support.

After about a month of consistent watering, my virtual “Nyasaland Tree” finally reached its final form. TEMU planted a real tree on my behalf and awarded me a special badge and a virtual certificate, thanking me for contributing to global reforestation. The system then encourages me to continue watering virtual trees. After achieving the planting of 5 trees, I would receive a \$100 coupon. In my view, TEMU's environmental virtual trees and Duoduo Orchard's crop planting share similarities in combining the virtual world's medium with real-world items to create new interactive and entertainment spaces. The motivation for users extends beyond virtual world interactions to real-world rewards. However, I also noticed that as the goal (receiving cash or a box of oranges) draws nearer, users need to invest significant time and effort, requiring frequent engagement during spare moments.

3.2.3 PDD and TEMU Everyday Use Comparison

Both PDD and TEMU involve users in a myriad of interactive notifications and advertising recommendations throughout their use. They employ built-in social games and pop-up animations to capture users' attention, leveraging social games that blend virtual and real elements to cultivate "ideal users" (Fuchs et al., 2015, p.52) who are willing to utilize their social networks to promote PDD and TEMU. Social gaming, flashy transitions, and short video features enhance the social and entertainment aspects of both apps, incorporating extensive gamification and entertainment design even in a non-gaming context, to the extent that users may sometimes wonder whether they're using a shopping app or a social platform.

Compared to PDD, TEMU's demonstration animations tend to be lengthy and occupy a large portion of the screen, with more pop-up animation effects. In terms of script design, TEMU appears somewhat bloated, requiring users to constantly attempt to navigate to the next step, which may frustrate and test the patience of users who prefer immediate action. Particularly when attempting to complete tasks in social games, the app frequently urges users to share, and even when users wish to exit the game, it issues a "friendly reminder" questioning if they truly wish to forfeit the rewards and makes the exit button small to encourage users to stay on the interactive page.

PDD's sharing options are more limited, mainly focusing on WeChat, while TEMU offers a more diverse set of sharing options that align with Western users' online practices. Furthermore, PDD's special WeChat command can be complex and confusing, requiring users to explain to friends the purpose of the intricate combination of text, numbers, and emojis to gain their assistance. TEMU, in contrast, adopts a more user-friendly approach.

3.3 App suspension, closure and leaving

Light et al. (2018) note that the reasons for users to suspend, close, or cancel their accounts are complex. Typically, when users are about to deactivate their accounts, applications employ emotionally persuasive language in an attempt to retain them.

3.3.1 PDD: App Suspension, Closure and Leaving

Following the exposure to negative news about PDD, skepticism among users primarily focuses on the low prices accompanied by poor quality of goods, an abundance of counterfeit products, overly aggressive marketing campaigns, and the annoyance and difficulty in refusing promotional requests from their social circles; poor customer service quality, unaddressed requests, along with the challenging completion of marketing activities and social games serve as additional concerns (Sun, 2018; Zheng, 2022). It is noteworthy that many users find it challenging to refuse assistance requests from social acquaintances. In the relationally driven Chinese society, it's often difficult for individuals to reject requests for help from friends, family, and relatives. However, an overwhelming number of such requests from social media not only imposes a psychological burden but also exceeds the users' capacity to cope. The "free lunch" PDD offers is not so readily claimed, often at the expense of social relationships, leaving friends feeling burdened and annoyed.

Zheng (2022) reported on an online host, ID: "Super Xiaojie," who appealed to fans for assistance in getting a free phone through a promotional event, claiming interaction with over 60,000 participants but failing to successfully bargain, sparking online controversy. PDD later reviewed the backend data and stated that the number of participants was not as high as reported, with the alleged participant count having evolved from thousands to 60,000 through

media amplification. Eventually, the host did acquire the phone valued at 2099 RMB, paying only 0.01 RMB, with PDD shipping the phone.

Zheng (2022) disclosed that Shanghai lawyer Liu Yuhang participated in PDD's "bargain for free" activity and received a "super free card." Despite numerous invitations to bargain, he was consistently short by "0.9%." Liu suspected the platform's data were not genuine, accusing PDD of violating principles of honesty and credibility by using falsified data to conceal the rules, which constituted fraud, and submitted a lawsuit to the court. PDD explained that due to the limited display digits for percentages on the page, they abbreviated a percentage with at least six decimal places to show as 0.9%; hence, the displayed 0.9% was not actually 0.9% but 0.9996427% (Zheng, 2022). From such court evidence, it is evident that PDD was not entirely forthcoming about the specific algorithms and display data during promotional activities. Deliberately concealing actual data to some extent constitutes false advertising to users. It's unsurprising, therefore, that many people question and feel angered by these promotional activities. Dou (2021) discussed in a news report how the sudden death of a female PDD employee due to overtime work stemmed from unreasonable working hours and excessive workloads at Chinese internet companies. These negative reports, coupled with dissatisfaction with PDD's responses, have led many to deactivate their accounts and leave PDD entirely.

When choosing to deactivate an account, PDD employs two methods. Firstly, users can navigate to "Account and Security" in the "Personal Center" and select "Account Cancellation." PDD then redirects users to a page to assist with the account cancellation, which is conducted through an application process. PDD displays a red exclamation mark (indicating a sense of danger) and elucidates a series of consequences that occur once an account is canceled (See Figure 11, Pic.1). PDD warns users that upon account cancellation, they will no longer be able to access previous transaction records and electronic invoices, nor

will they be able to secure protection for disputes arising from past transactions; virtual rights (such as virtual balance, points, coupons, game data, etc.) will be irrecoverable; users will be unable to log in and use PDD's website, application, and WeChat mini-program; finally, PDD informs that personal data and historical information will be erased by the system.

The second method involves using PDD's customer service feature for account cancellation. Users can request account cancellation from PDD's official customer service (automated robot response). Following this request, PDD's official customer service will automatically reply with a message: "Dear customer, thank you for your companionship along the way. Duoduo has always hoped to bring you a richer product range and more interesting experiences. If we have caused any inconvenience, please forgive us. Please confirm if you wish to cancel the current inquiry account" and provides a "Yes or No" option. Upon clicking "Yes," PDD sends a humanized apology, again acknowledging that failing to provide the best service was PDD's shortcoming. It promises to note the issue for continuous improvement and lists several potential reasons for account deactivation (Figure 11, Pic. 2): unlinking a WeChat account, unlinking a phone number, Pinxiaoquan Problems, poor activity experience, excessive marketing advertisements, concerns or suspicions about information leakage, among others. Except for the option of "other," choosing any of the reasons prompts further explanation of the platform's policies from PDD's customer service. PDD continues to apologize, expressing regret for not providing a comfortable shopping experience and reassurance that the platform will protect consumer rights. It again notifies the user of the risks of account cancellation and sends a link to proceed with the cancellation, reminding users to apply for deactivation. PDD indicates that the deactivation process, which involves filling out a deactivation application followed by verification by a specialist, takes 72 hours to complete. Finally, PDD reiterates that to successfully deactivate the account, users should

avoid sensitive actions like freezing or linking other accounts, not purchase new services or products, and not request refunds or PDD platform intervention in trade disputes.

Figure 11



During the process of account cancellation on PDD, one can discern several reasons that influence users' decisions to deactivate their accounts, focusing mainly on marketing advertisements, activity experiences, and concerns over personal information leakage. Additionally, users must apply to PDD and receive approval before completely deactivating their accounts. A specialist is responsible for follow-up and approval, allowing users to truly say goodbye to using PDD.

However, it's also worth noting an interesting phenomenon encountered during the investigation: although many people expressed their annoyance with PDD's advertisements and assistance links, they did not intend to completely leave PDD. This is largely because the prices offered by PDD are very affordable. After comparing prices across platforms for daily necessities, they continue to shop on PDD, enjoying the benefit of purchasing useful products at the lowest prices.

3.3.2 TEMU: App suspension, closure and leaving

American users' concerns about TEMU primarily revolve around undelivered packages, lengthy wait times, mysterious charges, incorrect orders, and poor customer service (Chow, 2022). In an article posted by Chow (2022) on the Better Business Bureau (BBB) website, TEMU's customer rating was below 1.5 stars, with an overall grade of C. However, by April 2024, the conclusion of the article's investigation, TEMU's rating on the BBB website⁴ had improved to C+.

Following its launch in the United States, TEMU experienced a sharp increase in downloads and users, breaking new records. Despite being in operation for only two years, TEMU has gradually gained influence, leading to several concerns in the United States regarding data privacy, national security, economic practices, and ethical issues related to labor standards.

Chow (2022) highlights the apprehensions regarding TEMU's information security, especially the platform's extensive collection and sale of personal data for advertising. CNN reporters have suggested that PDD, TEMU's popular counterpart in China, has capabilities to monitor users, primarily on Android devices. The PDD development team once created

⁴ See TEMU ratings on the BBB website <https://www.bbb.org/us/ma/boston/profile/online-shopping/temucom-0021-553943>

"malicious software" targeted at Android users to boost PDD's sales, leading to its removal from Google Play Store and the disbandment of the involved development team to other departments (Liu et al., 2023). Bakan (2023) reports that the malware could bypass security permissions to access users' personal information and prevent uninstallation. Being under the same corporate umbrella as PDD Holdings, media scandals related to PDD somewhat affect the perception of TEMU's use.

With current applications relying heavily on data and data sharing among users, the media and some politicians express concerns and skepticism towards apps headquartered in China. They worry about the Chinese government's high jurisdiction over Chinese internet companies, which could pressure these companies to share foreign users' information with the government (Bakan, 2023; Liu et al., 2023). As mentioned earlier, TEMU does not disclose its Chinese origin on its official website or app store, with the public often learning about PDD Holdings' control from news or self-media analyzing TEMU's marketing activities. Although these media and self-media investigations may not be entirely accurate, they can influence the attitude of overseas users towards downloading and using Chinese apps.

Kaufman (2023) reports that the rapid growth of Chinese e-commerce platforms in the United States relies on favorable import regulations and the threshold for goods subject to U.S. Customs inspection. Goods not exceeding the threshold typically undergo minimal scrutiny and are exempt from duties. According to Kaufman (2023), De minimis shipments for U.S. imports increased from \$200 in 2016 to \$800, allowing many goods from China to enter the U.S. in "de minimis" shipments, bypassing duties. Platforms like TEMU and SHEIN exploit this loophole, rapidly growing at the expense of local businesses. On ethical issues such as labor standards, allegations against PDD for lacking reasonable rest schedules and causing excessive overtime, leading to employee deaths, further impact users' confidence in the platform (Liu et al., 2023; Bakan, 2023; Kaufman, 2023).

Overall, TEMU's development in the U.S. market will face more scrutiny, especially in the wake of the TikTok incident. Rumors about Chinese tech companies stealing American user information will continue to be magnified and discussed, affecting the confidence of American users.

Completely deleting a TEMU account is not as straightforward as with PDD, as there is no clear window for account deletion. Users must express their desire to delete their accounts through customer service. After entering the chat interface and typing a "Cancel Account" request, TEMU will type back feedback. Similar to PDD, the service bot informs users of the consequences of account deletion (similar to PDD). However, TEMU offers users a 7-day period to change their minds. If users decide within 7 days they wish to continue using TEMU, they can cancel the account deletion request. Unlike PDD, TEMU users do not need to undergo a review process; they only need to wait 7 days to fully leave TEMU.

3.3.3 PDD and TEMU: App suspension, closure and leaving Comparison

Both platforms employ retention strategies when users attempt to cancel their accounts, with PDD utilizing more emotional content and tone to apologize to users. PDD constantly emphasizes that it will reflect and further improve its features and policies to provide better services. Both platforms inform users that all previously obtained coupons and information will be irretrievably deleted upon account cancellation. TEMU does not overly persist in the user's decision to delete an account and does not require further manual verification. In contrast, PDD requires 72 hours to process related matters, and once the cancellation is officially confirmed, the request to cancel the account cannot be retracted.

3.4 Conclusion

In this chapter, I detailed how PDD and TEMU exploit user attention in their daily use, through the design of app functions. Both platforms maximize the entertainment value of shopping, social gaming, and the impact of marketing advertisements, along with the persuasive power of emotional content and tone. Chow (2022) discusses the potential impact and challenges TEMU may pose to the American business environment, particularly with its price advantage and more flashy advertising interactions compared to other platforms.

Delong (2022) notes the significant impact of rising prices and inflation in recent years on people's lives. The low prices and discounts offered by TEMU and PDD are significant reasons for their frequent use. However, TEMU's animation effects are found to be overly torturous and patience-draining for users. Neither platform freely gives away cash and free products unless users genuinely help promote the platform using their social networks for support.

The incessant pop-up advertisements and transition animations prevent users from performing regular page functions. While animations effectively capture users' attention, their excessive use impacts the software's capacity. Users are forced to frequently interact with the app to use its services normally, deviating from the original intent of gamification, which is to activate people's desires and mediate their emotions (Fuchs et al., 2014). TEMU's approach to gamification notably deprives users of choice, guiding their behavior through electronic media and losing control over the app in practice. Even with exciting lottery draws and coupons, users feel overwhelmed and annoyed, as gamification's primary goal is to provide emotional excitement (Fuchs et al., 2014). Once this excitement is consumed by gamification, users opt to escape, close, and leave, portraying TEMU's promotions as deceptive in users' eyes.

Evidently, TEMU's gamification strategies are not beneficial for existing or experienced users. Tiessen suggests that to ideally employ gamification strategies to engage users, it should offer the right sensory stimuli and data-driven incentives to keep players immersed in clicking buttons and maintaining focus (Fuchs et al., 2014, p.259). However, TEMU's gamification strategies in practice do not follow such design principles, at least misleading consumers with deceptive data-driven incentives. TEMU sets up seemingly easy scenarios that often become nearly impossible to complete as users approach their goals. For example, in the "Farmland" game, the initial and concluding tasks appear simple, requiring only a couple of waterings for plants to mature and exchange for \$1, aiming for the \$100 target. Yet, as users nearly reach their goal, progress deliberately slows down, making the final rewards significantly less than expected. Despite clear objectives, the practice gives users a sense of unattainability, leading to fatigue and dislike towards such social games.

Chapter Four

4. Unexpected Use and Experience

According to Light et al. (2018), using the walkthrough method does not necessitate direct interviews or observations of users. However, supplementary datasets, including but not limited to user reviews of the application, news reports, and discussions within online focus groups, can supplement research data. These sources help determine whether users deviate from the behavior initially envisioned by the designers, as user comments and complaints about the application can reveal how the application has shaped user behavior and whether users are satisfied or frustrated with its design.

In this chapter, I collected 150 user reviews of PDD from the Apple Store in the Chinese market. I did not collect reviews from the Android market because, in China, phones equipped with Android or other operating systems (Huawei used its own developed system, HarmonyOS) have multiple download channels, making it difficult to generalize and summarize. While reviewing the user feedback from the PDD, I noticed a peculiar trend in the positive reviews: users giving PDD five-star ratings but expressing dissatisfaction in their written comments, which I categorized as negative reviews. Users commonly believe that a five-star rating ensures more visibility, as noted in one comment: "Giving 5 stars because I wish more people would see that Pinduoduo is an app that cheats you out of clicks." Also, I deleted 4 reviews that did not relate to the post topic. I ended up with 146 effective user reviews. In the United States, I analyzed 140 user reviews of TEMU from the Google Play Store, where the review policy tends to ensure comments are more on-topic and relevant to the content, services, or experience being reviewed, thus making these 140 comments effective.

Both the Apple Store China and Google Play Store use a five-star rating system. Negative reviews were primarily concentrated in the 1-star, 2-star, and 3-star categories, while 4-star and 5-star ratings generally indicated positive appraisals of the application. Overall, these user reviews focused primarily on three aspects of the application's functionality: gamification, customer services, and issues related to the affordability and quality of items.

4.1 Reaction to Gamification

Gamification refers to the implementation of game-like mechanisms within an app, designed to enhance users' engagement and time spent on the platform. By integrating game mechanics with marketing campaigns within the app, gamification provides entertainment and enhanced interaction, creating a win-win scenario for both users and businesses (Conaway & Garay, 2014). Conaway and Garay (2014) also noted that incorporating game elements in business applications can significantly boost consumer engagement, thereby benefiting the business. Hence, in the discussion of gamification measures in PDD and TEMU, I associated the automatically triggered game animations with the marketing campaigns created by the enterprises. The essence of PDD and TEMU's gamification design is to engage users in their strategically designed marketing activities. Feedback and comments from users on the gamification designs of both apps reveal the effectiveness of the platforms' marketing efforts. For instance, user reactions to designed activities—such as issues with loading, app crashes, and frequent pop-up advertisements—highlight user frustration and dissatisfaction with these gamified marketing strategies.

4.1.1 Reaction to Gamification PDD's Customer Review

The rating for PDD has now fallen to 3.0. Among the collected user comments, complaints about gamification predominate, generally reflecting a poor user experience. The

main grievances center around perceptions that PDD's activities are not genuine, involving false advertising that wastes users' attention and strains interpersonal relationships. This section will showcase examples of users with particularly strong negative sentiments, such as the review from user P12:

Between 2016 and October 2022, I didn't download Pinduoduo at all, and I rejected numerous requests to help bargain. Today, the only person I really like asked me to bargain on Pinduoduo, and finally it was reduced to 599.99, requiring coins. Then it was always one person short. This way of messing with people's minds is exactly what makes Pinduoduo disgusting. It's the Lunar New Year, don't ruin other people's happiness! Pinduoduo, the worst app in the world. I swear on January 23, 2023, at 19:08, that I will never download this app again in my life.

Users feel deceived by PDD's dishonest data-driven practices and express strong reluctance to use this "disgusting app" again. User reactions indicate a significant negative impact from PDD's gamification tactics. Being invited by friends to participate in price cuts has caused psychological distress and dissatisfaction, giving users the impression that PDD is deliberately "playing" with their emotions. Additionally, users express dissatisfaction with the waste of time and energy, as participation often results in continuous unsuccessful outcomes. The lack of transparency and openness in the algorithm exacerbates feelings of frustration and distrust towards the platform. Users also express dissatisfaction with how PDD's gamification strategy consumes interpersonal relationships. Since the game's objectives involve inviting friends or family to participate, repeated requests can create awkward situations within personal relationships, especially when such activities are widely regarded as dishonest and unfair.

There is also widespread dissatisfaction among the user community regarding PDD's gamification strategies exploiting users to save on advertising costs. The complex and

cumbersome design of the gamification significantly reduces users' willingness to participate in activities. The inability of users to achieve the benefits promised by the platform despite their efforts further deepens their negative emotions. This sentiment is evident from the feedback of user P2:

...the methods are nauseatingly convoluted and useless. They want users to recruit new users while wasting the time of existing users on meaningless lottery draws. It's clear they're just using the quantity and quality of users brought in to distribute red packets, yet they insist on disgusting people by repeatedly clicking the draw button. This effectively diminishes their advertising expenses by utilizing users. It's a completely foul, nauseating, foolish, and shameless trap, but it precisely exploits people's tendency to seize small advantages.

PDD's attempts to exploit the public's psychology of "seizing small advantages" may increase user engagement in the short term, but encountering obstacles from the system and exhausting trust can quickly create negative feelings of being exploited among users. Overall, PDD's gamification measures do not necessarily enhance user satisfaction, and the implementation of incorrect strategies by the platform can lead to user attrition. Negative reviews from PDD heavily emphasize user dissatisfaction with the platform's deceptive promotional activities and gamification strategies. Even in reviews with five-star ratings, there is little praise for PDD's gamification efforts; instead, the focus tends to be more on the benefits of low prices, quick returns, and affordability.

4.1.2 Reaction to Gamification TEMU's Customer Review

In the user reviews collected, many users complained and expressed dislike for the interstitial animations and continuous pop-up ads, which prevent them from carrying out

normal operations on the page. Although the animations effectively capture users' attention, their excessive use has impacted the software's functionality. Users are unable to skip these animations and must perform frequent actions just to use the app normally. This defeats the original purpose of gamification, which is to engage the public's desires and emotionally regulate them (Fuchs et al., 2014). TEMU's gamification distinctly features the deprivation of user choice, guiding user behavior through digital media and resulting in a loss of control over the application in practice. Even with exciting elements like sweepstakes and coupons, users feel these tasks are unachievable, leading to frustration. For instance, user T9 commented:

Listen, Temu. I can't even get into your app to purchase items because you just KEEP BOMBARDING ME with your "deals" that even say at the bottom are programmed to land on the result. I just want to look at your items, but instead I have to click through 3 spinning wheels, 2 presents, and can't just look at what I'm trying to buy. It has prevented me from buying anything from you for awhile now, because it's a task just to get on your app. We all get it, some items are 90% off, but I don't care!

From user T9's feedback and others like it, it is evident that TEMU's gamification strategy has encountered significant issues in practice. The excessive interactive demands and intrusive pop-up ads severely disrupt the user experience, requiring multiple steps and unavoidable interactive sequences. This indicates that TEMU's script is overly complicated and deprives users of choice, not only failing to activate users' active participation and emotional regulation but potentially causing frustration and resistance. When users cannot effectively control their use of the app, even sweepstakes and substantial discounts can provoke intense negative emotions, turning what should be enjoyable into an obstacle. For example, user T15 wrote:

This is the most annoying app I have ever used. Anytime you touch ANYTHING, it throws a bunch of ads on your face, to the point where it becomes tedious to even search for a single item....basically anything in this app results in many pop-up ads back to back. it's nearly impossible to get around in this app because of that.

Gamification design becomes a kind of shackle on the user when the user feels a clear obstacle.

One of the main purposes of gamification is to provide users with a thrill of emotional value (Fuchs et al., 2014). Once this excitement is consumed by the gamification process, users may choose to escape, shut down, and leave. This has led users to perceive TEMU's actions as false advertising. Clearly, TEMU's gamification strategies are not beneficial for seasoned or returning users. Tiessen argues that to effectively engage users with ideal gamification strategies, proper sensory stimuli and data-driven approaches are necessary to keep players consistently engaged and focused on clicking buttons (Fuchs et al., 2014, p.259). However, in the actual usage and daily operation of TEMU's games, it is evident that these gamification strategies do not adhere to such designs and at least create misleading data-driven experiences for consumers. For example, user T100 wrote:

BEWARE!!! Their little "Fishland" game in the TEMUapp is a scam!!! They keep moving the goal posts. So what seems like something you might be able to accomplish in a week or so, will actually take several years not days. On top of their little scamgames, their app is truly terrible to navigate!!! You sometimes have to press the back button 10 to 20 times to finally get to the Home Screen again. They make you memorize/write down stuff to be able to pick up where you left off.

TEMU sets up seemingly simple scenarios that appear easy to complete at first glance, but as the goal approaches, the effort put forth by the user significantly diminishes. For example, in the "Farmland" game, the initial watering and finishing tasks are

straightforward—watering once or twice matures the plant and earns \$1, progressing towards a \$100 target. However, as the user nears this target, the progress intentionally slows down. When only \$1 away from claiming free goods and discount coupons, no matter how the user waters, the final plant yields very minimal rewards. While the goal is clear, it ends up giving users a feeling of unattainability in practice. Such social gaming ultimately leads to the accumulation of negative emotions among users.

4.1.3 Customer Review Comparison: PDD and TEMU Reaction to Gamification

Both apps have adopted similar gamification strategies, but TEMU's scripting for its gamification plan is noticeably more bloated and complex. It exerts stronger control over users, demanding more in-app interactions, which has led to significant dissatisfaction among users. In the context of pop-up advertisements and social games, users of both PDD and TEMU have expressed predominantly negative opinions, many stating that it is virtually impossible to complete the game tasks designed by PDD and TEMU. This is because both apps alter the script as users are about to succeed, demonstrating incorrect data-driven outcomes. User feedback clearly indicates that although gamification is theoretically an effective means to increase user engagement and enhance the user experience, if implemented improperly, especially in the absence of honesty and transparency, it not only fails to achieve the intended positive effects but also provokes strong user backlash, leading to user attrition and damage to the brand image. Therefore, it is crucial for PDD and TEMU to reevaluate their gamification strategies to ensure the authenticity, fairness, and transparency of their activities in order to rebuild user trust and improve the user experience. Additionally, TEMU should reconsider the design and implementation of its gamification elements, reduce

mandatory interactions and pop-up advertisements, simplify the user interface, and grant more control to the users.

4.2 Customer Services

Customer services are a crucial aspect of assessment in shopping apps, involving the protection of consumer rights and the platform's ability to effectively resolve transaction disputes. When consumers have doubts about a shopping platform, customer service is needed to help resolve these issues. Both PDD and TEMU are online shopping platforms and are equipped with official 24/7 customer service, incorporating intelligent responses and AI-generated features. Therefore, consumer reviews can provide insights into the strengths and weaknesses of their customer service.

4.2.1 Customer Services on PDD's Customer Review

In reviews of PDD's customer service, user opinions vary significantly. Notably, in positive reviews, users generally report that refunds on PDD are more convenient compared to the cumbersome processes on Taobao and Jingdong. When a transaction dispute occurs on PDD, the platform intervenes quickly to assist users with refunds. For example, user P16 wrote:

I feel that Pinduoduo is relatively better compared to other apps because the official support team will resolve any issues you raise. Even if the purchased item is not up to par, you can get a refund quickly as long as there's a valid reason, which is a significant advantage over other apps...This is either my second or third year using Pinduoduo, and it's just fantastic. Comparing prices across different sellers is also super convenient. I almost always shop on Pinduoduo. Even if the customer service is

not great, you can file a complaint, but the seller's customer service I've dealt with has generally been reasonable.

In most positive reviews, users widely report that PDD is quick to assist with resolving transaction disputes and the customer service attitude is good. User P150 recounted their experience of purchasing a mobile phone on PDD, applying for a refund twice due to personal reasons, and facing difficulties with the seller. However, after asking the platform to intervene and conduct an investigation, the refund was promptly processed, and P150 even received a follow-up call from PDD's customer service, expressing great appreciation for PDD's quick and proactive defense of consumer interests.

In feedback from user P95, it was noted that although some sellers may be deceptive, once the issue is reported to PDD's official customer service, users can file a complaint against the shop and request platform intervention. These comments reflect that PDD's official customer service team can sometimes maintain a positive attitude in helping resolve issues effectively, providing positive feedback and experiences regarding the speed and manner of official intervention.

It's important to elaborate on the customer service experience here. Users typically first interact with the seller's customer service directly. The platform's official customer service acts more as a supervisory body. Most feedback collected centers around complaints against the seller's customer service. Platform intervention, however, does manage to resolve some of the issues reported by users to some extent.

As discussed earlier, PDD manages sellers by introducing a "guarantee fund" system, which somewhat regulates sellers' behaviors but does not control the quality of the seller's customer service. According to the reviews, the quality of PDD's customer service is inconsistent, being good at times and less so at others, and not all consumers are able to successfully resolve their disputes. When overseers in online transactions are absent, it can

cause greater confusion and distrust among users, leading to them abandoning the app. For example, user P10 noted:

I advise everyone to stop using Pinduoduo...the platform did nothing about it. I waited an hour just to get to customer service, only to find out it was all automated responses. They just repeated the same few lines and didn't address any problems...even when I remember to ask for human customer service, it's all automated and doesn't solve any problems...Now I understand why so many people hate Pinduoduo. Ah, just stop using Pinduoduo. Really, just stop using it. Seriously!!!!!!

From the negative reviews, it's evident that PDD's customer service heavily relies on system-generated automated responses. Users have experienced long wait times only to be connected to a service that provides automated, repetitive replies with few human interactions. This has led to numerous users expressing specific issues without receiving effective solutions. This exacerbates feelings of frustration and dissatisfaction among users, leading them to feel that their concerns are not being heard by the platform.

4.2.1 Customer Services on TEMU's Customer Review

In the user reviews for TEMU, the 1-star and 2-star ratings primarily focus on complaints about the gamification measures, with less discussion about customer service. However, some users have also expressed concerns about the inadequacy of automated responses. For example, user T130 shared their difficulties while using TEMU:

Before installing this app. Look up the info about the app. News says this is the worst app on Google Play...When you chat with the computer, it messes up the order. If you can get a person, they sometimes understand that it is going on. But most of the time they do nothing about missing items.

Based on the feedback from user T130 on the TEMU platform, several key points about the customer service experience can be summarized. First, users are unable to effectively communicate with the automated response system, which also misidentifies order details, indicating that the automated system is unable to understand and address users' specific issues accurately. Even when users manage to reach human customer service representatives, they still fail to resolve the issues. In the user reviews collected, there are only a few mentions of dissatisfaction with customer service among TEMU users, which may relate to user habits; most American users are accustomed to Amazon's customer service, renowned for its efficiency and excellence in timely addressing customer issues. However, it is important to note that TEMU has only been in the market for two years and is still adapting to new international markets. It is expected that both its automated and human customer service will improve to meet customer expectations in the future.

4.2.3 Customer Review Comparison: PDD and TEMU Customer Services

Both platforms employ automated response systems, and inconsistent customer service can erode user trust, leading to a negative experience. Moreover, TEMU's customer service infrastructure is built upon PDD's system, adopting the model used in China. However, PDD still needs to improve its customer service system to enhance the effectiveness and accessibility of its automated services, thus better addressing users' specific concerns and reducing user churn. TEMU should continue to evolve and enhance its customer service functions for international markets, adapting to the different requirements from those in mainland China.

4.3 Cheap Goods and Quality

As previously mentioned, both PDD and TEMU have adopted a low-price strategy to capture the market of lower-income users, earning them the label of "price butchers." Low pricing has become a hallmark of these two apps, but it also brings concerns about the quality of the purchased goods. After all, "you get what you pay for," and the two applications have received mixed reviews regarding low-priced products and their quality.

4.3.1 Cheap Goods and Quality Reaction on PDD's Customer Review

In the analysis of the operating models previously mentioned in Chapter 2, it was noted that the pricing strategy of PDD is highly attractive to consumers. Many users choose to shop on PDD after comparing prices across different platforms. PDD aggregates homogeneous orders, bringing together a large number of consumers with similar shopping needs, which generates substantial order volume and compensates for the price reductions sellers make. Among the consumer feedback collected, many individuals who identify as college students express their gratitude for PDD's affordable pricing. For instance, user P7 wrote:

As a loyal university student user, after using this for two years, I absolutely must leave this review—it's truly fantastic...Moreover, the prices here are indeed more affordable, making it more accessible for everyone. In summary, my family all insist on using this!

As a group of students with lower incomes or relying on their families for financial support, PDDs are able to meet their shopping needs well. For example, users of P62 believe that:

As a student, I genuinely think Pinduoduo is pretty good. I buy small items like stationery, pen refills, earrings, and planners, which are indeed affordable...While Pinduoduo is seen as sketchy by many, we should choose items that are both inexpensive and trustworthy. If you know that some items on Pinduoduo are problematic yet still decide to buy them, you're not only buying those items but also buying frustration. It's really just asking for trouble.

From the feedback of these two users, it's clear that PDD has a significant appeal to specific consumer groups. Despite occasional quality issues on the platform, the low prices often make these less of a concern for many shoppers. When selecting products, users who opt for reputable suppliers offering both competitive prices and quality can indeed find satisfactory goods on PDD.

Additionally, many users recognize that the risk of purchasing counterfeit goods exists in online shopping regardless of the platform, including Taobao or Jingdong, where incidents of fake products and poor-quality goods still occur. However, the affordability of PDD's items means that even if a counterfeit product is purchased, it doesn't cause significant distress. With PDD's increasing regulatory efforts and improvements in service quality, more people are transitioning from being skeptical and dissatisfied to reaccepting and trusting PDD. For example, user P82 initially became disillusioned with PDD and uninstalled the app but returned after several years. P82 now believes that shopping on PDD is very secure, and the quality of goods has improved considerably, even surpassing some of the established shopping platforms: “*Some people keep complaining about the poor quality of Pinduoduo products, but honestly, have you ever considered the quality of the items you buy on Taobao?*”

Considering all the reviews, it can be summarized that PDD's affordable products are a double-edged sword. For users focused on practicality, the quality issues with PDD's

products can be overlooked due to their low prices. However, for consumers who place a high value on product quality and adhere to the belief that "you get what you pay for," PDD may not be the best choice.

4.3.2 Cheap Goods and Quality Reaction on TEMU's Customer Review

The analysis in the previous chapter highlighted that most of TEMU's suppliers are from PDD Holdings in China, which leads to a mixed quality of products. This situation is difficult for overseas consumers who are particular about product quality. For instance, user T20 expressed significant dissatisfaction, stating, *"Don't order from here! At least half the items you receive are complete junk and will go straight in the trash."* Many other users who left negative reviews echoed this sentiment, noting that the images on TEMU do not reflect the actual quality of the products received. User T83 mentioned, "Photos rarely show the true quality." Most users believe that the product images displayed on TEMU are misleading and differ significantly from what is delivered.

Additionally, some users highlighted the long delivery times on TEMU, often waiting over a week or more to receive their orders, which greatly diminishes their shopping experience. Some, like user T21, compared their experience unfavorably with Amazon Prime, noting, *"Some items are cheaper on Amazon and if you have Prime, then you get your product in two days."* This user also shared a negative experience with receiving orders, where 80% of the products from TEMU arrived damaged or were lost in transit.

As of April 11th, the Better Business Bureau's official website shows that there have been 2,050 complaints from U.S. users about TEMU in the past three years, with 1,815 of them resolved. The majority of these complaints were about product issues, totaling 642 product-related complaints. Therefore, the overwhelming majority of U.S. users strongly believe that TEMU needs to ensure the quality of its products.

However, with the increasing cost of living and inflation, U.S. consumers have gradually begun to embrace the affordable products offered by TEMU. The majority of user reviews collected indicate that many have found desirable products on the TEMU platform, which excite them and are tolerable despite minor flaws and imperfections, especially since the prices are highly competitive compared to other platforms. Many users who have left positive reviews suggest that others carefully vet the products they wish to purchase. For example, user T18 advises:

I suggest you always read reviews, review pictures, and look at item descriptions. They are good about refunding money if a product is missing or damaged during the shipping process. Great prices, unique items. Something for everyone!

In conclusion, TEMU still needs to further improve product quality and supplier standards, as overseas consumers increasingly expect high-quality products and enjoyable shopping experiences. TEMU should continue to optimize its logistics and shipping processes. These measures will help to enhance customer satisfaction and brand reputation, thereby maintaining its competitiveness.

4.3.3 Customer Review Comparison: PDD and TEMU Cheap Goods and Quality

Firstly, both PDD and TEMU have encountered user complaints about product quality, indicating a need for both platforms to enhance their vetting processes for supplier product quality. For e-commerce platforms, the quality of a supplier's products directly affects customer satisfaction and platform reputation; thus, strengthening product quality control and supplier screening is key to enhancing user experience.

Secondly, due to cultural differences, consumers in Mainland China tend to have a higher tolerance for product quality issues compared to overseas consumers. This is partly because, given the very favorable pricing, Chinese users might overlook some minor quality

issues. However, American consumers have higher expectations and demands for the quality of the products they purchase, which can lead to unsatisfactory user experiences in international markets. As mentioned earlier, PDD and TEMU's strategy focuses on low pricing, attracting a large number of users looking for cost-effective goods, mostly everyday items. Both platforms struggle to meet the broader user base that demands higher product quality and better logistics.

Lastly, user reviews for PDD and TEMU also reveal user-developed strategies for utilizing the platforms to ensure as satisfying a shopping experience as possible. These strategies include carefully reading product reviews and checking the ratings and qualifications of suppliers before making a purchase. Such practices help users filter out higher-quality products, thereby reducing post-purchase dissatisfaction and complaints to some extent. TEMU's management should focus on improving product quality to better adapt to the consumer culture of overseas markets.

4.4 Conclusion

In this chapter, I have reviewed user reviews for TEMU and PDD, meticulously discussing the design of their gamification strategies, customer service, and users' attitudes toward cheap goods and quality. The majority of negative reviews closely revolve around the gamification strategies developed by PDD and TEMU. Overly complex scripts can confuse users, not only failing to provide proactive interaction but also becoming a hindrance. Therefore, PDD and TEMU need to further optimize their interface interaction modules, simplify script timing, or provide a function to close popup ads with one click, reducing unnecessary interactions and returning control of the app to the users. Additionally, in their gamification measures, PDD and TEMU should enhance the transparency of their algorithms,

allowing users to better understand the marketing activities they participate in. Deliberately concealing data-driven strategies will not aid in fostering user loyalty.

Secondly, PDD and TEMU should establish a more effective customer service system, strengthen supervision over supplier product quality, optimize logistics systems, and the process for returns and exchanges to meet the increasing expectations of users. For overseas markets, particularly those with high-quality standards, TEMU needs to adjust its product strategy to ensure that the goods offered meet the expectations of local consumers. As the user base grows, TEMU should optimize its products, offering a range of verified high-quality goods to meet the consumption needs of different market consumer

Conclusion

In this thesis, I have conducted a study on PDD and TEMU using the walkthrough method. This approach has showcased the inner workings of these two applications and their innovative interactions with users. It also examines how PDD Holdings introduced TEMU, a product with distinct Chinese e-commerce characteristics, into the U.S. market. Despite the cultural differences, TEMU has managed to significantly influence the U.S. market. Through a systematic comparative study, the visibility of TEMU in a complex media environment has been enhanced. Using PDD, which has seen tremendous success in China, as a point of comparison, the contrasts drawn allow for a clearer observation of the cultural attempts made by media to adapt and enhance interactions across different cultural backgrounds. This thesis, to some extent, fills the overseas gap in research on the Chinese e-commerce medium of PDD and showcases TEMU's endeavors in the U.S. market, along with their similarities. Many of TEMU's operational strategies, marketing activities, and user demographics fundamentally reference PDD's successful path to penetrate the market, aiming to cultivate a broader overseas user market. If circumstances permit, it is anticipated that in the next three years, TEMU will secure more advertising orders and gradually shift from loss to profit.

This thesis reveals the "virtual and real" intertwined new spaces that PDD and TEMU aim to create through their social gaming and gamification measures. PDD and TEMU are not merely shopping platforms but represent a new type of shopping method with various entertainment and social functions, carving out innovative ways for platform-user interactions in the virtual space. They penetrate users through the strategy of "social + e-commerce + gamification," thereby developing strong user relationship chains. Both PDD and TEMU utilize users' social networks for promotion and provide emotional value through gamified methods. This innovative interaction model between virtual game tasks and real-world rewards reshapes the connection between the virtual world and the real world through

gamification. In their leisure game modules, users, while playing games, are inevitably led by the system to browse through different categories of goods to achieve the preset game goals and tasks. Thus, user entertainment behavior transforms into a connection with goods, and with the stimulus of discounts, purchases are easily made, subtly influencing users' subconscious buying behavior. Such gamification schemes can stimulate consumer enthusiasm, deepen user engagement, and significantly enhance customer loyalty, further expanding corporate profits. According to the findings of the thesis, TEMU and PDD provide significant insights for future program design. They offer not just shopping functionalities but also integrate entertainment and social features. As network infrastructure improves, user attention will become a primary resource in app competition. Possessing a variety of functions and interactive means will aid companies in creating economic value, which is a beneficial aspect for them. However, practical exercises also expose the exploitation of user experiences and social circles by PDD and TEMU's gamification. Specifically, the behavior of deliberately concealing game progress from users can also cause frustration. This thesis reveals the attempts by PDD and TEMU to cultivate user behavior, trying to enhance the entertainment value of online shopping and influence users' acceptance of product advertisements through various gamified ways, to encourage users to spend more time receiving advertisements and increasing their in-app stay time. Both capitalize on fragmented time, and the reality is that only a minority of users who complete the games receive real rewards, essentially constituting a form of electronic exploitation by capital.

PDD and TEMU emphasize the tremendous potential value of social relationships. In the dynamic internet environment, they make consumers feel profitable by subsidizing products, willingly using their personal space within social relationships to subsidize the company and carve out market territory for the application. What seems like simple sharing on social platforms gives TEMU and PDD more exposure and discussion heat in the network

design. Essentially, PDD and TEMU are internet products, thus possessing the characteristic of interacting with users in real-time. Unlike traditional media scenarios where users are passive receivers of information, only passively receiving advertisements and information, PDD and TEMU fully utilize the interactivity of social networks. They use entertainment methods to reinforce the desire to click and share every time, encourage user interaction with products, and deepen the impression of the brand and products in users' minds during the process of enhancing user experience. The low cost of online socializing, relying on dynamic network infrastructure, and real-world culture of human relationships all assist in the growth of TEMU and PDD. This is a design that other shopping platforms lack or have not valued.

Furthermore, this thesis also introduces national-level influencing factors, showing how TEMU and PDD also display the competition between nations to some extent. Amid tense international situations, some internet enterprises with Chinese backgrounds developing in the U.S. will inevitably face more scrutiny. The TikTok ban or sale saga is a vivid example. The U.S. government has repeatedly emphasized the national security threat posed by TikTok, yet there has not been concrete evidence proving TikTok would leak private data. Nevertheless, it has been subject to continuous scrutiny by the U.S. government and has repeatedly become a focal point of discussion in American society, even sparking protest movements. Although the TikTok scrutiny hasn't affected TEMU yet, the sensitive discussion about data security and national security concerns it triggered will also impact users aware of TEMU's true nature as a Chinese enterprise, possibly causing societal-level data sensitivity or "data phobia" effects. This could be a direction for future research.

It is important to note the limitations of this thesis and directions for future research. This thesis used the Walkthrough Method to systematically investigate the two applications. The data generated by the survey can only represent the platform data and activities between January and April 2024, without deeply analyzing users or directly collecting usage data from

TEMU and PDD users, thereby creating some differences. This study could not cover all aspects of the application's use process comprehensively, focusing mainly on the gamification measures, innovative e-commerce, and media strategy of social relationship fission of PDD and TEMU. Future researchers could conduct field data experiments and qualitative interviews, delving into whether users feel annoyed by TEMU's gamification measures or are driven to use TEMU more willingly. Future research could also revolve around users who have used PDD in China but continue or cease to use TEMU after moving to the U.S. for work, study, or family reasons. This particular group, having used both applications, can reveal more about the technical intricacies within the apps and cross-cultural adaptability.

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Appendix A: TEMU Google Play Store Customer Feedback

| Code ID | Original ID | Time | Comments from the Customer | Rating |
|---------|--------------------------|---------------|---|--------|
| T1 | Antonio Vidro | March 22,2024 | They have games that are impossible to win when they move the goal further and further away. It's not fun, and it's not fair. The items come in a reasonable amount of time, considering they're coming from overseas. But they are often bent or crushed. Not enough to completely damage but dent, yes. A light fixture I received was broken and a glass was shipped, and I did get a refund. I would like things packed better. And some items can't be delivered to my address which makes little sense. Fix it. | 2 |
| T2 | Temu Coupon- APL21552 | March 23,2024 | Enter Coupon in temu profile to get \$100. The temu's a best store, But after the most recent update, it is normal. Quality is too strong, and other shoppers get unrealistic perfect shots. The hp for different guns and bullets has been changed and no longer as accurate as it was. When you watch the replay of the kill, something doesn't look right with how the shot was achieved. Parachute button changes between two different locations. Slow at switching weapons. Losing interest after this update | 3 |

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|----|------------|-----------------|---|---|
| T3 | Wedigoaway | March 21,2024 | Used to be better, all of a sudden the order minimum went from \$15 to \$20. They also have some dumb game 'fishland'. Huge scam, you're never going to get your two cheap trash items unless you have 500 friends you can share to. Used to be a half way decent app but at this point you might as well order off Amazon. At least they don't waste your time. | 1 |
| T4 | Emily Rose | January 21,2024 | It was fine at first but then they keep spamming you with "turn on notifications!" And they change the amount of stuff you can buy. They added a \$10 minimum and now it's a \$20 minimum when I only have less than \$8 worth of stuff in my cart. I wanted \$20 worth of stuff I would've added it. It's a scam to make you spend more money and it's seriously disappointing because I actually enjoy the cheap little items they sell even though most of them are fragile and cheaply made, | 1 |
| T5 | Robin Wenz | March 20,2024 | The deals are incredible and really worth taking a look through. It's very addicting I warn you! That allows me to have the things I couldn't afford before. Most of Temu products are first-hand quality products. Once in a blue moon you might get something of a dud, but it's easily returned or refunded. Shipping has been 2-3 weeks. Con: game to invite friends are a rip off! Stay away from them! It takes well over \$3k spending to win the gifts you can buy cheaper! it's like a pyramid scheme! | 4 |

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|----|-----------------|------------------|---|---|
| T6 | Christie French | March 13,2024 | When I first started shopping with temu it was great got a of promotion discounts, but after I ordered a couple things I stopped receiving the same discounts. Like the box they start you out with 3 and then they only give you 1 and then none. I use to give temu high praise to people so that they could get the deals to, but now that this is how they do things I don't see the point. Also if you try to win free stuff they make it impossible playing their games. | 3 |
| T7 | Kim Schauer | March 30,2024 | I love the app. I love the prices. I don't like being constantly harassed about losing the credit that I have. It reads that credit never expires so back off please. I'm unable to use it right now, I feel like a way to leave feedback within the app I could have written this without the public having to read it also | 4 |
| T8 | Jewelee Bunker | February 25,2024 | Temu is great! Cheapest prices, even without coupons for good quality items as Amazon, for half the price. Shipping takes about 3 weeks for me & their packaging leaves a lot to be desired, but they give refunds for damaged or missing items. These games take at least 3 months to get the free gifts, so I just think of it as a daily game I play that takes about an hour of my time. They do bombard with notifications, but they can all be easily turned off. The good outweighs the bad! | 5 |

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|-----|-------------------|-----------------|---|---|
| T9 | Michael Kairewich | February 3,2024 | Listen,Temu.Ican't even get into your app topurchase items because you just KEEPBOMBARDING ME with your "deals" that even say atthe bottom are programed to land on the result.iust want to look at your items, but instead l have toclick through 3 spinning wheels, 2 presents, andcan't just look at what I'm trying to buy. It hasprevented me from buying anything from you for awhile now, because it's a task iust to get on your app. We all get it, some items are 90% off, but l don'tcare! | 1 |
| T10 | Erica Barduca | January 19,2024 | Always get my items but get free things etc etc andnever get options or them.Other than that, there areno issues yet. Also, funny how they know the exacttime.l pick up the phone in the am. Not open it, justtouch it, andl start getting notifications. Makes meneryous.Shipping takes a while, too, but l get mystuff, and it's always good quality. | 4 |
| T11 | Trainer Paul | April2,2024 | I have purchased from TEMU, I have also returnedan ltem in Mexico. I can say the TEMU has done agreat job with both sale -tracking your package untiit's in your hand -and returning an item. Not only forUS shipments but also In Mexico. The shippingtakes the same amount of time for other selers thathave overseas items. But they stand strong in theirwords and especially what they will say they will dothat's says a lot ! Thank you TEMU for a greatexperience! | 5 |

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|-----|--------------------|---------------------|---|---|
| T12 | Coda B | February 13,2024 | The mini games are a complete scam. If you're justgoing to buy a couple things, then you can find themfor cheap, and shipping speed isn't too bad. But ifyou activate a 70% off coupon, then they'll raise theprices of items by 70%,so it ends up being thesame price.And the fishland mini game is designecto not be beatable,it wil progressively give you lessprogress until you get .001% per click | 2 |
| T13 | Charcole "Daisuke" | 2024-02-03 00:00:00 | You have the illusion of "free items" but you'l justend up paying for it. Let me be clear: NOTHING isfree, just discounted. And the little games thatadvertise themselves as winning "free" stuff requireyou to jump through a bunch of hoops to progress,either by inviting, browsing, or buying.i'm just gonnatell it how it is: it's a scam.They intentionally slowthe progress it takes to get the items and/or forceyou to invite people,and sometimes it doesn't work | 2 |
| T14 | Angel Jones | January 15,2024 | The wishlist feature is great, but it really needs away to organize it; maybe by category? Also,products often get discontinued before you can buythem, but they don't show you a picture of them, soit's hard to tell which one got discontinued so thatyou can choose a replacement. Some of my stufhas been good products at good prices, but a fewhave been really flimsy. Everybody's gonna havethat; they do refunds with money back Or TEMUcredits.I like that. Overall, a pretty good experience. | 3 |

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| T15 | Travis Nobles | March 2,2024 | This is the most annoying app I have ever used. Anytime you touch ANYTHING, it throws a bunch of adson your face,to the point where it because tedious to even search for a single item. Click back, that's an ad, search, ad, click on something, ad, go to your cart, ad, open the app, ad, touching or doing basically anything in this app results in many pop-ups back to back. It's nearly impossible to get around in this app because of that. Have to uninstall. | 1 |
| T16 | deborah case | February 5,2024 | Waste of time!! It constantly pops up with chances to get more discounts with a spinning wheel so much so you never make it to the end of your shopping purchase. Plus when you search for an item, it offers it at a certain price but when it takes you to it the price is not the same, it's usually higher!! So unless you want to spend unlimited hours per day searching for these so-called "special bargains" avoid this app | 2 |
| T17 | "Old Salt" | January 23,2024 | It might be addictive but getting tired of ordering items and not getting them. I can see when they get the funds for the items ordered (payment is made via an electronic funds transfer or EFT) and they are normally receiving the funds in less than 1 minute after clicking on the "complete order" button. However, anywhere between 30 minutes to an hour receive notification that some of the more expensive items are out of stock. Yet, I never see a refund for these items nor do I receive them. | 1 |

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|-----|-------------------|-----------------|---|---|
| T18 | Crystal St Pierre | January9,2024 | Takes about 3 weeks to get packages.Purchasesare a hit or miss.Sometimes you get somethingthat looks nothing like the items picture.Sometimesyou get a really great quality product.I suggest youalways read reviews, review pictures,and look atitem descriptions.They are good about refundingmoney if product is missing or damaged during theshipping process.Great prices, unique items.Something for everyone! | 5 |
| T19 | Michael Smith | January 20,2024 | It was a good app but then they started doing thingslike showing a price but then when you click on thelisting,the price is exponentially higher. Or the pricechanges after you put an item in your cart. Bait andswitch, the shell game, it all boils down to beingdishonest. Theyjust gave me three coupons thatadded up to \$100 after I placed a \$50 order. Theywer for \$5 off a \$25 order, \$25 off \$75 and \$35 off\$100.The only problem, they all expired in 24 hoursPure deception!!!!!! | 1 |
| T20 | Janice Drabek | January 24,2024 | Don't order from here! At least half the items youreceive are complete junk and will go straight in thetrash.The pictures are very deceiving and they baitand switch all the time. They completely bombardyou with emails and notifications all daylong. Andthey no longer offer the save for later wishlistoption.Their customer service is useless. Bicheadache. Stay away!!! | 1 |

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|-----|------------------|---------------|--|---|
| T21 | Paul Garcia | March 17,2024 | Hit or miss on quality of products. It's like taking a chance. Some items are cheaper on Amazon and if you have Prime, then you get your product in two days. For some reason, 80% of my Temu packages get damaged or lost. Very poor packaging as well. They have also introduced these games you play for free bonus items where you get prize money you can cash in to use on Temu, but you never get anything for free. The game just keeps going forever and you never get to your target | 2 |
| T22 | Dandelion Greens | April 2,2024 | Fairly timely delivery, good response to issues, and fun merch. expect to get what you pay for. Clothing is fairly true to size, Only down side is that packaging is very haphazard, so certain items get damaged, but they are great about refunding. Lots of deals and regular coupons. Be sure to check spelling in previews bc if it's misspelled in the preview or is on the item as well, lol. | 4 |
| T23 | Goru Honar | April 3,2024 | Enter Coupon in temu profile to get \$100. AngelOne app is a good trading app with nice interfaces. I trade with it everyday but even then I manage to build or research something. I am not in a hurry so the pace is excellent for me. Moreover, if your plan is long term, then your strategy should be based on using more resources to get a better protection. I am like an Orc with high attack and mediocre defense but it is working incredibly well. So far, I like the game, no spending was necessary. | 5 |

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|-----|-------------------------|---------------|---|---|
| T24 | Ashley James | March 28,2024 | amazing app.even if you have problems or concerns the customer service is great. they have amazing deals and changing items al the time.llove it!. they follow through with what they say about orders arriving late and price adiustments.it's just an all around great app.l get stuff that should cost 40 or 50 bucks all the time for .01!mean come on.that can't be beat.love it.thank you. | 5 |
| T25 | Temu Coupon-APL21552 | March 17,2024 | Enter Coupon in temu profile for \$100. The temu is ok.It gets smooth as you use. They give offers so I would recommend saving those.My issue is the side apps from the main game. You will never beat it or get anywhere near close to finishing it because of the insane amount of energy you need to clear the land to complete the task. The same with the merge games.The overly redundant times you need to merge the items to get what you need is insane.You can just do it for fun,never completion. | 3 |
| T26 | Charlene | March 28,2024 | i truly like what Temu has to offer. However I get too many notifications through text message screen pop-ups and email.I like a shopping app that I can go in when I want to shop or look for a deal but to have it pop up all day long and use over 37 Megs of Cache Storage in under four and a half hours is Extreme. | 3 |

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|-----|-----------------|------------------------|---|---|
| T27 | Ryan Stewart | 2024-03-20 00:00:00 | Items are to be as expected cheaply made but cheaply priced perfect for toss away items that might get lost light sunglasses and a hat for floating down the river ECT. Rated 1 star because they just seem shady on their giveaway events making it impossible to actually get through what they ask you to do in order to get the free item or bonus amount off. | 1 |
| T28 | Courtney Austin | April 3, 2024 | It would really be nice if there was a different way to win the free prizes and stuff throughout the game instead of always having to invite a new user since pretty much everyone that wants to use Temu already does. Was a great idea in the beginning to get new users but now y'all need to come up with something else. Other than that love the app. | 4 |
| T29 | B B | March 14, 2024 | The majority of my purchases were good to great. A few fell short of expectations. Temu stands behind its merchandise and does refund if you are not happy with anything. I'm a happy customer. Updating to include that I have received everything I have ordered and when it's late they actually do give you a \$5 credit. Be sure you double check all measurements and actual price in your cart. Sometimes the advertising is misleading. Overall though, I am happy with purchases and prices. | 5 |

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|-----|----------------------|---------------|--|---|
| T30 | Gabe Quijano | April 2,2024 | Used to be a decent app, great prices with alot of options and prizes. It has slowly lowered its options prices have steadily increased and less rewards for all the money you put in. Now to get a few prizes you have to pay a monthly membership. I've gone from spending 300-700 a week to being picky in what and when I buy. Their loss. | 3 |
| T31 | Mitch. E | March 18,2024 | Updating in future: Read your products you are buying also check each picture to make sure you're getting exactly what you are looking for cuz it will tell you. Overall great app for cheap items (of average or below average quality). The games seem a bit rigged but I did manage to get a few free items after 30 mins a day for 3 months. Also did receive 1 damaged item, (over my 20+ orders) However the instant full credit back was so nice that I did purchase different items right after. | 5 |
| T32 | narutohinatalover4ey | March 29.2024 | Beyond happy with this app! I have gotten so many things for cheap but fantastic quality! I must have app! Perfect for buying for myself and wonderful for buying gifts for friends and family. So many deals everyday and fun to just browse. Affordable prices and wonderful products! Always recommending to everyone! Love my purchases and the rare time I'm not happy, they make it easy to return and fix the problem. The rare times that my purchase is late, they really do credit your account with \$5 | 5 |

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|-----|---------------------------|---------------|--|---|
| T33 | Temu Coupon Code-afg63127 | March 31,2024 | Enter Coupon in temu profile to get \$100.It's really pretty decent, runs pretty smoothly on any specification, but still has this occasional bugs of the app crashing either mid match, or iust barely getting into a match, or while searching for a match other then those issues it runs pretty smoothly and is definitely fun.Update: Dropping this to two stars because the constant crashing during matches is very annoying, especially when I'm trying to level up weapons, hope that gets fixed soon. | 3 |
| T34 | Temu Coupon-APL21552 | March 21,2024 | Enter Coupon in temu profile for \$100. If i'm being honest I got the pass because it was the temu app The fact that they added limited time abilities I really lost interest in it.It would be cool if games didn't do limited time things.When I play a game I'd like equal access to get all the items.I don't mind buying stuff but being forced to pay for it or else it goes away I have an easier time stop playing the game then I do trying to enjoy it. It's been a good like 10 years but it's ended. | 3 |
| T35 | Christine R | March 10,2024 | i dont want to waste 15+mins on scams, spinning wheels etc that pop up every time I open the app now. All games take forever.I played fish/farm land daily for 2 years and stil stuck at 3c/10c.dont even want the cheap items I originally picked anymore.& when I click on an item im interested in it starts blowing up with pop up FAKE games instead of iust showing the item.**Prices have weni UP, quality has gone waaaay DOWN.** Its not what it once was at all! | 1 |

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|-----|-------------------------------|---------------|---|---|
| T36 | Angela Whysong | March 27,2024 | I'm finding lincreasingly difficult to only buy what lwant without being forced to add items just so l cancheck out.lthought i'd found a workaround byleaving items in my cart to be selected during thefaux 90 percent off sales, but that's no longerworking.In fact, it now feels like those things arebeing withheld from the available selection.Alsoitems that l've already purchased are remaining inmy cart. | 3 |
| T37 | Dalym | April 2,2024 | the prices and deals are pretty competitive, butdiscounts often require you to spend up to athreshold, typically \$15, but sometimes higher. Ifyou're OK with that, then there are a lot good dealshere.If you want to buy herelrecommend saving tospend a large sum at once instead of smalpurchases here and there.However, you want tospend it in the credit back section so that way yolget 15% to 30% back depending on if you're lucky | 5 |
| T38 | Temu Coupon Code- APL21552 | March 17,2024 | Enter Coupon in temu profile section to get \$100It's top on affordable items online store to accessbut it's really chintzy with coin payouts. It gets veryexpensive" to plav each round and even when youwin, you don't always recoup the base cost (younever recoup the costs if you choose to "buy"extras).lappreciate that they want people to spendreal money, but clearing alevel should at leastconsistently get your "buy in" back. You iust hit apoint where each round costs too many coins | 4 |

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|-----|----------------|---------------|--|---|
| T39 | SB | March 29,2024 | i shop a lot on Temu and I'd say the best things to buy are their home & kitchen items. It seems like everything else can be inaccurate as far as clothing size, shoe size, etc. You'll definitely be taking a risk's the convenience and discounts I like. shipping is usually pretty fast and they are good at providing refunds on poor quality items. so 3 stars is fair. | 3 |
| T40 | Chuck Seefeldt | March 23,2024 | I saw a Labradorite I like, and I clicked on it interested. The wheel for discounts spins, and I hit 100%, yeah, whatever, and then another wheel spins x4- so basically, now I have a "free" item with "free shipping from the app. So, I downloaded the app and went back to the item I wanted. Yep, everything changed. Now free is \$15.99! Took me back to 9th grade business law class in high school 1976, and was educated about this scam referred to as bait and switch. Temu is BAIT AND SWITCH. Bye! | 1 |
| T41 | Miss Red | April 3,2024 | Like the competitors, but better! 95% of the merch is EXACTLY as specified. shipping is relatively quick, within 2 weeks. The games, coupons, etc. are great since you can actually win the cash and free stuff they offer. They just take quite a bit of patience, and dedication to get the prizes. overall, I'm in love with this app! | 5 |

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|-----|------------------|---------------|--|---|
| T42 | Samantha kogers | March 24,2024 | Do NOT play Fishland.It is 100% a scam and awaste of your time!It seems completely achievablein the beginning, but at the end when you have\$0.07 left to win, it takes 115+ feedings, 650g offood to get ONE fish to 76.4%.Seriously. Don'tbother. Just buy the cheap items, cross your fingershope for the best,and don't play any of their gamesI did get 1 free item from the game but the hours ittook, lshould have iust paid the S0.98 for the stupiditem. | 2 |
| T43 | Gv Gv | April 1,2024 | Works well for my Samsung Galaxy Ultra S 24 noissues or bugs so far! My only complaint is that youcan't enlarge/zoom in on the item you're viewing.Itis BERY straining on the eyes. Also, there should bea categories list to narrow down your search.I haveto mindlessly scroll through women's underwearwigs/extensions,and iust iunk i'm not interested inThiscwoild be a great help to your users of the app! | 4 |
| T44 | Topaz San Felipe | April1,2024 | I'm happy with TEMU. A REALLY great deal uponsigning up, and frequent deals constantly arriving.the qames are tedious at times and the sharing canbe an over kil(but ldon't like to push this way sothat's just me) the products are arriving a LOT fastethan they did a couple years ago, so that's a plus.ljust hope the sellers are happy with the company.'m thrilled to find qreat deals and the product hasalways(so far) been exactly as you see it in thephotos. | 5 |

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|-----|-----------------------|---------------|---|---|
| T45 | Pequeña Esposa | March 28,2024 | Legitimately a scam. You have to pay 20 USD minimum now where it used to be 10 to get anything and they offer absolutely no package protection in the case of a theft. The prices are iustas expensive as Amazon now(excluding jewelry that's pretty cheap) and they don't even have a good selection. I just got a credit thing and I only get maybe 1 USD credit per DAY and I still have to pay 20 freaking dollars every day for a week to get it? Just 6 bucks credit. Disgusting scam. | 1 |
| T46 | Temu Coupon- APL21552 | March 21,2024 | Enter Coupon in temu profile to get \$100. I'd say it's best app if there's no bugs. First of all, the game crashes any time it is totally random it happened a few times when I clicked on the map. Secondly, the lagging is extremely frustrating it does this on wifi and data it simply puts you off from playing. Another thing is that I purchased a skin and never received the skin even though units were deducted from me. Other than these issues, I would say it's a great game to play. I hope it improves | 3 |
| T47 | Shawna Jones | March 21,2024 | I really like Temu and I was surprised with the prices love the free shipping and their return policy..I'm not a huge fan of online shopping. I like to touch and feel before purchasing. I'm also a big fan of the 30-day price adjustment policy! I get so annoyed when something goes down right after my purchase. I am at ease with knowing that you can go back and check it, and all you have to do is hit the button. I have had a few | 5 |

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|-----|--------------|---------------|---|---|
| | | | misses.However, my hits outweighthem. Still loving TEMU! | |
| T48 | Iva Hardesty | March 25.2024 | I bought a multi too pocket knife.It has a canopener and it doesn't work I even sharpened it and itdoesn't work worth shucks.Even someone else lknow tried it too and wasn't impressed. This personhas more hand strength than me and they had ahard time. They used it and got half done with a canthen it got too hard to use. They then had to swap toa regular can opener.It miss shaped after the firstuse. So, if you want items that are in perfectworking order I don't recommend Temu. | 1 |
| T49 | Karma Xavier | March 11.2024 | sift through the garbage and you'll find some decentdeals. don't buy the first item you like. you'l usuallyfind it cheaper further down. also add things to youicart and let them sit for a bit.they'l send discountson random items in your cart.(don't bother with thegames or "free" prize things.they just keep movinggoal post to get anything. | 5 |
| T50 | Brezzy | April 2,2024 | I like the app, and I've made 2 orders so far, but youguys push too hard in order to get the free gifts.lget a few shares so you can cut off a few bucks, butnot everyone has people who are new to the app.'ve tried about 5 times and was unsuccessful eachtime.plus,when getting closer to the goaltheamount goes to decimals, which is not a good signfor apps.Also,I noticed the minimum checkout pricehas risen to \$15 now,Sometimes,iust want to buywhat lneed n.t other stuff. Please fix! | 2 |

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|-----|-----------------|------------------------|--|---|
| T51 | SR | 2024-03-26 00:00:00 | Not a horrible app, I have found some cool stuff for pretty good prices. But their coupons are kind of a scam, they entice you to shop with coupon "bundles" which are amounts split into separate coupons. \$50 off \$300, another \$50 off \$300, \$30 off another \$200.. and so on equalling your total coupon, so you can see how your totals to get the total coupon really add up. You really only get a total of 30% off the total with it all added up | 1 |
| T52 | Carla Augustine | March 29, 2024 | I shop A LOT on this thing. About 75 percent of the things I am satisfied with. It's cheap so what do I expect lol. When I order certain things in large, I get small. So most things I am very unsatisfied with because it isn't what I ordered. However.. if you're unsatisfied they do give you refunds that you can choose between credit or they put it back to the credit card you used. I guess it's a win win. | 5 |
| T53 | Dan Muscolino | March 20, 2024 | I have spent \$1000s with Temu. Any issues while minor have been resolved immediately and usually with credit, and without having to physically return the item. Nearly everything I've gotten has been of VERY good quality, and am currently using or will use in the near future. The pricing cannot be beat. The customer service is second to none. (A lost art these days). Again the quality of the products is excellent. Keep up the great work Temu. Thank you | 5 |

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|-----|--------------------------|---------------|---|---|
| T54 | Temu Coupon- APL21552 | March 17,2024 | Enter Coupon in temu profile to get \$100. Good!This app is so wonderful. However I do have a fewproblems.1.When I play with my stylus, the gamewill sometimes not move and I will die. 2. There aretoo many ads.There is one every time after I dieEven when I say no to watch an and ad to revivemyself, it still shows me an ad anyway. 3.Sometimes when I try to exit an ad.it takes me tothe play store or website of the ad. This qameneeds some fixes but other than that, it's pretty good. | 3 |
| T55 | Rupesh Kalu | April 2,2024 | Enter Coupon in temu profile to get \$100.TemuAppis quite a bit of missions to complete and for themost part they are pretty good with giving freecoupon bundle.But after shopping for over a yearhave pretty much hit a rock.I am not good or skillecenough to win the super challenging levels and I don't have the characters to win manylevels.Sojust keep playing the same levels over and overoccasionally do summons to possibly get goodcharacters and frankly it iust becomes boring | 3 |
| T56 | Mohan S | March 27,2024 | Excellent products with so much savings. Need toread description carefully, else may end up with aproduct of unexpected size and configuration. Theysell same product of different quality but they looksame.Refund is easy and no issues. Edit :of latethe quality of the products are not that great.I hadto return most of them. The products that they offerfor 99 percent discount are also defective. Not sureif this is issue with sellers or temu itself. | 3 |

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| T57 | Dorothy "Dot" Woods | March 30,2024 | Most of the items I've ordered have been truly greatandI have reordered them.However, there were some that I was not completely satisfied with, andthis is the case even when I go to a departmentstore,Some of the items need a full-scale view fromfront to back,and some materials appear to be onetype, but when ordered, it's a different typeOtherwise,I love Temu's products. | 4 |
| T58 | Brenda | April 1,2024 | WAY too many notifications! Geez, I can't even try totext someone or a notification pops up andinterrupts my typing or ANYTHING I'm trying to doon my phone it nearlyimpossible because of theRidiculous amount of notifications from this appIt's seriously overwhelming. Does it matter howcheap stuff is on this app? It's hardly worth itdealing with all the notifications. I've never seenanything like it | 2 |
| T59 | alan Kent | March 22,2024 | There are 2 "games" in the app. The items I opted toacquire were all discontinued while I was stilplaying.Both start off with quick accomplishmentsbut after playing for weeks on end,the gainsbecome minuscule at best. So much time elapsedthat Ilost items that I would have bought out righthadIknown.There is nothing comparable on thesite to substitute.I feel royally screwed. | 1 |

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|-----|-------------------|---------------|--|---|
| T60 | R Moss Brannon | March 29,2024 | The most recent update shows that whoever is running the app development team was asleep during their freshman class about software quality assurance. Ever since the most recent update, the app is very laggy on my Pixel 7a (when I tap on a variety of actions, like watering a tree or adding something to the cart or tapping to see more information about a product, there is a 15 second delay during which absolutely nothing happens). | 3 |
| T61 | Robert | March 29,2024 | It's a great app for getting cheaper prices on stuff but I can't stand all the pushy ad's...and I would not recommend playing the games for "free stuff" it's not free stuff if you have to drive your family and friends crazy with all the invite messages and the constant pushing to buy more stuff...after I played the games for over a month, I quit because it was becoming more difficult to get what you need.. | 3 |
| T62 | Crystal Sixkiller | March 18,2024 | Most stuff I've purchased was for a pretty good price but I've gotten some things that aren't as good as they say they should work or fit some things might shock or disappoint you because of the picture they show then it ends up being so small or so flimsy costing you over what it's worth. so it's a gamble to order but so far I've been happy with my purchases wasn't too happy with just a few and one order was lost but appreciated them for giving me a refund. The discounts given help out a lot. | 4 |

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|-----|----------------------------|---------------|--|---|
| T63 | Sudhina Sidana | April1,2024 | Enter Coupon in temu profile to get \$100.Temu hasa ton to shop. The biggest style is the ENDLESS cutscenes.There is no way to get through it and theycan be like 1 min with constant tapping to skip!!! Althe endless cut scenes make me terrified to trudgethrough the main story because I'll have a fun 1 minbattle, then be punished with a lack of energy and brutal15 min of cut scenes.Everything else in thisgame is amazing though.If you don't suffer fromADHD then it's probably 5 star. | 5 |
| T64 | Temu Coupon Code-ach789866 | March 25,2024 | Enter Coupon in temu profile to get \$100. Thetemu's interfaces is highly understandable, I'm gladthey added many useful features and the mobilecontrols are decent(although luse controller)However, some aspects of the apps feel a bitunpolished, like the lack of settings or practicegamemodes and especially the graphics. If yourplaying on what could be considered a low enddeviceIwouldn't recommend getting this game asthe graphics look like your playing in a really lowresolution. | 3 |
| T65 | maggir ramirez | March 30.2024 | I love that you can pay for everything that has agood price .The only issuei have is The whole turncredit and free gift take a shower. I've been playingit for almost a whole month and it's hard to play itdon't know why they came up with the game in orderto earn that ast bit point you can never win.It's notworth playing it or send it to other people becauseeveryone already have it | 5 |

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| T66 | Lionhearted | April 1,2024 | It's not a horrible app. I've found many things here. Some were well worth it, and others simply weren't. It's also good to compare prices on other apps or websites as sometimes the prices are pretty similar if not a little more based on quality and quantity. The things I hate the most are the clickbait and "free gifts" that try to reel you into spamming your friends and family in hopes you "win" free items of your choice. Also, the fact that this app requires unnecessary permission and access | 2 |
| T67 | Misty Miller | March 24,2024 | I got sucked in with the fish game but keep losing progress and no even close to my free items. Doesn't seem worth the time I've spent trying. Should've just bought it and saved my time. I'm satisfied with 90% of what I've bought. Return/missing items are tricky if you order multiple packages and some may not fit or didn't arrive. So would advise ordering one package and waiting until it arrives and find out what fits before making another order | 5 |
| T68 | Calaina | March 31,2024 | Dec 2023: A bit pushy with the ads and very solicitation based, as in please spam your friends, but overall a ton of great stuff at great prices and shipping time is not bad. And free. Low price doesn't always mean junk stuff, I've been very amazed for the most part! March 2024: absolutely still true. Seems like prices are not as great as they were when I was a new user but still great and lots of unheard of deals. Worst part about Temu is overselling! So many gotta haves!! | 5 |

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| T69 | Valorie Jones | March 31,2024 | some things are hard to figure out.I thought I was getting a patio umbrella.i'ts just a cover. Otherwise the products that I ordered that didn't work out that thought were free.I was charged for but got credit.It's hard when Temu tells me I can pick free items up to 3, and I pick the items, and they just get lost in my ordering process. | 4 |
| T70 | Jaren Haycock | March 21,2024 | I am giving Temu 4 stars because the app has great items at great prices, and if you have issues with damaged or missing items refunds are easy, but customer service is horrible.It is all people who barely know what they are doing and they don't ever seem to understand the app themselves. They do not have any American Customer Service Representative's that actually knows what to do. If you have no issues it is great otherwise.Excellent items, great variety, all at a great price. | 4 |
| T71 | Brandie Biffle | March 16.2024 | So 2 stars because I've purchased quite a few things from Temu and they've been legitimate.Until the last 2 weeks or so, the app has been relatively ok with not throwing up the "Spin to win" or "Enable notifications to get _" too much. It's slowly gotten worse.Nowadays, after EVERY SINGLE THING I add to the cart, "Enable notifications" pops up. This is EXTREMELY annoying and it's pushed me to decide Shein is a better option to purchase a similar item.Uninstalling if this is not fixed. | 2 |

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| T72 | Temu Coupon Code- APL21552 | March 23,2024 | Enter Coupon in temu profile for \$100.I feel like itson best. It's amazing, but iust too slow.il noticedeveryone else is ALSO having graphics issues anoto add to that, was playing arena breakout at ultragraphics on this device, but for some reason. onlythe low graphics setting is available on this gameThe graphics are terrible and very hard for me toplay with.Please fix this.I can't select any othergraphics mode except low. Other than that, honestly,it's a solid aame.Needs work | 3 |
| T73 | Dolores Cheatom | March 30,2024 | They have eclectic, affordable, quality items thatyou won't find all together in one spot. Shipping isgenerally free and definitely quick>Returns/refundsare easy to do and you are credited back in a decentamount of time with no hassle.TEMU also will giveyou a price adiustment on your purchase up to 90davs after if the product that you purchased goesdown.Piggyship is the only problem that I have hadTEMU's customer service has been great so far intrying to help me with that problem. | 5 |
| T74 | Ricardo | March 14,2024 | Doesn't give you a real idea about the size of theitem and they rarelylook like what is shown. Andmisleading idea of how the coupons work and thecredits you get after purchases is ridiculous.2cents? It costs more to apply it than it's worth. Oftenget the wrong size and then you have to pay for the label to return the item. Good luck! | 3 |

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|-----|---------------------------|--------------|---|---|
| T75 | Amit Sawant | April1,2024 | Enter Coupon in temu profile to get \$100.I've beenusing roughly 10 years now and I have to say, theupdates have made all the systems more refinedand you can tel the developers actually care aboutlong term playability. The events are consistent andgems can be farmed relatively quickly. Free to play,but pay to go faster is a good balance in my opinionespecially with how many pkgs they offer fordifferent budgets. It's challenging, but fun. Takesless than 30 min/day usually. I love it! | 5 |
| T76 | Britney Elyce | March 7.2024 | Love shopping with Temu! Shipping is faster thanexpected, and almost always free with all therewards and prizes they have.Everything is pricecmuchlower than anywhere else, and they sell iusiabout anything you want! *Tip: READ the productreviews and photos to be sure you know what you'regetting!Some things may be a mini version.lalways have a good experience and they practicallygive away money for you to shop with. Every orderget always has extra discounts and free shipping | 5 |
| T77 | Temu Coupon Code-afg63127 | April 2,2024 | Enter Coupon in temu profile to get \$100.Veryaddictive.llove temu shopping app. It has noadvantages the thing that kind of issue is that itcost money to buy new places to go. Thecharacter's move smoothly. The graphics areamazing but sometime whencreate a character itdeletes is even if I click save Very annoying, overall5 stars amazing work quys keep up the good workEdit when I go to restore purchases there is nobutton to we store purchases pls fix!!! | 3 |

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| T78 | Nathan | March 17,2024 | To start: the app can be decent in parts, but they put the pop-ups of a spin the wheel thing which is completely set to make you think you're really saving money when all you get is a guaranteed double win with more credit supposedly off, but at the expense of a timed pick and buy these items. the fish land thing is so incredibly slow its not worth even trying since they lower the amount of money earned to make your choices free. Items may arrive at a good time, but the quality is barely there. | 3 |
| T79 | Wil Robinson | April 3,2024 | Excellent products. Everything purchased was exactly as advertised. One of the many items that purchased was slightly damaged during shipping, and I received a full refund without a hassle. Originally, I couldn't believe their prices, but not only are the prices legit, but so are the quality of the items that Temu are selling. Never pay retail again. Also, you can't beat the free guaranteed shipping. I am now a lifetime shopper. I have passed the word throughout my friends and family. | 5 |
| T80 | Temu Coupon Code-ach789866 | March 27,2024 | Enter Coupon in temu profile to get \$100. I like it due to easy to use, but I would like to be able to choose the background. No ads until level 9, then it seemed it would be periodic, but ads returned after level 15 and come up every time you advance to next level. At this point it advises you how to purchase without ads. Personally I never buy into that because it seems the ads return regardless of purchase. Other than putting up with | 4 |

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| | | | ads, it is a neasy fun game for a typical word search game. | |
| T81 | Michael Salguero | March 26.2024 | Malicious app functionality. Hate to say goodbye, but you didn't stop. 1) All push/text notifications are returned off. still receive both. 2) One-click purchase is a service I do not travel the ability to turn off when the app feels it is appropriate to display, and swipe will be 'misinterpreted' by the app as a click when it is conveniently on a purchase button 3) All deals are misrepresented as gambling/chance games (now corrected with a fine-print addition) more to say, but out of charac | 1 |
| T82 | Buddha Chris | March 14.2024 | It is a decent site. The deliveries are fast and most of the time the packages arrive undamaged. HOWEVER, the app is awful. Every page has a spinning wheel and takes up so much time I get frustrated, close the app and go over to Aliexpress STOP wasting our time. We are already on your app stop slowing people down from shopping. If you just quit trying to force a discount on us and just give the discount, people would get more stuff. Just stop. | 3 |
| T83 | Lauren H | March 15.2024 | Chaotic sales platform for finding what's needed vs what they want to sell. Photos rarely show the true quality. Deeper product information is always lacking in comparison to other large online sales platforms. Packaging always came with all products sloshed together in a plastic mailing bag. which I guess might be sparing the environment a bit. Some stuff was worth what I paid for at a | 2 |

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| | | | wel-marketed deal. Some was too cheaply made, especially fast fashion pieces. Fortunately returns are easy | |
| T84 | Stephanie Feece | Stephanie Feece | Great deals on every non branded item conceivable. Clothes, trinkets, USB cable quality far exceed the cost. In exchange for cheap prices, sometimes you'll get items of such low quality it was impossible to even imagine a level that low existing items fall apart in 2 seconds, stop working after 1 use, or are too small to be of practical use (coat/shoe rack I received was 2' shorter than expected and was supported by metal so thin that 2 coats bent and broke the coat rack portion). I still reco | 4 |
| T85 | Mark A | March 26, 2024 | There's so many pop-ups, it makes using the app very annoying. I can't open the app without having to wait for the newest "exclusive offer" or "free prize" to show the X so I can quickly close it. I wish there was a way to disable all that. Also, don't need the pop-up to show me how many people just bought the item. It's annoying and cuts off parts of the item images. If I want that info, that's what the reviews section is for. | 2 |
| T86 | Michael Miller | March 19, 2024 | The biggest problem with Temu is that you can't just open the app and look for something. Seriously. You open the app and it forces you to play some weird spin wheel game that ends with a spin again. And the spin again ends with what makes you feel like is a great discount, then you learn about the catch. All the while watching unnecessary garbage to choose from stuff you never want, but are forced to choose from because you can't do | 2 |

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| | | | anything else. It's more of a gameshow app than anything. | |
| T87 | Temu Coupon Code- APL21552 | March 14,2024 | Enter Coupon in temu profile for \$100. As an american, I love temu! It's fun, there's a lot of categories you can choose, and it always keeps me entertained. Since I play it a lot, I have noticed some issues lately, however. For example, I'm not sure if it's just my device, but I have been experiencing delays when I swipe, like it either takes longer than expected to move when I swipe or it just doesn't work. Other than that, I definitely recommend this game! Just hope the issue gets fixed soon. | 4 |
| T88 | Tiffany | April 1,2024 | the ads and promos are so disruptive and the animation takes so long. I wish I could dismiss it immediately and get back to what I'm doing. There also needs to be a way to organize the cart and introduce a "save for later" or "wishlist". There maybe things I want to buy or come back to but since there's no sense of organization in the cart, I just never come back to it. Amazon handles these two things really well, please take note. | 1 |
| T89 | Jody Ruedebusch | March 30,2024 | I'd give it five stars if I didn't have to remove it after each order. It causes constant alitches and freezes my phone if I leave the app installed. I have been very happy with the items I've ordered (except for the wrong sized shoes). It would be nice if they used pictures of their products as opposed to pictures of other products that aren't 100% polyester, but it's easy to look up what the material is listed as. I wish I | 3 |

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| | | | could figure out how to get the "\$1 items" that pop up. | |
| T90 | Mark D | March 24,2024 | Temu is a mostly good and intuitive app. Prices and items are surprisingly good. It's been great with the many orders that I've placed and the shipping has always been within the estimates for arrival! Amazing! However, Temu got rid of the wishlist. Other shopping apps (Amazon, eBay, etc.) give you the option to save items to a list. In addition, it comes across as being gimmicky with constant annoying promotions and rigged fake spins, so I had to turn off all notifications. | 4 |
| T91 | Machelle Benson | March 30,2024 | I Love Temu, unique gifts, practical items, & you can't beat the prices. Need to read feedback & watch sizing. Shipping is surprisingly fast, but with that've had a few items bent, and most boxes will be smashed. I've never returned an item mainly because it's easier to give it away or throw away, so I don't know how smooth that is. | 5 |
| T92 | Sylvia Wulf | March 23,2024 | I had to mute the notifications and turn off the text messages (too many siren calls). However, once understood the game, how they keep you looking and putting things in your cart, I found it easy to put the brakes on. Yes, they have an absolutely overwhelming and ever changing selection, and once they get a handle on what attracts your eye you'll get shown an avalanche of related options but so far I have been reasonably happy with my purchases. | 5 |

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| T93 | Brandon Ellison | March 19,2024 | Items are great in quality, and prices are amazingly low. However, the set-up of the app is terrible. Add and pop-ups that are extremely difficult to get past no wish list, and possibly the worst part, the limited options between one click play or the \$15 requirement to check out, Not to mention over advertising the low stocking of the items in your cart. Even with items in stock, just seeing "almost sold out" and the number of other carts the item is in is annoying and a bit stressful | 2 |
| T94 | Bethany Spencer | January 21,2024 | I've fallen into the Temu trap. I love this shopping site. Cheap stuff, anything your heart may desire, they're easy to deal with when it comes to returns or refunds. Love the credit price adjustments. Know it gets you to spend more money, but I can't help it, I'm addicted now. I have enough press on nails to never look at my natural nails again, but I may need one more set! Lol! Not a lot to complain about other than how I might stop perusing the app all the time. | 5 |
| T95 | Ciara | March 17,2024 | They have their ups and downs. Temu allows free and payments. If you choose to do the free route they spam you to invite new people frequently or buy stuff for the minigames. They take a while to earn the rewards without it. I never put any info in so I can't say much about the rumors. The minigames start fast and then dramatically slow down. If you refund an item, they won't check the box to make sure it's right and refund. The returned boxes could be wrong and someone will end with it | 3 |

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| T96 | N H | February 20,2024 | Every time lhave ordered there is always a problemwith my order. Nor do l expect everything to beperfect but every order l've had a problem with sincebuying from here.Just a heads up. Not all ordersare expect to look like thr ones they advertised. Notalllip rings are going to fit. Nor would luse themake up, They have sent me the wrong thing morethan twice.lm done with this app. Just be carefulwith what you buy. If everything is perfect on yourorders that great. | 1 |
| T97 | Temu Coupon Code-APL21552 | February 26,2024 | Nice! Use coupon in profile section for \$100.The temu is good to shop items, very simple andrepetitive. Very similar to Monopoly Go, if you'veever played that.However, FAR too many pop-upsFAR too often. Every single time you run out of diceyou have 9 pop-ups.Log in?9 pop ups.SometimesMORE. And if you are trying to clear levels, it reallygrates on the nerves to have to slowly click X on 9+ads every couple of seconds...It really getsridiculous,and ldon't see a way to avoid them, | 4 |
| T98 | Temu Coupon Code-APL21552 | 2024-02-10 00:00:00 | Use Coupon while checkout for 50% discount.Honestly, it's a pretty good temu. l love all the skinsand the characters and it's very fun to play.lwill savit's a bit pay to win but llove it very much. It alsohas some bugs that Brawl Stars needs to fix. Forexample,sometimes the games iust crashes onewhen doing a match and it gets a little annoying.think they should add boxes back to because thisgameis really Pay to win. Overall, | 3 |

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| | | | it's a good gamebut fix their buas and add boxes back | |
| T99 | Evrin Icoz | January 21,2024 | So sick of the opening spin and other gimmicksYou going to the app and it takes a minute to beable to even start browsing because it gives youthese spin to win stuff but since you are not a newcustomer it is not applicable. And when it says youget something free,it never does.Just skip it andget me to the app. You are losing sales with this(dishonest)gimmick | 1 |
| T100 | JT Stewart | March 3,2024 | BEWARE!!! Their little "Fishland" game in the TEMUapp is a scam!!! They keep moving the goal posts.So what seems like something you might be able toaccomplish in a week or so, wil actualy takeseveral years not days. On top of their little scamgames, their app is truly terrible to navigate!!! Yousometimes have to press the back button 10 to 20times to finally get to the Home Screen again. The)make you memorize/write down stuff to be able topick up where you left off. | 1 |
| T101 | Ryan Bell | January 13,2024 | The WHOLE app has devolved into a scam. Theykeep changing the layout to confuse people.Anytime it says "win free stuff" it's a scam. Theymake it look like you almost won, you iust have toinviteXamount of people who have to sign up, therthey keep upping the number of people you have toinvite. Just trying to get you to get other people todownload it,They even started leaving things inyour cart after your purchase them to trick you intobuying it again. Also false advertisingEVERYWHERE | 1 |

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| T102 | Jiri Vetyska | January 25,2024 | This is the definition of Chinese junk. Everything is super low quality, nothing is ever checked for quality control, and worst of all, the app is designed to be addictive and game like to waste money on worthless junk. For example their best selling shorts I bought them 5 times and 4 of them were wrong (wrong size, wrong style, etc), but overall, after one day, they really start to fall apart at the seams. Besides that, they avoid duties that every other Chinese company has to pay. | 1 |
| T103 | Mary Ann Buchanan | March 23,2024 | i order and usually receive my order within a week. It is like receiving gifts every week! Items are well packaged, out of over 1000 items I may have had 23 broke items. They were refunded. Very happy and pleased with TEMU shopping! I love leaving reviews and I love the lower price gifts and incentives. The items have not been cheap, flimsy products. I recommend TEMU to any and all who love browsing and shopping for fun!!! I LOVE TEMU SHOPPING! | 5 |
| T104 | Ben Cleveland | March 8,2024 | i have purchased a few items so far. The quality has been great with each product. But when it comes down to getting coupons for your purchases it's all a scam. They say they will give you a coupon for a certain amount of dollars if you spend so much. You can't use the coupon on that purchase then they will break the coupon into 5 little tiny amounts. Then if you use the coupons you won for your purchase you'll have to spend hundreds of dollars to save a few bucks. I've also been playing a game f | 1 |

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| T105 | LSunshine Thomas | January 26.2024 | They have a lot of really nice items, however, if you add up what you have in your cart and what they have as your total before taxes check out, the amount that they charge you for prior to taxes shows as a higher charge than what is actually in your cart. I didn't see any option of how to contact them about it being more than what it's supposed to be so they tell you that shipping is free but they actually had some type of little charge in your price for the shipping. It's not right. | 3 |
| T106 | Nathan Gotten | March 30.2024 | This app is full of deceit. Playing a duel vs another player" which I was winning by 30 clicks, then all the sudden at the last minute they come in and tie which shouldn't even be possible in the time frame causing neither of us to get points. I don't believe that for a second. Games are absolutely rigged, and the little icons telling you to click something are obnoxious, and the pop-ups are out of control. Don't bother downloading, use Ali express or better apps | 1 |
| T107 | M M Dauzat | 2024-02-06 00:00:00 | The purchases are a hit or miss for quality. Some products are fabulous, Some items are horrible. don't like that TEMU elevates the "real" cost of a product to pretend you are getting excellent value at their list price. Be honest with pricing and when you give a discount let it be a real discount. And if you advertise something as authentic, it should be authentic. Otherwise, list it as an imitation. Many of your items sold are cheaper on Amazon... that shouldn't be the case, but they are. | 4 |

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| T108 | Kathleen | March9,2024 | Very happy with Temu. Almost anything you want or need can be found on this app. Considering that most everything comes from China, shipping is not too bad, around 2 to 2.5 weeks. I've compared prices on other apps and Temu beats them. Also, I've ordered clothes, back braces, artificial flowers, makeup, bras, etc. Returns are easy and some times you get a credit without returning the item. I really recommend this app especially if you want to save money. | 5 |
| T109 | Aleta Harned | March 16,2024 | My previous review was outdated as I returned to the app. Old problems solved, so I added a star but despite only ordering single items I keep getting doubles, and I have to send back half of every order which returns to sit in a warehouse which is a hack to get around the \$ limits so they can flood our seaport with non-returnable garbage, which they'll sit on till someone actually ordered it. Real slick. | 2 |
| T110 | Erica Holt | January 22,2024 | They have a lot of great products. As far as clothes it does vary. You need to read material content. But the quality of mostly everything has been great. Just like as store products. The returns can be complicated until you learn the app. The label process can also be confusing and complicated. But, mostly, it's a no issue process. Customer service is usually Great and helps to correct any issue. The Temu price reduction is awesome if you remember to use it, saves a lot of \$ towards purchases | 5 |

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| T111 | Cheyenne Wolfe | January 9,2024 | You can't actually win anything for free. Unless it's the buy 3 get 5 free. Instead of keeping the price-deduction consistent, it makes it harder and harder until it's not even worth it anymore. The shipping also messes up the packaging, and it looks like everything was just thrown together. My tattoos have come in all sorts of wrinkled and crushed. don't think it's really worth it, and it's just a waste of time. It needs to let us buy our stuff after we share the code. | 2 |
| T112 | frank nunziata | March 14,2024 | Sometimes get caught up looking at the myriad of products..I can. Spend at least a 1/2 an hour. Looking at everything that's available. And I'm tempted each time to buy a 1/2 a dozen things.. It's not only good stuff already bought. But many more that I would like to buy. Have turned temu on to several friends who have also begun to enjoy the shopping. | 5 |
| T113 | Datti Uddin | March 26,2024 | Enter Coupon in temu profile to get \$100. I love temu, I've been buying since its launch. But lately I've been very confused from shopping in it. The reason being are the touch controls. It's literally unplayable and makes it very hard for newcomers and regular players. The design and style of the new ones don't match the game's vibe and there are several bugs/problems with the new ones. Make it a choice to use the old settings/dpad and touch controls usable again! Listen to your community! | 3 |

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| T114 | Jen | February 27,2024 | This app is built on the promise of free stuff. They simply don't deliver most of the time. Occasionally a new customer does get a few free items when they sign up but what i'm referring to are the games where you "get free items" and coupons you don't want, for a continuously dwindling payout that never ends. The company forces you to do so much work for their cheap items and stupid coupons they really should be paying you. They used to be a discounted alternative to amazon, not anymore. SSSS | 1 |
| T115 | Allan Hall | March 24,2024 | I've been using this app for a year and it's been a very good experience so far. The email updates you when it's shipping, in transit, and whether it's out of stock (you'll be given a credit if it is). Most orders arrive within 10 days. I was given a \$5.00 credit because it took longer to arrive. Lots of hard to find items for specific purposes -tactical gear camping equipment, cooking/kitchen items, etc.. The drones they sell are top notch. I got a free one just for playing a game! | 5 |
| T116 | Becca E | March 16,2024 | downfall is the pop ups! it's horrible. I don't have notifications on due to a lot showing up. pro's cheap things. but you get what you pay for. only have had a couple issues with over a 100 items I have ordered. the app seems to run pretty smoothly on my device when on it. wish there was a DARK MODE option. | 4 |

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| T117 | Ricki Johnson | March 20,2024 | Great values. All their special deals are quiteconfusing, and it's hard to discover how theircoupons,discounts and bonuses are actuallyusable,or how to apply them.Return process is alsotricky because I often find that their descriptions ofreasons for return don't fit my situation.I will saythat when lactually connect with a live agent in chatthey are great! very courteous and helpful. | 4 |
| T118 | Arturo Bravo | February 21,2024 | Good prices and offers . Don't fall with those gameswinning items for free they use you to buy and forpromotional purposes when you are about to win ittakes alot of time to complete 100% of the pointsand they make it longer to win those prizes.Shipping is qreat.i'm giving 2 stars becauselspenta lot of time and money and still those prizes lookfar far away. | 2 |
| T119 | Carmen Rankin | March 21,2024 | I like the prices and so far I have been happy withthe products.What I don't like is the "side gamesthey lure you with "free item" ploys and never let youreach the goal to actually get free items. Thecoupons offered are a joke.Spend \$50 just to get\$0.50 off your order. Not worth it. This review isbeing left after my first order arrived and so far itsbeen as expected. | 4 |

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| T120 | Kurt Latray | March 22,2024 | products have been good so far. Shipping is timelyGood alternative to amazon. My only complaintwould be the descriptions are very limited. The appfrequently does not give critical information such assize,thread pitch,actual dimensions, models ofproduct that the for sale item wil fit, etc. too mucrupgrade your...whatever. not enough substance!most comparable websites supply a full range ofspecifications.Temu(its suppliers)seldom doesdo.5 stars when descriptions improve. | 4 |
| T121 | Alex Goldberg | March 20,2024 | These are mostly Chinese knockoffs and nonsensethat's actually overpriced -when it comes to qualityand quantity.Jacket arrived smeling awfu, metalitem ordered was cheap quality, and they chargemore than Amazon for stuff like filament. Shippingtakes a ridiculous amount of time, and refunds takeWEEKS to process, even after you dropoff youritems at UPS or the shipping carrier. Not worth it,especially with the BS ads,fake games for couponsand cheap-looking layout of the app | 1 |
| T122 | Me You | March 14,2024 | Great prices and great stuff that won't make you gobroke.Only negative is the tracking.sometimes itgoes days and doesn't update.And sometimes imight say Airport but not which airport or in whatcountry.lknowit takes awhile to get, but lfeelbetter knowing more information.lunderstanopackage may sit for awhile.But tell me.lhavereceived packages that there was no change in thetracking for a couple days ,then it says | 5 |

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| | | | delivered.Ifneed it right away Amazon delivers. | |
| T123 | Temu Coupon Code- APL21552 | March 10.2024 | Enter Coupon in temu profile to get \$100.Primeshopping hub! Y'all did an wondrous job withcreating an application that involves murdermystery, puzzle solving, etc etc! It's an AMAZINGfun game! I used to play! Now i'm back into it! Coulduse some patches, but, I love all the new maps!They make it so interesting! Some tasks in somenew maps are hard to find, but, with the feature of ademo " like game, it helps you find what you needand it's awesome! Great iob on creating a fun game | 5 |
| T124 | Kelilah Livingston | March 9.2024 | Discounts that separated this app from competitorsdisappeared, even mere 10% off coupons, + they'reupcharging more than them too, between \$2-5 anitem.\$17 for a \$9 blanket on AliExpress. Fake salessuch as a "free" or .30 only item, if you fill your cartwith tons of iunk you don't need,7-10 items to beexact. 10 minutes to make the purchase. Theseitems required to get the discount were pricednigher in the sales page than when ladded them tomy cart days before the offer. Scummy. | 2 |

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| T125 | Deniz Turkmen | January 14,2024 | It is a legit shopping platform.It is somewherebetween Amazon and Wish with a slightly fastershipping than Wish, and more off-brand cheap itemsthan Amazon.Update with down sides:Promos getannoying fast. During checkout they don't show youthe items or the breakdown it iust shows total andthe "savings". Promo popups and wheels areannoying.Packaging is exact opposite of Amazon,fill all the items in one bag without any padding | 3 |
| T126 | Jack Tschudy | March 21,2024 | Bought a few orders because I kept getting buggedabout having FREE FIVE DOLLARS, I went throughthe stupid hoops to redeem said 5 dollars. Afterspending 60 dollars (to save 90, honest!),seeingthat the items being sold were iust given arbitrarybase prices to "discount" to regular, knockoff/iunkbut you have to buy a ton of it to be able to get theprices advertised.i'm still waiting on my refund ofaround sixty dollars. You can keep your 5 dollars, itwas because my last sale was | 1 |
| T127 | MyEinsamkeit | March 26,2024 | Temu is one of the best websites to shop online.Very addicting and there's plenty of items to choosefrom.And items unlike wish, doesn't take forever.With temu items shows up within a week or so.Myonly issue with temu, the fish game and other gamewhere you have refer a friend seems like a scamandIhave referred friends to the site and Ineverwin any free items. The fish game is the same bsAdd a casino slot machine or something. Besidethat,please add game consoles. | 4 |

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| T128 | savvy | March 30.2024 | <p>Pretty decent app. Fun to shop as they have somany little gadgets! Great prices, good customerservice,easy returns,refunds,shipping,etc etc. Onething bothers me though,and that is security.Ifusing a credit or debit card, like all sites, they needthe three digit security code. On secure sites, thenumbers are hidden as you type, but this app showsall three and that makes me very uncomfortable.Please fix this issue? Thank you kindly</p> | 3 |
| T129 | Dalevon Miller | March 29,2024 | <p>i love shopping Temul get great items for extra lowcost and free delivery, And if you have returns they're fair although if the return is sold by a selleryou may run into trouble getting the seller to replaceor refund.There's one down fal that they should beashamed about. They goat you into makingpurchases with incentives like "buy 3 get a \$300coupon and they make sure you paid before theychange up and \$300 becomes " buy more and get\$10 towards something. Cheap trick</p> | 3 |
| T130 | Jennie Farm | March 3.2024 | <p>Before installing this app. Look up the info aboutthe app.News says this is the worst app on GooqlePlay. Packages are ripped open during shipping, anaitems you purchased are missing from thepackage(s).Sometimes, the items have fallen outand some are crushed and destroyed bevond useWhen you chat with the computer, it messed up theorder.If you can get a person,theyl sometimesunderstand that it is going on .But most of the timethey do nothing about missing items.</p> | 1 |

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| T131 | D Ocean Swiger | February6,2024 | i was not too impressed in the beginning, but theyhave come a long way in a couple of years and arenow one of my favorite shopping apps becauseIcan't beat the prices! They are getting better aboutdelivery times, and have lots of unique stuff. Myother go-to is Amazon, but for completely differentstuff. Between these two, I'm doing well for havingno car!Temu is always upgrading the service, andreturns have gotten easier too.I use PayPal andklarna. | 5 |
| T132 | Phillip Jones | March 17,2024 | Initially skeptical because of the very cheap pricesBut to date,Ihave received al my orders in excellent/good condition. Can't speak to the longevity or durability of some items. But Ilike thequality of Temu products and other than Customsdelays,shipping has been excelent. And for mostitems -- FREE! | 5 |
| T133 | Britnie Elkins | March 29.2024 | It's a hit or miss on if the item matches descriptionThey are easy to get your \$ back when it doesn'ttho. Here is why they get a 2 star from me. Theygames to urn free items. They have fun games thatmake you feel like you are going to get FREE itemsbut then they make it impossible to reach that goalat the end but leave you so close on your seat butnever let's me win anything:/ | 2 |

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| T134 | Dawne Brown | March 14,2024 | absolutely love Temu!!!! Al items are high qualityand very well made. Super fast shipping too.Everything I've received has been top quality andawesome!! Thank you Temu. You can spend a lot ofwasted time on the fishland game. Totally a wasteof time,you'l never get the free items because itdrops your rewards down so low. Its basicallyimpossible.All in all the site has alot of items tochoose from,Some is iunk but wow you can fincexcellent deals and awesome products. | 5 |
| T135 | Billie Bonham | March 19.2024 | Great Stuff that's cheap. mylast order took a littlelonger to recieve, but that still wasn't very longWhen the order arrived, one of the items had amissing part,anotheritem wasn't what wasadvertised.lgo to the website to see what myoptions were, and had a partial refund in no timeNo hassle at all.I don't know why Temu sends somany notifications, but ifl had to complain aboutanything, that would be it (and those can be turnedoff,)Temu has a little bit of everything | 5 |
| T136 | Judith Forsythe | February 22,2024 | If you order once you will be hounded several timesa day from then on...constantly. They do have goodbuys and allow returns, but compared to Amazon ittakes two weeks to ship since it all comes fromChina. The sizing is also very inconsistent.I havetried to block their ads and emails, but it didn't workand I am so tired of the constant sales pitches..several every day. | 1 |

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| T137 | M V(Primal) | March 24,2024 | Temu is like wish... cheap stuff for a cheap priceThey hound you with texts and emails unless youturn it off. Latest thing is FishLand, at first lthoughtmiaht have a chance of winning selected items.have .07cents left, each fish collected now onlyknocks off .02 and it takes over 100 feedings togrow fish now for collecting. Of course when lstartedlsensed there would be a catch or something.It's iust a big qrab for emails/contactsLooks like desperation for Temu. So Sad. | 2 |
| T138 | vlogger cf | February 17,2024 | Spyware app Don't trust this app!! It collectspersonal data once installed.You are essentially theproduct. They listen in from your phone and more tosell an item that you talked about to someone else.'m constantly seeing things lsearched for or talkecto someone else show up on Temu within minutesof me searching Google, etc.A complete scam! Verdisappointed with it! Lots of bait and switch.Defective items purchased, Ended up throwing mostaway.Quality of clothes are substantial. | 1 |
| T139 | Kayaus | April 1,2024 | The app is misleading and uses scummy tactics1.Faking that the item is selling out, tested with afriend, there was 1 item left, we both put it in ourcarts and ordered, we both got it..2.Coupons, youget a coupon for \$100 off! Yay! Then its brokendown to 5 or 6 coupons that require spending somuch to use,example had \$20 off that requiresspending \$100 to use.3.Saling info, so afterdownload the very next day im getting 10 to | 2 |

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| | | | 15spam calls a day..2 stars cause items do actualycome.. | |
| T140 | Souvik Argha | April 3,2024 | Enter Coupon in temu profile to get \$100.TheAngel1 is great. I've never had bugs in a trade. Onlyhad small freeze up in the menus, and it only lastecfor a few seconds.The game is definitely morechallenging than CODM .I both love and hate thenew way the graphics load. It's awesome not havingto wait for endless downloads after an update justto be able to start playing, but it's a drag droppincinto a new area or a new map with graphics thatcould have been from the original PlayStation. | 4 |

Appendix B: Pinduoduo China Apple Store Customer Feedback

Note. Some comments are translated by translation methods, ChatGPT and DeepL and author twice check the translation to ensure fit the Chinese comments.

| Code ID | Original ID | Time | Rating | Comments from the Customer | Translation |
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| P1 | 梦樱暮雪 | 2024.2.20 | 1 | 是真无语。当时我打开拼多多，看到有个活动，遍参与了“十分钟内免费自由选五件商品”的活动，看到这个页面，我感到十分惊喜和意外。就点了进去，而且按他的要求做了，“集齐金币”“邀请好友助力”此类都做了。我足足邀请了几十个好友，从晚上十一点搞到凌晨两点三点左右。累都累死了。经过一番，终于成功集齐金币。拼多多说已成功发货了，我当时很开心与振奋，觉得值了。结果，它说可以再让我选五件商品，我就点了，毕竟多选也是好的哈。突然给我换了个新的页面，之前已经集齐五个货，已成功的那个页面突然突然就不见了。我找也找不 | It's incredibly frustrating. I opened Pinduoduo and saw a promotion called "Choose five free products within ten minutes," which caught me by surprise and excitement. I entered the event and followed the instructions, collecting coins and inviting friends to help. I invited dozens of friends, working on it from 11 PM until about 2 or 3 AM. It was exhausting. After a lot of effort, I finally succeeded in collecting the coins. Pinduoduo notified me that the products had been successfully shipped, and I was thrilled, feeling it was worth it. Then, they said I could choose another five products, so I did, thinking more is better. Suddenly, the page changed, and the previous page, where I had successfully gathered the five products, disappeared. I couldn't find it anywhere, and I was really angry. All that effort seemed wasted. The next morning, |

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| | | | | <p>到，我真的是很生气。搞了这么久都白费了。于是，第二天早上，我去联系了人工客服，就去跟他说了事情的前因后果。结果呢？他回答的问题根本就和我问他的问题不搭边，然后我又继续把事情再和他说不遍，呵呵！我真不知道他怎么搞的。是在装傻吗？还是根本就沒认真，重视地回答我。他们对这件事到底是个啥看法，我也不知道，但是对顾客的基本态度要认真吧。关键我也是煞费苦心才能得到的五件商品，说沒就沒，还给我换个页面。你们是缺钱吗？一个平台搞成这样子，什么意思呢？诈骗啊？无语了！而且那个人工到后面还没回答我呢？真让人生气。你们如果是缺钱还搞这个平台干什么？这么糊弄顾客，怪不得评分才3点多。（不知道大家有没有遇过这事）真是无语</p> | <p>I contacted customer service and explained the situation. And what was the response? It was completely irrelevant to my questions. I repeated my story, and it was like talking to a wall. I don't know if they were pretending to be ignorant or just didn't take my concerns seriously. I have no idea what their view on this issue is, but at least they should show basic respect and seriousness towards customers. I went through a lot of trouble to get those five products, and then they just disappeared, switching the page on me. Are you lacking funds? What's the meaning of running a platform like this? Is it a scam? It's unbelievable! And the customer service representative didn't even respond in the end. It's really infuriating. If you're so short on money, why even run this platform? No wonder you only have a rating of 3.2. (I wonder if anyone else has had this happen to them) It's just ridiculous.</p> |
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| P2 | 在林间过小河 | 2024.2.22 | 1 | <p>首先，我们讲作为一个网购软件在购物上的问题，商家货物质量良莠不齐且低劣产品多，常有诱导性的字眼，对于商品的重要尺寸不进行醒目的标注而是极尽所能地拥挤在犄角旮旯。大多商品质量很差，平台对商家看不到任何限制或约束，可能有人在卖自家剩菜平台也会归入预制菜来引导拼单。有极其明显的诱导消费言语及活动。试举例：再买 xx 单可返现，多买 xx 单可提现大红包等行为实在罄竹难书。其次，讲说拼多多最为人所诟病的问题，即砍一刀或讲助力提现红包，永远的 0.01。其目的本身很明确只是要用户带来更多的用户，但方法及其恶心程序繁琐无用，既想要用户去拉拢新的用户，又要无意义的浪费老用户时间在抽奖这件无谓的蠢事上，明明不过是依据拉来用户的质量</p> | <p>“There are blatantly obvious instances of inducing consumer spending through language and activities on Pinduoduo. For example, offers such as “buy xx more items and get cashback” or “buy xx more items to receive a big red packet” are too numerous to list. Additionally, Pinduoduo is notorious for its most criticized issue: the perpetual “slash one dollar” or “help with withdrawal to get a red packet,” always ending up with 0.01. The intention behind this is quite clear – to bring in more users through existing users. However, the methods are nauseatingly convoluted and useless. They want users to recruit new users while wasting the time of existing users on meaningless lottery draws. It's clear they're just using the quantity and quality of users brought in to distribute red packets, yet they insist on disgusting people by repeatedly clicking the draw button. This effectively diminishes their advertising expenses by utilizing users. It's a completely foul, nauseating, foolish, and shameless trap, but it precisely</p> |
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| | | | | <p>数量来发下红包却执意要恶人去一遍又一遍地点击抽奖键。以此来淡化自己的宣传目的无形中利用用户节省下了广告费用。完全是一个恶臭，恶心，愚蠢，无耻的陷阱，但是对人们爱占小便宜的天性又把握精准。</p> | <p>exploits people's tendency to seize small advantages.”</p> |
| P3 | 被拼多多欺诈的人 | 2024.2.19 | 1 | <p>拼多多不是有活动吗？我参加那个活动之后我还录屏了，然后突然发现我在活动中有一些问题，就是我抽奖次数突然有九十多次，一下子降到了五次。我是有视频的。视频里还可以清楚地看到他那个使用时效，还有 39 分钟失效。我那个视频总共 1 分钟 6 秒，我一开始还没注意到，后来才看见了。怎么？拼多多系统数据时效还会缩水是吗？发给客服看，一直要人工客服解决，我从昨天晚上参与的这个活动，这个活动出了问题，我第一时间去找了客服，但是因为昨天晚上</p> | <p>Doesn't Pinduoduo have promotions? After I participated in one, I recorded my screen and then suddenly discovered a problem. My number of lottery entries dropped from over ninety to just five. I have a video of this. You can clearly see the usage duration in the video, and it expires in 39 minutes. The video is 1 minute and 6 seconds long. I didn't notice it at first, but saw it later. What's going on? Does Pinduoduo's system data shrink over time? I sent it to customer service, insisting on a solution from a human representative. I've been involved in this activity since last night, and when issues arose, I immediately contacted customer service, but due to some issues, it was delayed until</p> |

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| | | | | <p>有事情拖到了今天，我甚至怀疑拼多多的人工客服，他根本就是系统设定的。来来回回就是那几句话。我不说你能给我完美的解决吧，但是你至少要给我态度，再不济给我道歉也行啊，我也能当什么事都没发生过。然后客服一直说能体谅我，能感同身受，也很内疚。但是一直不给我解决方案，一直再把话题向外引，不正面回答我的问题，不给我解决办法。我现在很想问，这个活动算不算属于欺骗消费者呢？</p> | <p>today. I even suspect Pinduoduo's human customer service is just a system setting. It's just the same few sentences over and over. I'm not saying you have to give me a perfect solution, but at least show some attitude, or at least apologize, so I can pretend nothing happened. Then the customer service kept saying they empathize with me, understand how I feel, and are very sorry. However, they continuously failed to provide a solution, kept diverting the topic, didn't directly answer my questions, and didn't offer a resolution. Now, I really want to ask, does this activity count as deceiving consumers?</p> |
| P4 | Molruo | 2023.617 | 1 | <p>拼多多多人团一直用不了，然后客服搪塞我的理由全都是活动都是随机开放的，但是我周边的人都能用仅限于我，我知道的只有我不能用。最近百化补贴我刚抢了一个Switch，然后我的百亿补贴窗口入口就没有了，活动怎么搜索都没有？一个多月我都在反馈问</p> | <p>I've been unable to join Pinduoduo's group buying for a long time, and every time I contact customer service, they just give me random excuses, saying the activities are randomly open. But everyone around me can use it except for me. The other day, I managed to grab a Switch with the subsidy, but then the entrance for my billion subsidy disappeared. No matter how I search for the</p> |

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| | | | | <p>题，然后循环往复三四遍，本来电话回复说是因为我百亿补贴有退货，然后可能不能用，可我最近只用他抢过一个游戏机，我还签收了，然后他说他去核实之后就没有电话回复我，微信悄悄给我发了一个解释，说百亿补贴活动也是随机开放的，让我看看其他活动。好家伙我直呼好家伙，拼多多到底还有多少种活动我不知道的？难道不是只有百亿补贴喝多人团吗？到处宣传百亿补贴如何如何，到最后是每个人都能用啊，想关就关，然后客服敷衍了事不解决问题，想要个官方投诉通道也没有</p> | <p>event, it's nowhere to be found. I've been giving feedback for over a month now, and it's just been a cycle of back and forth. Initially, they said it might be because I returned something with the billion subsidy, but I've only used it recently to grab a game console, which I even received. After they said they'd check and get back to me, I never got a call again. Instead, they quietly sent me an explanation on WeChat, saying that the billion subsidy event is also randomly open, and suggested I look at other activities. Seriously, how many types of events does Pinduoduo have that I'm not aware of? Aren't there only the billion subsidies and group buying? They keep promoting the billion subsidy, but in the end, everyone can use it, and they just shut it down whenever they want. And the customer service just brushes it off without solving the problem. There's not even an official channel for complaints.</p> |
| P5 | 耀一直爱月啊 | 2024.2.21 | 1 | <p>给半颗星纯是因为东西还行 服务态度不错来的，我是刚玩完</p> | <p>I'm giving it half a star purely because the products are decent and the customer service was nice. I just</p> |

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| | | | | <p>那个大转盘来的 所以有气可能语 言有些不当 请 谅解 我知道我 身边人也有提现 的 但是我都邀 了 20 个人了 就 差那 0.01 元宝 的时候一直给我 微信转账一分两 分 最后时间到 了 我已经重在 参与数不清几次 了 如果提现概 率真的很小 就 不要让我帮别人 助力的时候或者 拼多多界面突然 弹出这个大转盘 了 把它归结于 什么运气不运气 的 让人心烦啊 啊啊！而且有的 东西其实也不便 宜 之前有一次 买了十包叶罗丽 卡片 但买的时 候也没标明是多 少元一包的 买 了十包将近 12 块 虽然不贵啊 但是送过来一拆 快递都是一元包 合着剩下两块是 运费？那我在拼 多多上买它干嘛 都说拼多多便宜 拼多多实惠 拼 多多不就是靠的 这个吗 结果还 不如我自己走点 路买的便宜呢 当然其他商品还 是还行的就这样</p> | <p>finished playing that big roulette game, so I might be a bit upset and my words might come off as harsh, please forgive me. I know people around me who have successfully cashed out, but even after inviting 20 people, I was constantly receiving one or two cents via WeChat transfer, just short of 0.01 yuanbao. When time ran out, I had participated countless times. If the chances of cashing out are really that low, then don't make me help others with boosts or suddenly pop up this big roulette on the Pinduoduo interface anymore. Blaming it on luck just frustrates me! Also, some items aren't really that cheap. I once bought ten packs of Yeluoli cards without any clear indication of how much one pack was supposed to cost. I bought ten packs for nearly 12 yuan, which isn't expensive, but when the parcel arrived, each pack was only one yuan, so the remaining two yuan were for shipping? Then why should I bother buying it on Pinduoduo if it claims to be cheap and cost-effective? I might as well have walked a bit and bought it cheaper elsewhere.</p> |
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| | | | | 吧 | Of course, other products are still okay. That's it, I guess. |
| P6 | 一位拼多多受害者 | 2023.10.24 | 1 | <p>就是前段时间我在拼多多买了两套衣服，试了一下不合适就在正常七天无理由内退了，没想到快递站的把两件快递给退反了，其中紫色裙子套装的商家直接没拆快递给我把钱退了，但另外一个粉色套装的商家直接给我拒收了，后来我找两位商家商量怎么解决，粉色套装的商家一会儿说超过七天无理由退换货时间不给退，一会儿又说可能把衣服给洗了影响二次销售，一会儿又说她们家这衣服下架了，还说签收什么的，反正就是不给我退货退款，这不明显让我强行买下吗？我还自己出运费来回换货，够意思了吧。在实体店买衣服都得先试试行不行再决定买不买，何况这衣服我收到就没有标签，裙子的扣眼我都没有给剪开就污蔑我，真的是什</p> | <p>Recently, I bought two sets of clothes on Pinduoduo. After trying them on, I found they didn't fit well, so I returned them within the normal seven-day no-reason return period. Unexpectedly, the courier station returned both parcels to the sellers. One seller of the purple dress set refunded me without opening the parcel, but the other seller of the pink set refused to accept the return. Later, when I tried to negotiate with both sellers on how to resolve the issue, the seller of the pink set kept changing reasons. First, they said it was past the seven-day return period, then they claimed I might have washed the clothes affecting resale, and then they said the item was discontinued. They even mentioned that I had signed for the parcel. Basically, they refused to accept the return and refund, essentially forcing me to keep the item. I even had to pay for the return shipping myself. Isn't this unreasonable? When buying clothes in physical stores, you usually try them on before deciding whether</p> |

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| | | | | 么人都能开网店,拼多多什么的投诉都不管用,都是站在商家一边的 | to buy them. Besides, the clothes I received didn't even have tags, and they accused me of damaging the dress's buttonhole without any evidence. It's ridiculous how anyone can open an online store nowadays, and platforms like Pinduoduo don't seem to care about complaints. They always seem to favor the sellers. |
| P8 | 对拼多多无语了 | 2023.10.26 | 1 | 就一个客服,排队等了好久,好不容易等到了,结果客服回消息还那么慢,不仅没解决问题,还回消息那么慢,只会重复那一两句话来敷衍。而且那个大转盘提现的,欺骗消费者,白费了一下午时间,辛辛苦苦拉了40多个人,结果还不能提现,从钻石到积分到元宝,最后好不容易只剩0.01个元宝的时候,开始抽不到了,连续邀3.4个人,后面都是0.02分钱,就敷衍了事了,我需要那那0.02分钱吗。这不是欺骗消费者吗。真服了,浪费时间,浪费心情。我朋友拉了6个 | There's only one customer service representative, and I waited in line for so long. Finally, when I got through, the response was still slow. Not only did they fail to resolve the issue, but their responses were also slow, and they just kept repeating the same one or two sentences to brush me off. And that big wheel cash-out thing, it's deceiving consumers. I wasted an entire afternoon, painstakingly inviting over 40 people, only to find out I couldn't cash out. From diamonds to points to gold coins, when I finally had only 0.01 gold coin left, suddenly I couldn't win anymore. Even after inviting 3 or 4 more people, all I got were 0.02 cents. It's just brushing off the issue. Do I really need that 0.02 |

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| | | | | 人就提现了，到我这，拉了40多个人都提不了现。拼多多搞这样的？体验感真差，服了，怪不得那么多人投诉拼多多呢，一听到拼多多印象都不好。终于明白了，一会都不想在用这个app了，服了 | cents? Isn't this deceiving consumers? It's frustrating, wasting time and mood. My friend invited only 6 people and cashed out, but here I am, inviting over 40 and still unable to cash out. What's up with Pinduoduo? The user experience is really poor. I'm fed up. No wonder so many people complain about Pinduoduo. Just hearing the name makes a bad impression. I finally understand, I don't want to use this app anymore. I'm done. |
| P10 | 王侯姜相 | 2024.1.4 | 1 | 建议大家别再用拼多多了，我买的手机商家直接发手机壳。然后商家说包运费，然后根本不包运费平台不管，我等了一个小时才排到的客服。结果全是人机。来来回回就那几句话，根本不回答问题。想举报投诉商家是根本没有用最后还是商家自己取消。退款平台退款，结果直接变成商家退款，平台和商家有区别吗？这样欺诈消费者有意思吗？还有活动是随机的，就算记得给我问人工客服全是人机，根本不 | I advise everyone to stop using Pinduoduo. I bought a phone and the seller only sent a phone case. Then the seller claimed they would cover the shipping costs, but they didn't, and the platform did nothing about it. I waited an hour just to get to customer service, only to find out it was all automated responses. They just repeated the same few lines and didn't address any problems. Trying to report and complain about the seller was completely useless; in the end, it was the seller who canceled it. The platform was supposed to refund, but it turned into the seller handling the refund. Is there |

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| | | | | <p>会回答问题。还有那个链接是随机的，根本进不去，知道那么多人为什么讨厌拼多多了，啊，都别用拼多多。都别用拼多多了，都别用拼多多了，都别用拼多多了。真心的！！！！！！</p> | <p>even a difference between the platform and the seller? Is cheating consumers fun for them? Also, the promotions are random, and even when I remember to ask for human customer service, it's all automated and doesn't solve any problems. Moreover, the links are random and don't even work. Now I understand why so many people hate Pinduoduo. Ah, just stop using Pinduoduo. Really, just stop using it. Seriously!!!!!!</p> |
| P11 | 陈小糯糯 | 2023.12.27 | 1 | <p>建议大家别再用拼多多了，我买的手机商家直接发手机壳。然后商家说包运费，然后根本不包运费平台不管，我等了一个小时才排到的客服。结果全是人机。来来回回就那几句话，根本不回答问题。想举报投诉商家是根本没有用最后还是商家自己取消。退款平台退款，结果直接变成商家退款，平台和商家有区别吗？这样欺诈消费者有意思吗？还有活动是随机的，就算记得给我问人工客服全是人机，根本不</p> | <p>I advise everyone to stop using Pinduoduo. I bought a phone and the seller only sent a phone case. Then the seller claimed they would cover the shipping costs, but they didn't, and the platform did nothing about it. I waited an hour just to get to customer service, only to find out it was all automated responses. They just repeated the same few lines and didn't address any problems. Trying to report and complain about the seller was completely useless; in the end, it was the seller who canceled it. The platform was supposed to refund, but it turned into the seller handling the refund. Is there even a difference</p> |

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| | | | | <p>会回答问题。还有那个链接是随机的，根本进不去，知道那么多人为什么讨厌拼多多了，啊，都别用拼多多。都别用拼多多了，都别用拼多多了，都别用拼多多了。真的！！！！！！</p> | <p>between the platform and the seller? Is cheating consumers fun for them? Also, the promotions are random, and even when I remember to ask for human customer service, it's all automated and doesn't solve any problems. Moreover, the links are random and don't even work. Now I understand why so many people hate Pinduoduo. Ah, just stop using Pinduoduo. Really, just stop using it. Seriously!!!!!!</p> |
| P12 | 设计的真是的失败 | 2023 | 1 | <p>要不是不能打 0 个星星，我早就给拼多多 0 星了，16 年听朋友说拼多多上，买的雕牌洗衣服，后来变成了周佳牌洗衣服，后来我就把这个最差劲的 APP 卸载了，16 年到 22 年 10 月中间我没下载过拼多多，也拒绝了无数人的帮砍价要求，今天唯一帮我最喜欢的人，砍了一刀拼多多，到最后 599.99 了，需要金币，然后永远差一个人，这么搞心态的方式，也就拼多多在恶心人了，大过年的，不要影响别人的快乐！世界</p> | <p>"If it weren't for the fact that I can't give zero stars, I would have given Pinduoduo zero stars long ago. In 2016, I heard from a friend that they bought Diao Brand washing powder on Pinduoduo, which later turned out to be Zhou Jia brand washing powder. After that, I uninstalled this worst app. Between 2016 and October 2022, I didn't download Pinduoduo at all, and I rejected numerous requests to help bargain. Today, the only person I really like asked me to help bargain on Pinduoduo, and finally it was reduced to 599.99, requiring coins. Then it was always one person short. This way of messing with people's minds is exactly what</p> |

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| | | | | <p>最差劲 APP 拼多多，我于 2023 年 1 月 23 日 19:08 发誓，这辈子我不会再下载这个 APP。</p> | <p>makes Pinduoduo disgusting. It's the Lunar New Year, don't ruin other people's happiness! Pinduoduo, the worst app in the world. I swear on January 23, 2023, at 19:08, that I will never download this app again in my life."</p> |
| P14 | 魂历经磨难吧 | 2023.11.12 | 1 | <p>那个拉人助力的活动吞刀，后面四个新用户都被吞了，玩不超就别弄这个活动，公平公正，这四个字您自己信吗？前前后后您给我吞了一半人呢，这是良心平台哦。最后能不能加一个购物车啊，放进收藏夹很容易找不到诶，最后就是发货速度还能再慢一点吗您？还有就是能不能出一个屏蔽的功能，每次进去就是一个大红包，碰一下就点到了，退都退不出去，你这个活动提现有多难自己心里没点数吗？垃圾东西毁我青春，等我这次快递到了就给你卸载了，以后谁要我助力我都不下回来了，大骗子！你再吞我评论试试看呢</p> | <p>That referral event is just like swallowing a knife. The last four new users I invited got swallowed up too. If you can't handle the game properly, why bother with such an event? Fairness and justice, do you even believe in those four words? Throughout, you've swallowed up half of the people I invited. Some conscience platform you are. And could you please add a shopping cart feature? Putting items into the favorites makes it easy to lose track. Also, could you slow down the delivery speed a bit more? And is it possible to have a blocking feature? Every time I enter, there's this huge red packet popping up, and with just one tap, it's claimed. Can't even back out. How hard is it to cash out in this event? Are you even aware of the difficulty? Such rubbish ruins my youth. Once my delivery arrives, I'm uninstalling</p> |

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| | | | | | this. I won't come back to help anyone in the future. You're a big cheat! Try swallowing up this comment too, if you dare. |
| P15 | 千万别相信拼多多这种东西 | 2023 | 1 | <p>特别垃圾千万不要信那个什么提现¥100 根本就提现不了我最开始拉了好多人, 然后只剩¥0.01 钱, 然后呢? 他又跟我说什么什么 1 个金币什么 1 个钻石总之就是个无底洞, 因为他本来就是说差 1 分就可以提现了, 然后呢, 后面又变成了一个金币 20 个金币一分钱后面又变成了零点一个钻石+个钻石一个金币, 然后拿到后面, 我只差一个人了结果呢, 他就一直抽不到那个一个钻石一直都只抽到福气满满福气满满福气满满根本就抽不到那个零点一个钻石根本就抽不到。千万不要信他什么提现。垃圾的不行, 还维权不了, 千万别相信!</p> | <p>Absolutely rubbish. Don't ever believe in that so-called cash-out of ¥100. It's impossible to cash out. At first, I invited a lot of people, and then I was left with only ¥0.01. And then? They told me something about needing 1 gold coin or 1 diamond, anyway, it's like a bottomless pit because initially, they said it's just a penny away from cashing out. But later on, it changed to 20 gold coins for a penny, and then it became zero point one diamond plus one gold coin. And then when I almost reached the goal, I was just short of one person, but I kept getting everything except that zero point one diamond. It was always blessings and more blessings, but never that zero point one diamond. Don't ever trust their cash-out promises. It's utterly garbage, and there's no way to seek justice. Don't fall for it!</p> |
| P17 | 18638766354.12 | 2023 | 1 | 过节之类的活动 免单返现的都是假的 点开弹出 | All those holiday or similar events promising freebies or cashback are |

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| | | | | <p>个免单的活动就想试一下真假, 还好我没买贵的东西, 就几块钱的小玩意, 也不亏。它提示先让你支付费用, 确认收货了在返现, 等到确认收货以后啥也没有, 大家别相信这种免单的, 真是垃圾软件, 要不是朋友老是催着让我给他砍价我也不会下载这垃圾, 下载了砍完价就在卸载, 不知道下载和卸载了多少次了, 索性就不卸了, 这也是数据下载次数这多的原因吧。一点开就弹出抽奖页面, 关都关不掉, 恶心的要死。再次强调一下垃圾软件, 垃圾软件, 垃圾软件。</p> | <p>fake. I clicked on one of those freebie pop-ups just to test it out, and I'm glad I didn't buy anything expensive. It was just some cheap stuff, so I didn't lose much. They prompt you to pay first, promising cashback upon confirmation of receipt, but after confirmation, there's nothing. Don't trust these so-called freebie offers. It's a garbage app. If it weren't for my friends constantly nagging me to bargain for them, I wouldn't even have downloaded this garbage. I uninstalled it right after bargaining. I've lost count of how many times I've downloaded and uninstalled it. Maybe that's why there are so many downloads. It pops up with a lottery page every time you open it, and you can't even close it. It's disgustingly persistent. Let me emphasize once again: garbage app, garbage app, garbage app.</p> |
| P18 | wjkCP | 2023 | 1 | <p>真无语, 凭什么只有新用户才能有优惠, 如果这样太不公平了, pdd 这么垃圾吗, 我一个老用户消费那么多到最后什么优惠都没有, 真的无语了!!! 真的</p> | <p>It's frustrating, isn't it? Why should only new users get discounts? It's so unfair. Is Pinduoduo really that trashy? I've been a loyal customer, spending so much, yet I get no perks in the end. It's truly frustrating! Pinduoduo used to</p> |

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| | | | | <p>垃圾 当初下载 pdd 就是因为便宜好用去的现在 pdd 越来越不行了.这样的话也没必要留着 pdd 了真无语, 凭什么只有新用户才能有优惠, 如果这样太不公平了, pdd 这么垃圾吗, 我一个老用户消费那么多到最后什么优惠都没有, 真的无语了!!! 真的垃圾 当初下载 pdd 就是因为便宜好用去的现在 pdd 越来越不行了.这样的话也没必要留着 pdd 了真无语。真的是服了</p> | <p>be cheap and convenient, that's why I downloaded it in the first place. But now, it's just getting worse. There's no point in keeping Pinduoduo if it's going to be like this. It's really disappointing.</p> |
| P9 | 并多多趁早倒 | 2023.12.10 | 5 | <p>先说机制, 是真的照顾买家, 偏向买家退换货方便, 物美价廉的商品很多, 不会看评论挑选的话没用惯了的话容易买到残次品。PDD 用了两三年, 给了我很大方便。我卸载的原因, 现金大转盘套路 让我恶心到家。先凑金额 金额差 0.01 就开始让你凑钻石钻石到 99.9 就让你凑积分, 一百积分换 0.1 钻石 到 99.9 积</p> | <p>Let me first talk about the mechanism. It truly caters to buyers, leaning towards making returns and exchanges convenient for them. There are many good-quality and affordable products available. However, if you don't pay attention to reviews or aren't accustomed to using it, you might end up buying subpar items. I've been using Pinduoduo for two to three years, and it has been very convenient for me. The reason I uninstalled it is because of the cash</p> |

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| | | | | <p>分再次攒钻石, 告诉你攒 20 钻石直接提现, 19.9 钻石的时候我剩了 6 次转盛, 全空包转盈转空, 你家转盘指针飞了? 滚吧, 什么玩意儿。真的的参与了不少你家现金转盘, 没成过, 我也没这次这么恶心, 卸载了。</p> | <p>grand wheel scheme, which made me feel disgusted. Initially, it prompts you to reach a certain amount, and once you're short by 0.01 yuan, it starts asking you to collect diamonds. When you reach 99.9 diamonds, it prompts you to collect points, and for every 100 points, you get 0.1 diamond. Then, when you have accumulated 99.9 points again, it prompts you to collect diamonds, telling you that once you collect 20 diamonds, you can withdraw directly. When I had 19.9 diamonds left, I had spun the wheel six times, and each time it landed on "empty" or "profit transfer." Did your wheel pointer go haywire? Ridiculous, I've participated in your cash grand wheel many times, but never won anything. This time, it disgusted me even more, so I uninstalled it.</p> |
| P22 | 拼多多官方看下 | 2023.12.30 | 5 | <p>拼多多哪里都挺好, 感觉很亲民, 只是有个别商铺对待顾客就像仇人一样, 本人经历一次商铺去法院给我起诉了的经历, 事情经过是这样的, 买了一件上衣, 由于物流很慢, 我投诉了两次,</p> | <p>Pinduoduo is pretty good overall, and it feels very down-to-earth. However, there are a few shops that treat customers like enemies. I personally experienced being sued by a shop and taken to court. Here's what happened: I bought a blouse, and because the</p> |

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| | | | | <p>这个客服态度很不好，告诉我用空运快，然后在我没有知情的情況下对我的物品进行了拦截，后来官方进入赔偿了我几十块钱，最后这个客服直接把我起诉，说我由于投诉影响他店铺有了影响，和经济损失三十多元，后来法院找我进行调解，他给我要了五百元人民币进行赔偿。我不明白消费者维护自己该有的权利怎么就能给我起诉呢？</p> | <p>delivery was very slow, I complained twice. The customer service was very rude and told me to use air freight. Then, without my knowledge, they intercepted my item. Later, the official platform compensated me with a few tens of yuan. Finally, this customer service representative sued me, claiming that my complaints had affected his store and caused him an economic loss of over 30 yuan. Later, the court contacted me for mediation, and he demanded 500 yuan in compensation from me. I don't understand how a consumer exercising their rights can lead to being sued.</p> |
| P26 | Fuxang Zheng | 2023 | 5 | <p>坑汐汐的开发者绝对是天才，他们深刻理解在数学界把概率小于0.05的事件叫做小概率事件，当事件发生频率无限趋近于0，利用洛必达法则对分子分母分别求导，或在趋于零处无限使用拉格朗日中值定理，导数为零，概率等于零，再通过生物奖赏机制，正反馈调节，令参与者无限接近成功，继续砍</p> | <p>The developers behind Kengxixi are absolute geniuses. They deeply understand that in the mathematical world, events with a probability less than 0.05 are called small probability events. When the frequency of events tends to zero, they utilize the L'Hôpital's rule to differentiate the numerator and denominator separately, or use the Lagrange mean value theorem infinitely at the limit to yield a derivative of zero, making the</p> |

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| | | | | <p>价。平台利用消费者与消费者的众筹思想，消费者与商家购价与定价的零和博弈，商家与商家宣传促销的内卷形势，作为中介介质谋取暴利。坑汐汐叉叉是门萨集地，只有智商超群的人才能买东西不翻车，只有朋友圈深似海才能砍价成功，还有一些牛人写的脚本才能利用非法方式砍价成功。</p> | <p>probability zero. Then, through biological reward mechanisms and positive feedback regulation, they enable participants to infinitely approach success and continue bargaining. The platform leverages the crowdfunding mindset of consumers and the zero-sum game of purchase price and pricing between consumers and merchants, as well as the escalating situation of promotion and sales competition among merchants, to profit as an intermediary. Kengxixi is a gathering place for Mensa-level intellects, where only those with extraordinary intelligence can make purchases without mishap, only those with deep social circles can successfully bargain, and some experts have written scripts to exploit illegal methods for successful bargaining.</p> |
| P27 | 神评手神吐槽 | 2023 | 5 | <p>我对这种网购软件本来没有什么特别的要求，货物物美价廉就行，对京东淘宝拼多多，用哪个都行，可是你这个推广简直丧尽天良了！“快来帮我砍砍价”我真特么服了，我</p> | <p>I originally didn't have any special requirements for these online shopping apps. As long as the goods are good value for money, I'm fine with using JD, Taobao, or Pinduoduo. But your promotion is simply outrageous! "Come help me bargain" - I'm seriously fed up</p> |

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| | | | | <p>的朋友为了砍价把链接一遍一遍的发过来，本想装着看不见，都特么打电话打来了，你还不能说什么，烦不烦人啊？以前我用谁家的软件都可以，从今往后，专门黑拼多多！最后，祝拼多多推广策划不孕不育，儿孙满堂！简直就是个流氓！！！！五星好评让大家都看看这个恶心的流氓推广。欢迎喷子专业户来对喷，欢迎抬杠专业户来抬杠！</p> | <p>with this. My friends keep sending me links over and over again just to bargain, and even when I pretend not to see, they still call me. Can't you guys just stop? In the past, I could use any app, but from now on, I'm specifically boycotting Pinduoduo! Finally, I hope Pinduoduo's promotion planning becomes infertile, and may they have a household full of children and grandchildren! They are just thugs!!!!!! Five-star reviews, let everyone see this disgusting thug promotion. Welcome professional trolls to argue, welcome professional provocateurs to provoke!</p> |
| P34 | 奇妙果果乐 | 2020 | 5 | <p>之前邀请了很多新用户 体现成功了 最近的一次 邀请了好多同学 帮我砍 结果一直都是最后两分下不去。并且别人帮我砍，在砍价记录里面根本没有，看着别人点下去的，结果我这记录不出现。邀请的新人也不出现。人工客服等了很长时间，结果就是机器人 根本不回</p> | <p>I've invited many new users before and it was successful, but this time I invited a lot of classmates to help me bargain, and the last two cents just couldn't be taken off. Moreover, when others helped me cut the price, there was no record of it in the price cutting history, even though I saw them click on it, but my record doesn't show up. The new users I invited didn't show up either. I waited for customer service for a long time, but</p> |

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| | | | | <p>复实际性消息再也不会爱了。没有领红包项目就没有，为什么制造噱头骗人？麻烦大家，去小红书 知乎一下拼多多骗局</p> | <p>it turned out to be just a robot that didn't reply with any actual messages. I will never use it again. If there's no red envelope promotion, it just doesn't exist. Why create false hype to deceive people? Everyone, please go check on Xiaohongshu or Zhihu about the Pinduoduo scams.</p> |
| P38 | 苏晴转阴 | 2023 | 5 | <p>希望多多能有一个投诉，就是投诉商家，借疫情不发货，我在栗汀动漫买的一些周边，我这边能发快递，但是那边一直借口疫情的原因不给我发，我自己这边都收了好多个快递了，发货完全没问题。本来快递已经打好单了，还没有疫情地区不能发货这条提醒，但是一直没有快递信息，后来我看了一下，怎么就突然上面有一个黄色的横幅说疫情原因发货会慢，快递没有被揽收。我相信这种商家应该每个消费者都遇到过，希望你们对此有严重的惩罚措施一定要是严重的，不然真的是被气死，等了好</p> | <p>I hope Pinduoduo can have a complaint feature specifically for reporting sellers who use the pandemic as an excuse not to ship products. I purchased some merchandise from Liting Animation, and although shipping is fully operational on my end, they continually cite the pandemic as a reason for not dispatching my order. I have already received many parcels, so shipping should not be an issue. Initially, there was no notification that shipments to pandemic-affected areas were not possible, and my order seemed ready to go. However, the parcel wasn't picked up by the courier, and later, a yellow banner suddenly appeared stating that delivery might be delayed due to the pandemic. I believe many consumers have</p> |

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| | | | | <p>多天，结果就因为一句疫情地区可能会延缓发货，真的会谢，希望你们严厉处罚严厉处罚，特别是栗汀动漫务必狠狠的惩罚他们，并且他家的客服真的很垃圾，一直在说能发我们就发，没有给我准信。真的就一直在打太极，我很烦这种东西，我已经举报了他家客服，但是完全不管用。</p> | <p>experienced such issues with merchants. I urge you to implement severe penalties for such behavior; it's truly frustrating to wait many days only to be told that delivery might be delayed due to the pandemic. The customer service at Liting Animation is terrible—they keep saying they will ship if possible, but never provide a clear answer. They just beat around the bush, which is very annoying. I've reported their customer service, but to no avail.</p> |
| P42 | 吃鸡王 | 2021 | 5 | <p>我希望看到了可以点个赞上去我就想知道拼多多是多有钱？有钱买水军，有钱骗下载量，有钱去打广告，还拿穷困农民当幌子？先不说其他的，就质量就让人作呕，各种无良店家买些盗版垃圾根本就是骗人钱的，搞些活动还玩文字游戏，所有条件绝对是“一定条件下”，把你骗了还好声好气跟你解释规则。现在拼多多居然还不知道为什么别人要叫他“并夕夕”，自己什么逼脸自己不知道</p> | <p>If you find this post resonates with you, feel free to like it to boost its visibility. I'm just wondering, how rich is Pinduoduo? Rich enough to hire an army of paid commenters, rich enough to fake download numbers, and rich enough to run ads, yet still using impoverished farmers as a front? Let's not even start on the quality, which is utterly nauseating. There are countless unscrupulous shops selling pirated junk purely to scam people. They set up promotions full of word games, with every condition being a "certain condition," and then sweetly explain the rules to</p> |

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| | | | | 吗？想你自己火起来，就先想想自己的作风吧！ | you after they've tricked you. Now Pinduoduo even wonders why people call it "PinXiXi"—don't they see the reason themselves? If you want to become popular, you should start by considering your own business practices! |
| P43 | 不要相信拼多多 | 2020 | 5 | 拼多多这次砍价上新了好多贵的东西也不好砍，我这是一个一个人找，结果好不容易砍完了，他们说我的账号异常。前面让我打微信客服，问的是我微信有问题。我也问了，现在给我的处理结果确是他们系统判定！这不是怎么都是他们自己说了算！这样的活动不是欺骗人？而且一而再再而三给我说处理拖着我，处理来处理去都是一句话他们系统判定，我就想知道我账号那异常了，他们说了算？ | Pinduoduo has recently added many expensive items to their bargain event, but these are difficult to bargain down. I had to find people one by one to help, and just when I finally managed to finish, they told me my account was abnormal. Initially, they asked me to contact WeChat customer service, questioning if there was an issue with my WeChat. I asked as well, and the result they gave me was that it was their system's determination! Isn't this just them having the final say? Isn't such an activity deceptive? Moreover, they repeatedly dragged out the process, always ending up with the same response that it was determined by their system. I just want to know what exactly is abnormal about my account, and do they have the final say? |
| P44 | 多多用移动流量很多功能不全 | 2019 | 5 | 你好，拼多多近年升级以后很多功能都不正常， | Hello, after recent updates, many functions on Pinduoduo are not working properly. |

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| | | | | 比例果圆用移动网没有朋友显示, 首页签到可以, 奇他功能全都没有, 希望尽快恢复正常, 现在一个月有二三天正常的, 我用了三天正常的, 前一个小时又用不到了 | For example, the Fruit Circle does not show friends when using mobile data, and while the homepage sign-in works, other features are unavailable. I hope they can be restored to normal soon. Currently, it only functions normally for two to three days per month. I had three days of normal usage, but then it stopped working again just an hour ago. |
| P28 | 大哥姓吴 | 2021 | 1 | 已卸载。拼多多恶意虚假宣传, 天天领红包活动明确表明在规定时间内邀请好友助力, 却在系统内部进行邀请人员的筛选, 并禁止助力, 客户给的答案是邀请的客户账号存在异常, 稍后再试, 在确认过邀请的账户没有任何问题, 稍后再试的时候邀请的新用户证实, 还是不可以, 如果说, 不想让领取, 或者有明确用户要求, 或者超过时间了, 在或者空刀都能接受, 不能让努力到最后, 给客服打电话态度非常不好, 说你没有别的问题我就接别人电话了, 再 | I've uninstalled Pinduoduo due to their malicious false advertising. The daily red packet activity clearly stated that inviting friends to help within a set time would work, yet the system internally filtered out invitees and prevented them from assisting. The customer service response was that the invited accounts were abnormal and to try again later. However, after confirming that there was nothing wrong with the accounts, trying again still did not work with new users either. If there were specific requirements, a time overrun, or any other understandable reason, it could have been acceptable. But to make all this effort, then be treated poorly by customer service— |

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| | | | | <p>见，不等人说话就挂了，我打电话是解决问题，连话都不让说。这种软件真的可以很危险，因为根本就没有一个人可以过来维护用户的权益，并且他们才是最大的敌人，因为他们不会站在用户的角度考虑问题，而且他们可以筛选人员说明用户信息也得不到保证，还把所有问题都纠结在用户身上，连拼多多总客服电话都得不到保证，其他的不用想了，第一次卸载拼多多，不会在下载了，太让人心寒了，不是这个钱得不到，而且在你们对我们用户办事的态度上，平时说什么您是我们的优质客户怎么怎么样，到最后就是你们的利用品，利用过后就扔了。</p> | <p>who said they would take another call and hung up before I could even speak—is unacceptable. This kind of software is really dangerous because it seems there is no one to protect the rights of the users, and they are the biggest enemy since they do not consider issues from the user's perspective. They can filter participants, which means user information is not secure, and they always blame the users. You can't even get a reliable contact number for Pinduoduo's main customer service. I won't download it again after this first uninstall; it's too disheartening. It's not about the money; it's about the disrespectful way they treat us users. They say you're a valued customer until they're done using you.</p> |
| P51 | 爱 P 的 W | 2022 | 5 | <p>我不会说太多的话啊，你跟我记住了，我之前说过不会在你，但是因为我老婆要搞你那个活动，我又下了，下了之后你还不</p> | <p>I won't say much, but remember this: I said I wouldn't download it again, but I did because my wife wanted to participate in your event. After downloading, you didn't even allow my wife to succeed</p> |

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| | | | | <p>给我老婆搞到我老婆拉了40多个人地不差啊，，凭什么别人拉几个就搞到了，你要是把机制设置了你就说你这看着那零点点几烦不烦人要我我能给你跟我提不提这不是明显的骗子嘛，对不起我又暴粗口了，我说你好你要听你卖的东西确实好，买包矿泉水那个样子啊还没有别人老爷爷家卖的冰露好，搞个活动总是出一些机制，去骗骗别人，搞过的都不想在搞，现在对不对就以为别人是发广告的了，我早就想说你了，你什么时候倒闭记得跟我说一声我跟你放烟花庆祝好吧。</p> | <p>despite her bringing in over 40 people. Why do others succeed by bringing in just a few? If you have set up the system, just admit it. It's annoying to see those tiny percentages. If it were me, I could give you a piece of my mind. Sorry for my harsh words again. If I say something nice, it's because your products are genuinely good. Buying a pack of bottled water from you isn't even as good as the dew water sold at the old man's house down the street. You always come up with some scheme for your events, just to deceive others. Those who have participated don't want to do it again. Now, isn't it assumed that everyone is just advertising? I've been wanting to tell you off. When you go out of business, let me know. I'll set off fireworks to celebrate.</p> |
| P53 | 舒胤霖 | 2023 | 5 | <p>有一我选择手办模型时看见了一些很恶心的黄色商品并且在我察后发现卖这种东西的人还很多，些东西严重触犯了法律严重触犯了女性隐私部位！这要是让未成年的小孩看见</p> | <p>When I was choosing handmade models, I saw some disgusting pornographic products and after checking them out, I realized that there are many people selling these things, which are serious violations of the law and the private parts of women! If a minor</p> |

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| | | | | 了可能会对他三 观发生改变！所 以请有关部门拼 多多官方重视 (淘宝等可能也 有)预防不必要的 麻烦 | child sees this, it may change his outlook on the world! So please the relevant departments Pinduoduo official attention (Taobao and other may also have) to prevent unnecessary trouble! |
| P31 | lzyllll | 2021 | 3 | 我打三颗星的原 因是首先拼多多 能用微信支付对 学生党是非常好 的一个福利，因 为当代的学生党 有很多都是没有 支付宝的，所以 只能选择用微信 来支付，不过我 希望拼多多上的 假货和它的质量 要求能更高一点 买手机壳。他涂 上的质量与实际 拿到质量相差的 不是一点是很 多，还有一些满 ¥20 提现的活动 是很难完成的， 就算你差一点 点，然后时间一 到也会被清零 的，不过呢，还 是有些良心店铺 的我在拼多多也 用了大几千了， 当初不知道自己 会用那么多一 用，就是两三年 花了巨多钱。 | I give it three stars primarily because Pinduoduo's integration of WeChat Pay is a great benefit for students, many of whom do not have Alipay and must use WeChat for payments. However, I hope Pinduoduo could improve its control over counterfeit goods and raise its quality standards, especially for items like phone cases. The quality advertised and the quality received differ significantly, not just slightly but substantially. Also, some activities, like the "withdraw ¥20 when you spend" are very difficult to complete. Even if you're just a little short, your progress will be reset once the time is up. Still, there are some conscientious stores on Pinduoduo. I've spent thousands there, never realizing I would spend so much over two or three years—it's a lot of money. |
| P32 | 黄宗伟 | 2020 | 4 | 拼多多上的每个 商品都没有生产 | Every product on Pinduoduo lacks information about |

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| | | | | <p>厂家也没地址, 建议每个商品上这个平台都应该让消费者有知情权! 特别是产品厂家和卖家, 例如: 我买了一台长虹电器厂生产的小太阳取暖器, 以为是四川那个大厂长虹生产的, 最后拿到货却是一个某城市的一个公司生产的, 不管怎样, 拼多多这个平台的领导, 应该引起重视, 要想把平台办好, 真正的为民服务, 就应该从这些小事一点一滴做起! 让老百姓买的放心用的安心! 谢谢!</p> | <p>the manufacturer and address. It is suggested that the platform should ensure that consumers are informed about every product, especially concerning the manufacturers and sellers. For example, I bought a Changhong brand mini sun heater, thinking it was produced by the well-known Changhong factory in Sichuan, but it turned out to be made by some company in another city. Regardless, the leadership of the Pinduoduo platform should pay attention to this. If you want to run the platform well and truly serve the people, you should start with these small details! Let the public buy with confidence and use with peace of mind! Thank you!</p> |
| P33 | 三无咸鱼 | 2020 | 4 | <p>拼多多我另一个手机一直用了很久, 购物也挺方便, 价格也实惠。美中不足就是: 第一, 假货多, 而且商家还死不承认, 杂牌化妆品就那么几块钱, 评论大多数都是刷出来的, 仔细一看就能发现。第二, 某些商品搜索结果很少不像淘宝那么多, 如果能</p> | <p>I've been using Pinduoduo on another phone for a long time, and shopping is quite convenient and the prices are affordable. However, there are some drawbacks: first, there are many counterfeit products, and the merchants stubbornly refuse to admit it. You can buy generic makeup for just a few yuan, and most of the reviews are obviously</p> |

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| | | | | 多上架些各种人喜欢的商品该多好啊。 | fabricated, which you can tell if you look closely. Second, the search results for some products are sparse, not as extensive as on Taobao. It would be much better if they could stock a wider variety of products that people like. |
| P59 | 觉得可进入性好好玩 | 2021 | 5 | 给五星是希望更多的人看到, 拼多多就是一个骗你点击率的软件, 说什么能体现你想都不要想, 第一不行向你给个 7 然后就得分享才能的红包, 没分享一个好友给你一分钱, 累死你也拿不到那个钱, 还有什么 9.9 元秒杀手机, 你点进去就会发现 9.9 全是手机壳或者是手机模型, 这种靠骗点击率上市的公司然后套股民和投资者的钱, 大家伙就应该一起像相关部门投诉, 让他下线! | Give five stars is to hope that more people see, Pinduoduo is a cheat you click rate of the software, say what can reflect you do not want to think, the first can not to give you 7 and then you have to share to be able to the red packet, did not share a friend to give you a penny, tired of you can not get that money, and what 9.9 yuan to kill the cell phone, you point in you will find that the 9.9 are all cell phone shells or cell phone models, this by cheating click rate! Listed companies and then set shareholders and investors money, the guys should be together like the relevant departments to complain, let it offline! |
| P76 | 日里哥 | 2021 | 5 | 拼小圈自动发送好友申请, 只要是你的联系人不管老师同学同事家长前男女朋友都会接到你的拼多多好友申请舒服吗? 丢脸吗? | Pinxiaocircle automatically sends friend requests to all your contacts—teachers, classmates, colleagues, parents, and ex-partners included—does that feel |

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| | | | | 打五星只是为了能不被好评压下去，我要所有人都知道这个软件有多垃圾！ | comfortable to you? Isn't it embarrassing? I'm giving it five stars only so my review won't be buried under positive ones. I want everyone to know how terrible this app is! |
| P86 | adriam911 | 2021 | 5 | 请问，利用老年人的逐利心理让他们抢压自己儿女给他们助力或者参加活动，与年轻教师让自己的青少年学生喜欢肖战在本质上有什么区别？多少人正在被这种助力，邀请骚扰？吃到了中老年人移动端的红利之后，优化一下裂变营销的方式？ | May I ask what is the essential difference between using the profit-seeking mentality of older people to get them to grab pressure on their sons and daughters to give them a boost or attend an event, and a young teacher getting her teenage students to like Xiaozhan? How many people are being harassed by such boosters and invitations? After eating the dividends of the mobile end of the middle-aged and elderly people, optimize the way of fission marketing? |
| P91 | 酒醒后空凝眸 | 2021 | 5 | 给5星是想让所有人看见！这个垃圾平台，我购买了一台苹果手机领完卷是9499 比我在外边买便宜接近600块，它居然说我不符合直接退款，然后我买了一个电子产品比淘宝贵还不说还要我拼单？然后奇迹发生了！没有自动给我退款~这个拼多多真是虚伪的不 | I'm giving it 5 stars just so everyone sees this! This terrible platform—when I bought an Apple iPhone, after applying a coupon, it was 9499 yuan, nearly 600 yuan cheaper than buying it elsewhere. They actually said I didn't qualify and directly refunded me. Then, I bought an electronic product that was more expensive than on Taobao, and they still asked me to participate in a group purchase? Then a miracle |

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| | | | | 行，你们看到的便宜只不过是拼单造成的假象，我希望都不要再被骗了，这个平台真心不是个东西！ | happened! They didn't automatically refund me—Pinduoduo is truly hypocritical. The discounts you see are just an illusion created by group purchases. I hope no one else gets deceived by this platform—it's really awful! |
| P93 | 囁□□ | 2020 | 5 | 有什么资格存活在社会主义国家？建议政府强制打压这种影响力大，品质低劣没保障，坑害民众，促涨人们投机取巧蝇营狗苟心态的软件，没有任何意义 | What right does it have to exist in a socialist country? I suggest that the government should forcefully suppress such apps that have a significant influence but offer low-quality, unreliable products, and exploit the public. These apps encourage a mentality of opportunism and scheming, which is utterly pointless. |
| P110 | nixbdiidkd | 2020 | 5 | 那个领一百的是骗人的，除非你啦新用户，我辛辛苦苦做了两天，要体现的时候说我账号异常给我发的优惠券，优惠券也可以，但是是满五百将五十还不能叠加，听我一句，还是用淘宝吧，拼多多这种平台不行 | The offer of getting a hundred is misleading; unless you're a new user, I worked hard for two days, and when I tried to withdraw, they said my account was abnormal and sent me coupons instead. Coupons are fine, but they're only for orders over five hundred, and you can't stack them. Take my advice, stick with Taobao. Platforms like Pinduoduo just don't cut it. |
| P120 | 收花只为你 | 2021 | 5 | 拼小圈真的一点都不喜欢。首先，买个东西也要跟别人分享，有一些人并不喜 | Pinxiaoquan really doesn't like it at all. First of all, buy a thing also need to share with others, some people do not like the people around you |

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| | | | | 欢身边的人照着你的穿衣风格来穿，也就是学，这个很反感。其次，你买什么东西别人全都知道，搞得连内裤这种隐私一点的什么的都不敢买了，而且还不能设置私密物品 | according to your style of dress to wear, that is to say, learn, this is very disgusting. Secondly, what you buy other people all know, so that even the underwear such as a little bit of privacy what are afraid to buy, and also can not set the private items! |
| P127 | 兔斯基奇 | 2021 | 5 | 拼多多优质客户真实心得：睁大眼睛，精挑细选确实可以做到物美价廉。但是一不小心就可能上当。两个月前买了一次假货，找拼多多客服维权两个月没有丝毫进展，各种推诿！真是让老用户心寒！美其名曰不辜负客户的信任，实际上根本不当回事儿。 | Pinduoduo quality customers real tips: open your eyes, carefully selected can indeed be a good price. But if you are not careful, you may be fooled. Two months ago bought a fake, looking for Pinduoduo customer service pitchfork two months without the slightest progress, a variety of excuses! Really let the old users cold! The name of the day to live up to the trust of customers, in fact, not at all seriously. |
| P129 | 请负责拼多多的主管多关注一下大. | 2020 | 5 | 在拼多多买东西，如果连下两单，一般只给一单，再怎么论也没用，好多东西质量太差，根本就不和图片一样，虚假广告常事，以前喜欢买衣服，基本上不能穿，现在这几年买花较多，花的包装很差，常收到货残缺不 | When buying from Pinduoduo, even if you place two orders in a row, they usually only process one. No matter how much you complain, it's useless. Many items have poor quality and don't match the pictures. False advertising is common. I used to like buying clothes, but they're basically unwearable. In recent years, I've been buying more |

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| | | | | 齐，无法裁活，而且发货慢，一般一个星期才能收到， | flowers, but the packaging is very poor. I often receive incomplete or damaged items, making it impossible to grow them. Moreover, shipping is slow, and it usually takes about a week to receive the items. |
| P130 | ❤ | 2020 | 5 | 拼多多就是用低价拼团分享、分享砍价这种裂变式信息分享，获得消费者的广泛关注，而且在不经过消费者同意就绑定微信支付、默认开通免密支付。这两天不断有朋友发砍价信息，大家眼睛都盯着那些表面不给钱的便宜了，根本不考虑个人信息泄露的问题以及其他安全隐患。互联网时代，便捷的商品交易和信息交流渠道常常被一些不法商家利用，从而盗取消费者的信息，甚至进行各种网络诈骗。而在这方面，我们在互联网的管理上却跟不上，所以提醒消费者不要因为一时贪图小便宜，而钻进了不法分子精心编织的骗局，因小失大，得不偿失。也希望相关部门 | Pinduoduo employs strategies like low-price group purchases, share-to-reduce-price promotions, and viral information sharing to capture consumer attention. Moreover, it often binds WeChat payments and enables password-free payments without the consumer's explicit consent. Recently, there has been a surge in friends sending out links to help "chop" the price, focusing on apparent savings without considering potential risks such as personal information leaks and other security vulnerabilities. In the internet age, the ease of product transactions and information exchange can be exploited by unscrupulous businesses to steal consumer information or even conduct various online scams. The oversight of internet governance hasn't kept pace with these issues, so |

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| | | | | 应该加强互联网管理, 重罚网络诈骗当事人或团体 | consumers are advised not to be lured by immediate small gains that could lead into traps set by criminals, which might lead to greater losses. It is also hoped that relevant authorities will strengthen internet governance and impose severe penalties on those involved in online fraud. |
| P133 | 数据库同摸摸摸摸摸摸摸摸摸 | 2022 | 5 | 就想问为什么拼多多上的钱多都不能直接提现到微信, 这对我这种没有银行卡的人很不友好, 还有就是拼多多上的各种优惠券还有免费领东西的那些活动根本就是假的, 特别是免费领东西的那个, 要邀请好友助力, 我都要无语了, 摇到只差 0.1 的时候, 再给我拿那个还差 0.00 几的, 永远都拿不到那个免费的商品, 你居然给不起就别弄啊, 还有就是钱多多里的钱为什么不能直接提现到微信, 为什么为什么为什么 | I just want to ask why the funds on Pinduoduo cannot be directly withdrawn to WeChat. This is very unfriendly to someone like me who doesn't have a bank card. Also, the various coupons and free item promotions on Pinduoduo are basically fake, especially the ones where you need to invite friends to help. It leaves me speechless. When you get as close as 0.1 away, they then say you're just 0.00something short, and I can never actually get the free product. If you can't afford to give it away, then don't offer it at all. Moreover, why can't the funds in Qian Duo Duo be directly withdrawn to WeChat? Why, why, why? |
| P141 | □□□□ 中国人 | 2021 | 5 | 笑死我了前几天我买了个和平皮肤就在拼多多上面。然后我就等 | I'm dying laughing! A few days ago, I bought a peace skin on Pinduoduo. Then I |

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| P142 | etucjff5/75578 | 2021 | 5 | <p>更新之后商家评分变成综合了, 我看了几家店铺的都有三四颗星这样, 然后我把之前一家商品很垃圾, 以前评分很低的店翻出来, 看一下竟然有三星半, 更新</p> | <p>After the update, the merchant rating has become comprehensive. I checked several stores, and they all have three or four stars. Then I found a store with very poor products and low ratings before. To my surprise, it now has three and a half stars. The</p> |

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| | | | | <p>了一点都不好用，根本看不出哪家店好哪家坏，一点也不好用，现在我买个东西都有点担心碰到服务态度差商品也差的店了。</p> | <p>update is not good at all. I can't tell which store is good or bad anymore. It's completely unusable. Now I'm a bit worried about buying things, fearing I might encounter stores with poor service attitude and bad products.</p> |
| P143 | janmmmy4211 | 2021 | 5 | <p>拼多多不经过审核，让一些骗人的虚列产品存在，小孩点了，只过了十几分钟我发现找商家退款，商家截图说已经使用。我都不知道咋用，一个五六岁的小孩会用吗？最气人的是拼多多支持这个商家不给退款，直接取消退款商品。实在是失望。给最高评分上榜，让更多人引以为戒</p> | <p>Pinduoduo doesn't go through any review process, allowing some deceptive virtual listings to exist. My child accidentally clicked on one, and within just over ten minutes, I realized and contacted the merchant for a refund. The merchant responded with a screenshot claiming it had been used. I have no idea how to use it. Would a five or six-year-old child know how to use it? What's most infuriating is that Pinduoduo supports the merchant in refusing a refund and directly cancels the refund request. It's truly disappointing. Giving it the highest rating, with a warning for others to be cautious.</p> |
| P7 | 亦宸 baba | 2023.7.18 | 5 | <p>做为一名大学生的忠实用户，我频繁使用了两年后，一定要给出这个评论，真的是太赞了，家人们！！！！1、</p> | <p>As a loyal university student user, after using this for two years, I absolutely must leave this review—it's truly fantastic, folks! First, the purchase page clearly marks</p> |

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| | | | | <p>首先他把有退货包运费的运费险标识写在购买页面, 非常清楚的明晰, 不会误导消费者, 更不会看不到, 而且这个运费险对于消费者来说给足了信任感, 试一试不满意就退货, 这使得我经常在这上边买衣服, 并且很少踩雷;</p> <p>2、其次是退款以及平台介入的强度和力度, 非常之大, 真是让我见证了什么叫中国速度, 处理问题非常之迅速, 是我用过很多平台都没有办法比拟的, 这个真的要给十个大大的赞! 太牛了;</p> <p>3、而且这个上面的价格确实更为低廉一些, 价格更亲民; 综上所述, 家人们都给我用它!!!!</p> | <p>which items include shipping insurance for returns, making it very clear and preventing any consumer confusion. You definitely won't miss it. This insurance really builds trust; you can try it and simply return it if you're not satisfied. It has encouraged me to often buy clothes here and I rarely encounter any issues. Secondly, the intensity and force of the refund process and platform intervention are extremely significant. It's incredibly fast in resolving issues, unlike anything I've experienced on other platforms. This definitely deserves a huge thumbs up! Absolutely impressive. Moreover, the prices here are indeed more affordable, making it more accessible for everyone. In summary, my family all insist on using this!</p> |
| P49 | 麦苗释然初醒 | 2021 | 3 | <p>拼多多确实有好东西。需要耐心仔细考虑才行不过滥竽充数的也不少就是品质成分没底! 明明是假的非说是真的明明不含棉非说是全面的没有事实不承认。明明是化纤的材</p> | <p>Pinduoduo does have a lot of good things. However, one needs to carefully consider as there are also many subpar products lacking in quality. They claim fake items to be genuine, insist non-cotton materials are all-cotton, and deny facts. When asked</p> |

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| | | | | <p>质非说是磨毛的材质所问非所答。揣着明白装糊涂糊弄消费者。希望能够改进。如果说假大空一点不为过。我遇到的 1. 睛纶说是全棉的。2. 码数 XXL 穿 M1 号的我都穿不上还不给退货。3. 纤维的非说是磨毛的。4. 水果蔬菜 2/3 都是以次充好。就不能实话告诉吗？愿卖愿买我买了土豆回来就臭了！胡萝卜一看就不是今年的都花芽了。... 在这里就不一一列举了。当然也有少部分是好的东西还不错按付给的钱来说是正比的！如果能把那些垃圾清理出去薄利多销不是互相得利吗！各方心安理得何乐而不为呢！希望拼多多平台能够把后台整理整理。就是看好评也好刷评价的太多太多了！...</p> | <p>straightforward questions, they dodge and confuse consumers. Improvement is hoped for. Describing it as mostly fake isn't an exaggeration. Here are some examples I encountered: 1. Polyester claimed to be all-cotton. 2. XXL size fits like a size M, but no refund is allowed. 3. Synthetic fibers described as brushed. 4. Many fruits and vegetables are of subpar quality. Can't they just be honest? I bought potatoes that turned rotten, and the carrots were obviously not from this year—they had sprouted. ... I won't list them all here. Of course, there are a few good items that are worth the money paid. If the platform could clear out the rubbish, it would benefit everyone. Why not strive for mutual benefits and peace of mind? Hopefully, Pinduoduo can tidy up its backend. There are far too many suspiciously positive reviews or inflated ratings! ...</p> |
| P13 | 琴初北 | 2023.8.29 | 5 | <p>对比淘宝，售后跟服务都很好，但东西个别比淘宝掺水还多 但还是不影响我退货退款，退货后</p> | <p>Compared to Taobao, the after-sales service is good, but some items are even more adulterated than on Taobao. However, this</p> |

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| | | | | <p>钱到账也很快。然后对比京东我觉得好太多了, 京东快递不好东西乱放, 丢件不管不顾自己点已签收, 我都没签收那京东就说我签收了, 京东服务售后也差, 退货退款还要联系客服, 而且我当天写着签收它系统当天就显示确认收货了, 我连申请退款都要联系客服磨磨唧唧半天那个京东才给我处理, 而且还是连续搞了三天才说给我处理, 京东售后跟服务还有东西质量快递都不如拼多多, 淘宝跟拼多多售后都很不错, 值得推荐</p> | <p>doesn't affect my ability to return items and get refunds, which are processed quickly once I return the goods. In contrast, I find it much better than JD.com. JD's delivery service is poor; they mishandle packages and lose items, marking them as received when I haven't signed for them. When I report that I haven't received my order, JD claims I have. Their customer service and post-sale support are also lacking. To return something and get a refund, I need to contact customer service, and even though the system shows that the goods were confirmed received on the day they were supposedly signed for, I have to hassle customer service just to process a refund. It took JD three days of back-and-forth just to handle my issue. JD's after-sales service, delivery, and product quality are all inferior to Pinduoduo. Both Taobao and Pinduoduo have excellent after-sales services and are worth recommending.</p> |
| P16 | 用了几年的夕宝 | 2023.9.4 | 5 | <p>我觉得拼多多比其他应用相对来说会比较好, 因为你提出的问题等等官方都会帮</p> | <p>I feel that Pinduoduo is relatively better compared to other apps because the official support team will resolve</p> |

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| | | | | <p>你解决，就算被卖到的商品不好，你可以去退款只要有正当理由会极速退款，这一点就比其他应用好，并且句你喜欢的标准来推荐，每一次都可以找到想要的东西。买了几百样东西从未交过运费，这也是我用拼多多的第二年还是第三年了，就真的超酷的。然后货比三家也超级方便。我买东西也几乎都在拼多多上面买，客服态度不好也可以投诉，商家客服我所遇到的都比较好说话</p> | <p>any issues you raise. Even if the purchased item is not up to par, you can get a refund quickly as long as there's a valid reason, which is a significant advantage over other apps. Plus, it recommends products based on your preferences, and I can always find what I'm looking for every time. I've bought hundreds of items and never paid for shipping, which is really cool. This is either my second or third year using Pinduoduo, and it's just fantastic. Comparing prices across different sellers is also super convenient. I almost always shop on Pinduoduo. Even if the customer service is not great, you can file a complaint, but the seller's customer service I've dealt with has generally been reasonable.</p> |
| P19 | gkbsvvsjsh | 2023.11.2 | 5 | <p>买家可能斗不过卖家，但是平台可以，感谢平台对于买家的维护，这个时代大部分商家的做法都让人生气，在一些管的不严的平台，商家可以随便欺负买家，而且自己任然不被平台严格处罚，但拼多多不一样，商家做错事都会严格处</p> | <p>Buyers might not always be able to challenge sellers directly, but the platform can, and I'm grateful for the protection Pinduoduo provides to its customers. In this era, the practices of most merchants can be frustrating. On some less regulated platforms, sellers can easily bully buyers without facing strict penalties from the platform.</p> |

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| | | | | <p>罚，维护消费者的一切权益！得益于消费者，真的很好，可以说是唯一一个能把商家打服的平台，非常感谢拼多多！但也建议，拼多多上架一些知名品牌衣服，多一些款式，有时候想买很多东西，但上拼多多搜一下没有，这一点能加一下就非常好了，总之，拼多多非常好。经过我个人观察，虽然周围有很多人嫌弃拼多多，但是那些人却经常用拼多多购物，我想表达的是：天知地知，你知我知，拼多多是好是坏，并不是嘴上说一下的，他们都知道拼多多好，但出去说话就是要踩一下拼多多，只能说那种人都是爱面子但又没有实力的那种，大家不用为了那种言论而远离该购物平台。就这样说吧，现在大街上，起码10个人中有七八个手机里都有拼多多吧哈哈哈哈哈，非常支持拼多多！</p> | <p>Pinduoduo is different, however; it imposes strict penalties on sellers who misbehave, safeguarding all consumer rights! Thanks to its consumer-centric approach, it really stands out as the only platform capable of disciplining sellers effectively. I really appreciate Pinduoduo! However, I also suggest that Pinduoduo should list more well-known branded clothing with a variety of styles. Sometimes I want to buy many things, but can't find them on Pinduoduo; enhancing the selection would be great. Overall, Pinduoduo is excellent. From my personal observation, although many people around me criticize Pinduoduo, they frequently shop on it. What I mean to say is: Heaven knows, Earth knows, you know, and I know whether Pinduoduo is good or bad—it's not just lip service. They all know Pinduoduo is good, but publicly they disparage it. I can only say that such people are those who care about appearances but lack substance. We shouldn't stay away from this shopping platform just because of</p> |
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| | | | | | such comments. In fact, I bet at least seven or eight out of every ten people on the street have Pinduoduo on their phones. I really support Pinduoduo! |
| P20 | 歪塔塔 | 2023 | 5 | <p>这个平台的商品价格都挺低廉的，仔细一点，看哈那些差评啥的还是很少踩坑，全是好评的，就一言难尽了，一句话，薅羊毛。有些店家的客服态度嚣张敷衍，但大多数店家还是挺用心，对于买家提出的问题还是用心解答。不过该平台假货比较多，像那些古玩什么的就别去买了，毕竟线下市场上假货都那么多更别谈一个优惠的购物平台。有些预售的就别去买了，十天半月才发货。该平台的多多买菜还挺方便的，价格还实惠，坑有点多，偶尔用还是可以，买点小零食，佐料什么的还行，海鲜肉类蔬菜什么的还是用其它软件吧。有简单的小游戏，还可以刷视频，挺不错的，偶尔还可以加点</p> | <p>The prices of products on this platform are quite low, but if you look closely, there are very few negative reviews. It's all positive, which is hard to believe. In short, it's a mixed bag. Some customer service representatives from certain stores are arrogant and perfunctory, but most are attentive and earnest in addressing buyers' questions. However, there are many counterfeit products on this platform. It's best to avoid buying antiques and such, as there are already so many fake items in offline markets, let alone on a discounted shopping platform. Some pre-sale items are not worth buying, as they may take ten days or more to ship. The platform's grocery shopping feature is quite convenient, with affordable prices, but there are some pitfalls. It's okay to occasionally use it for buying snacks and seasonings, but for seafood, meat, and vegetables, it's better to use other apps. There are simple mini-games</p> |

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| | | | | 好友当聊天软件使用。 | and you can also watch videos, which is pretty good. Occasionally, you can even make friends and use it as a chat app. |
| P54 | 美羊羊爱吃涮羊肉 | 2023 | 4 | <p>虽然说拼多多确实有存在欺诈消费者现象,但是摸良心讲还是有好多物美价廉的产品啊。只要不去贪小便宜抱着侥幸心理去购买一些明知道属于低价劣质的东西,还是有很多好东西的。特别是百亿补贴里的!我看评论说有的退货包运费不退运费,我的每次都退,而且基本上我货只要寄出去就直接把运费还有货物的钱返给我了,真不知道有的人为什么一直贬低拼多多。西因为没有占到便宜吗?些拼多多除了我是真的砍不到那一百块钱我是真的很喜欢用!希望以后能改进一下不要再一直当流氓软件了</p> | <p>While it's true that there are instances of consumer fraud on Pinduoduo, let's be honest, there are still many products that offer great value for money. As long as you don't chase after cheap deals with a mentality of taking shortcuts and knowingly buy items that are of low quality and low price, there are still plenty of good things to find. Especially with the billions in subsidies! I've seen comments saying that some items don't refund the shipping fee, but every time I've returned something, I've received a refund for both the shipping fee and the item itself. I really don't understand why some people keep denigrating Pinduoduo. Is it because they didn't get a bargain? Apart from not being able to score those hundred-yuan subsidies, I genuinely enjoy using Pinduoduo! Hopefully, they can improve in the future and not be seen as a rogue app all the time.</p> |
| P55 | silyahha | 2021 | 3 | 我就是拼多的忠实粉,能买到的 | I'm a loyal fan of Pinduoduo. Almost everything I need, |

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| | | | | <p>东西可以说都可以拼，性价比超高，门槛低，才有多重选择，只是质量问题有待加强，退货有时候也挺麻烦，商家客服存在推脱责任诱导消费者过期不候的行为，结果官方客服也无能为力！如有疑问还需立马解决，退货，退货！虽然诟病过多，还是不错的选择，生活中的一些小东小西，日常工具，小家电，厨房生活用品，个人日常护理产品日化，生活小零食，儿童玩具等还是不错的！价位的层次也拉开了产品的质量，根据自己的需求选择不同的产品！相信毕竟是消费者终究还是消费者！产品就看你怎么去理解了！</p> | <p>I can find there at great prices. The platform offers a wide variety of options with low barriers to entry. However, there is room for improvement in terms of product quality, and sometimes the return process can be troublesome. Some merchants' customer service tends to shift responsibility and induce consumers to accept expired or defective items, and even the official customer service may not always be helpful. Despite these criticisms, Pinduoduo remains a good choice for everyday items, household tools, small appliances, kitchenware, personal care products, snacks, children's toys, and more. The range of price options reflects the quality of the products, so it's essential to choose according to your own needs. Ultimately, as consumers, it's up to us to interpret the products based on our understanding and preferences.</p> |
| P21 | 不能登陆 14756685 | 2022 | 5 | <p>我没有参与过提现活动，所以对于他的营销手段我不评价。但是我只就购物体验来说，首先拼多多上面的水果真的很好！很好！</p> | <p>I haven't participated in their cash withdrawal promotions, so I can't comment on their marketing tactics. However, speaking solely from my shopping experience, I have to say that the fruit</p> |

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| | | | | <p>比淘宝便宜而且质量比淘宝好！拼多多有和果农合作。还有我喜欢买各种小东西，哪怕一两块钱都包邮发货，不用凑够十块钱，方便！便宜。而且拼多多质量真的没有我想象那么差啊，曾经我也无脑嘲讽过拼多多，但是用了之后真香。很多质量真的很好！希望拼多多继续保持继续加油！拼多多客服很好！比淘宝小蜜好多了！有质量问题直接退款给你，处理快，点赞道</p> | <p>on Pinduoduo is really good! It's not only cheaper than Taobao but also of better quality. Pinduoduo collaborates with fruit farmers. Additionally, I enjoy buying various small items, even those priced at just one or two yuan, with free shipping and no need to reach a minimum order amount of ten yuan. It's convenient and affordable. Moreover, the quality of products on Pinduoduo is not as poor as I imagined. I used to mock Pinduoduo mindlessly, but after using it, I found it to be great. Many products are of really good quality. I hope Pinduoduo continues to maintain its standards and keep up the good work. The customer service on Pinduoduo is excellent too! Much better than Taobao's Xiaomi. They process refunds quickly and efficiently, which is commendable. Thumbs up!</p> |
| P57 | jmtimwgm | 2020 | 1 | <p>本来用拼多多也是因为朋友邀请砍价才认识到拼多多的，然后有些东西比淘宝要便宜，但是使用体验真的是极其的差，跟天猫京</p> | <p>Originally, I started using Pinduoduo because a friend invited me to bargain. Some items are indeed cheaper than on Taobao, but the user experience is extremely poor. It's far worse compared to Tmall</p> |

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| | | | | <p>东比起来差远了，之前在拼多多上面买了生鲜，快递送货未提前联系我就私自把东西放在自提包裹站，导致食品解冻无法食用，一个这么简单的事情，商家说生鲜不支持退款，然后平台说商品存在解冻很正常，我就想问东西送来不提前联系导致解冻你们客服竟然能说出来解冻很正常，</p> <p>•同样的问题我在天猫上遇都没遇到，就算遇到了也会第一时间给我解决，所以拼多多真的很差很差</p> | <p>and JD. Previously, I bought fresh produce on Pinduoduo, and the courier delivered the package to a self-pickup station without notifying me in advance, causing the food to thaw and become inedible. This should have been a simple matter, but the merchant said fresh produce doesn't support refunds, and the platform claimed that thawing is normal for the product. I just want to ask, if the items arrive without prior notice causing thawing, how can your customer service say thawing is normal? I've never encountered the same issue on Tmall, but even if I did, they would promptly resolve it. So, Pinduoduo is really poor in comparison.</p> |
| P58 | Owfkkekej | 2021 | 4 | <p>就是啊拼多多有些商家就是那些蛮不讲理的，怎么讲都没用，服务态度不好，然后有的东西就与实物不相符，第一次打这么多字还有有的商家就刷那些评论，搞得都不知道是真是假，拼夕夕还是好的有些商家太那啥了，希望改进把，有些恶意商家就直接可</p> | <p>Yeah, some merchants on Pinduoduo are just unreasonable. No matter how you reason with them, it's useless. Their service attitude is poor, and some products don't match the descriptions. This is the first time I've written so much, but some merchants manipulate the reviews, making it hard to distinguish between real and fake. Pinduoduo is still good, but some merchants</p> |

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| | | | | 以封店了真的, 希望你们官方让商家开店的时候保证金一百块钱, 要不然那些什么商家恶心的, 这次就给四星, 希望改进 | are just too much. I hope there will be improvements. Malicious merchants should be shut down directly. Seriously, I hope your platform requires a deposit of 100 yuan from merchants when they open a store. Otherwise, those unpleasant merchants... This time I'll give four stars. Hope for improvement. |
| P23 | long-zo | 2021 | 5 | 最近在網上買了一隻小猫和一堆的猫咪物品, 结果一看物流一大堆都是在一千五百公里以外的, 希望官方能添加店家定位系统这样购买一些比较急需的物品时可以选择就近的店家购买。 | Recently, I bought a kitten and a bunch of cat supplies online, but when I checked the logistics, they were all from over 1500 kilometers away. I hope the platform can add a store locator system so that when purchasing urgently needed items, we can choose nearby stores. |
| P60 | 戎 xx | 2021 | 4 | 这个月宅家里买了很多很多东西, 踩过几次雷, 比方过期的食品, 袜子发漏发一只成单数, 衣服有瑕疵之类, 不过卖家退款都特别快, 然后我妈就说要是年纪大点的可能就不会看到东西已经过期了衣服有拉丝什么的, 他们也是碰运气, 看到了就退款, 没看到就这么卖掉了, 我感 | This month, I've been buying a lot of things online while staying at home, and I've encountered a few hiccups, such as expired food, socks missing a pair, or clothes with defects. However, the sellers have been very quick with refunds. My mom mentioned that older people might not notice expired items or clothing defects, and they might just rely on luck. If they see the issues, they'll get a refund, but if not, they'll sell the items as |

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| | | | | <p>觉还是不大好吧, 可能店铺的惩罚机制不大完善, 不过用下来感觉确实挺便宜的, 买买小东西很合适</p> | <p>they are. I feel like this might not be ideal. Perhaps the store's punishment mechanism isn't very robust. Nevertheless, overall, I find it quite affordable, especially for purchasing small items.</p> |
| P61 | 取昵称感冒 | 2021 | 3 | <p>怎么说呢, “拼单全额返”问题。感觉以后这种再细化一些。有的时候买的东西因为好评要返现但是他要你售后提交退款金额才给你, 这就导致了所谓的“订单退款”现象, 但是实际上这只是反钱的一种方式, 我认为你们这方面没有考虑到只死看“订单退款”记录却没有看是不是真的退款退货还是因为补偿。可能这种情况很少出现, 但是他就是发生了。我写了这么一大段话心里也舒服了, 并不是想找你麻烦, 就是感觉“得不偿失”器但是还是希望你们可以改进再细分一下[微笑]你们用“收到货后不能退款”只是为了防止用户为了那全款返现买了东西后退款, 白</p> | <p>About the issue of "full refund for group purchase," I think it can be further refined in the future. Sometimes, when purchasing items and receiving a refund due to positive feedback, the seller requires you to submit the refund amount after-sales in order to receive the refund. This leads to the phenomenon of "order refund." However, in reality, this is just a way to get money back. I think you haven't considered this aspect, just rigidly checking the "order refund" records without considering whether it is really a refund or return or just compensation. Maybe this situation is rare, but it does exist. I feel relieved after writing such a long passage, not because I want to trouble you, but because I feel it's "not worth the effort." However, I still hope you can improve and refine it further. You use "no refund after receiving the goods" just to</p> |

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| | | | | 套钱。但是你们有没有想过，万一真的是产品问题要求的退款，那就得不到全额返现，其实用户也不想退款只是真的是东西不行才退款。所以，请你们以后真的不要只看“退款”这个选项，也要结合实际再做判断。 | prevent users from buying items for a full refund and then requesting a refund, thereby making a profit. But have you considered that if there really is a problem with the product and a refund is required, the user will not receive a full refund. In fact, users don't want refunds, they only request them when the product is not satisfactory. So, in the future, please don't just look at the "refund" option, but also consider the actual situation before making a judgment. |
| P24 | ★星期 | 2021 | 5 | 我一直觉得拼多多的东西很廉价很劣质 但是我最近看到了一个墨茶的主播在拼多多买了二十多的电饭煲 那对他来说是救命的软件 因为 有些人家庭情况不好 没钱买大牌的生活日用品 拼多多对于他们就是救命的软件 我第一次感觉这么喜欢拼多多 | I've always felt that the products on Pinduoduo are very cheap and of low quality. However, recently I saw a live streamer on Pinduoduo buying a rice cooker for over 20 yuan. For him, it was a lifesaver because some people don't have enough money to buy branded daily necessities. Pinduoduo is like a lifesaver for them. It's the first time I've felt so fond of Pinduoduo. |
| P25 | 想赵 | 2021 | 5 | 我下载了大概两年了 虽然便宜 但不是所有产品都像网上说的那样离谱 就是我在软件里的砍价免费拿里面为什 | I've been using it for about two years now. Although it's cheap, not all products are as outrageous as they are said to be online. However, I've never managed to successfully bargain for any |

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| | | | | 么从来都没有砍到过商品 数据是真实有效的吗?继续努力吧 | products in the "Free Bargain" section of the app. Are the data there real and valid? Keep up the good work! |
| P29 | 宋 7 月 | 2023.7.14 | 5 | 拼多多是我从初中一直用到现在的购物软件。学生党来说在上面买衣服啊, 都挺方便的, 价格低, 然后种类多款式都挺好看的, 不喜欢就可以退, 而且客服的态度都很好, 虽然说价格比较便宜, 但是售后物流什么的都很不错, 还有一些物美价廉的生活用品。后来多多买菜功能, 超爱的。而且砍一刀, 这个活动也不是骗人的, 像我很多亲戚都在上面砍到了电动车、自行车、滑板车、甚至有几百元现金, 所以我很支持拼多多, 希望拼多多能够越做越好, 多多参与助农活动。 | Pinduoduo has been my go-to shopping app since middle school up until now. As a student, it's convenient for buying clothes on it - the prices are low, there's a wide variety of styles, and if you don't like something, you can easily return it. The customer service is also very good. Although the prices are relatively cheap, the after-sales service and logistics are excellent. There are also many affordable daily necessities. Later on, I fell in love with the Duoduo Buy Vegetables feature. And the "Slash the Price" activity is not a scam - many of my relatives have slashed prices for electric bikes, bicycles, scooters, and even received hundreds of yuan in cash. So I strongly support Pinduoduo and hope it continues to improve and participate more in helping farmers. |
| P30 | 长乐未央 77 | 2020 | 5 | 最近不知道为什么我的号突然就不能参加限时秒杀了, 一直出现繁忙。 | It seems like my account suddenly can't participate in the limited-time flash sales recently, and it keeps showing as busy. |

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| P35 | 偷喝一口可乐 | 2021 | 5 | <p>其实很多人都是因为便宜才来的，但是也很多人喷，在这里我讲一下，其实拼多多好东西很多的，如果你想知道这件东西合不合适自己，看评论!!!不要看图片盲目下单，这样你才会发现拼多多的好。但是我提个不足，就是有时软件会无缘无故打开，可能会影响使用，希望官方处理一下问题。</p> | <p>Actually, many people come here because it's cheap, but there are also many critics. Let me tell you, there are a lot of good things on Pinduoduo. If you want to know if something suits you, check the reviews! Don't just order blindly based on the pictures. That's how you'll discover the good side of Pinduoduo. But I have a complaint, sometimes the app opens for no reason, which may affect its use. I hope the official can address this issue.</p> |
| P67 | lhgcffgj | 2022 | 3 | <p>卖家太垃圾了太黑心了到了地点可是没收到货还自动评价拼多多给退钱了卖家私信骚扰人跟卖家说东西没收到怎么办他们说不管他们的事情反正把钱给他就可以他们不能吃亏我们可以吃亏为什么现在商家这么不讲道理啊我都不敢在买东西了我这次买的东西都收到了之后就卸掉拼多多再也不用了好可惜又好多证据的没办法发图片</p> | <p>The sellers are too rubbish, too unscrupulous. I arrived at the location but didn't receive the goods, and they automatically rated it. Pinduoduo refunded the money, but the seller kept harassing me in private messages. When I told them I didn't receive the goods, they said it wasn't their problem, just give them the money and it's fine. They can't lose money, but we can. Why are sellers so unreasonable nowadays? I dare not buy anything anymore. I received all the items I bought this time, then uninstalled Pinduoduo and won't use it again.</p> |

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| | | | | | It's a pity I have a lot of evidence but can't send pictures. |
| P36 | 先迈欢欢 | 2020 | 5 | 拼多多是做的挺好。里面确实也比淘宝便宜东西也不错，但是也请你们审核一下卖家质量，我昨天买的东西，然后今天要回老家，东西收不到了我就点了申请退货，可是商家一直不回复，最后回复的还是不在那里你不会改地址吗，就这种话 | Pinduoduo is doing quite well. It's indeed cheaper than Taobao and the products are good too. But please also review the quality of the sellers. I bought something yesterday and today I had to return to my hometown, so I couldn't receive the package. I applied for a refund, but the seller hasn't responded. Finally, their reply was, "Didn't you change your address?" That's what they said. |
| P37 | 心寒弃游 | 2020 | 5 | 去淘宝买同样衣服虽然贵十几块但是质量好这里的真的穿一段时间起毛球自己去实体店买一百多的穿好久都不会这样 | Taobao to buy the same clothes although more expensive ten yuan but the quality is good here. Here really wear a period of time pilling own to buy more than a hundred in the brick and mortar store to wear for a long time will not be like this. |
| P39 | 一个很可爱的软件 | 2021 | 5 | 在天天领先现金里我朋友帮我助力了，可竟然没有加上去，版本我也更新了，我也向那个客服提了问题但似乎好像没有什么用，看到这个问题可以帮我解决一下吗，总的来说其他的地方很好就是这个地方可以改进一下吗谢谢 | In the "Daily Cash" section, my friend helped me with the assistance, but it didn't get added up, even though I updated the version. I also raised the issue with customer service, but it doesn't seem to have any effect. Could you please help me resolve this problem? Overall, everything else is good, but can this area be improved? Thank |

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| | | | | | you. |
| P40 | hhhhhhhhggbhgyhbgybyn | 2020 | 5 | 之前看其他网购平台的价格特别不实惠，也听说过拼多多需要邀请拼单，我在这里告诉大家，其实并不用，拼多多里面如果你想买的商品有人在拼的话，也可以加入陌生人的拼单，而且拼多多特别划算，每天还有红包。大家不要犹豫了，这是出自内心的评论。致程序员与开发者 6 | Previously, I found that the prices on other online shopping platforms were not particularly affordable, and I also heard that Pinduoduo requires invitation for group purchases. Here I want to tell everyone that it's not necessary. In Pinduoduo, if someone is already forming a group purchase for the item you want to buy, you can also join the group even if you don't know the person. Moreover, Pinduoduo offers great deals, and there are daily red packets as well. Don't hesitate anymore; this is a genuine comment from the heart. To the programmers and developers, 6.(6 means disappointing) |
| P41 | 南如意 | 2023.6.29 | 5 | 一直都是用拼多多购买需要的物品，也很喜欢这个软件，唯一让我感到不足的地方就是“账号与安全”里的“第三方账号绑定”无法解绑或更换绑定账户，我的账户是使用微信登录的，拼多多号用了好几年了，但绑定拼多多的那个微信很早就没有用了，每次登录都只能使用手机号登录，其 | I've always used Pinduoduo to purchase the items I need, and I really like this app. The only thing that disappoints me is the inability to unbind or change the binding account in the "Account & Security" section. My account is logged in using WeChat, and I've been using my Pinduoduo account for several years now. However, the WeChat account linked to Pinduoduo hasn't been in use for a long time. Every |

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| | | | | <p>次是因为绑定的微信和我现在用的微信不是同一个微信就导致我的拼多多无法使用免密支付，每次买东西都很麻烦，希望程序员与开发者能看到我的反馈，谢谢！</p> | <p>time I log in, I can only use my phone number to log in. Additionally, because the WeChat account linked to my Pinduoduo is different from the one I currently use, I can't use the quick payment feature. It's troublesome every time I make a purchase. I hope the programmers and developers can see my feedback. Thank you!</p> |
| P73 | E 醒 1591467 | 2021 | 3 | <p>首先原因是我在拼多多上购买的三分之二的产物都是良商家以及不好的物品阿拼多多没有给予打击，而这也到这个拼多多失去了很多用户，我认为对平台一起对用户都是不好的，所以我希望他们能再次改进。我为什么会打一分也绝对不是我在拼多多上损失的钱。我也有够买到好的产品好的商家等着远远不够，我希望平台可以予以重视。如果这条消息出现到你们的眼前，和重视以上向题。</p> | <p>First of all, the reason is that two-thirds of the products I purchased on Pinduoduo were from reputable merchants, yet Pinduoduo failed to crack down on subpar items. As a result, Pinduoduo has lost many users, which I believe is detrimental to both the platform and its users. Therefore, I hope they can make improvements again. The reason I gave a one-star rating is absolutely not because I lost money on Pinduoduo. I also hope to be able to buy good products from good merchants, but unfortunately, it's not enough. I hope the platform can take this seriously. If this message reaches your attention, please take it seriously and address the issues mentioned above.</p> |

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| P46 | 宛川 | 2021 | 5 | <p>拼多多多个方面都比淘宝好用，而且东西非常齐全，也便宜，我在淘宝买的都非常残次，还特贵！拼多多的叉便宜，而且有精致，真的特别好！就是有的时候不确定，需要加购物车里，可是却没有这个功能，我只能先退出了，待付，但是过一天就又没了，如果加上了购物车的这个功能，那么就十全十美啦！</p> | <p>Pinduoduo is better than Taobao in many aspects, and the products are very comprehensive and affordable. The items I bought on Taobao were often of poor quality and expensive! Pinduoduo's products are cheap and exquisite, which is really great! Sometimes, I'm not sure about a product and need to add it to the shopping cart, but this feature is not available. I can only exit and wait to pay, but it's gone the next day. If the shopping cart feature is added, then it would be perfect!</p> |
| P75 | 张非阳 | 2021 | 3 | <p>拼多多上买东西拼着买便宜，但是缺点就是有些东西不是很好，而客服抓住人性的贪梦行为只要给买家发了一个小小的红包就能换起一个很好的追评，有些产品本来是要 10 天半月才知道效果的产品，而在评论里都是一天或者几分钟后的追评都是好评，现在不良商家多了卖的东西不怎么样而得到的全是好评，想找到用户真实反馈太难了！希望改进一下可以搜索 10</p> | <p>Buying things on Pinduoduo with group discounts is cheaper, but the downside is that some products aren't very good. Moreover, the platform capitalizes on people's greed by offering small red packets to buyers in exchange for favorable reviews. Some products typically require 10 days to a month to see results, but reviews often appear within a day or even minutes, all positive. Now, with many unscrupulous merchants selling subpar products but receiving only positive reviews, it's challenging to find genuine feedback from</p> |

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| | | | | 天以后或者一个月以后的评论,真心希望改进一下。 | users. I hope there can be improvements, such as allowing searches for reviews posted 10 days or a month later. Sincere hope for improvement. |
| P47 | 梅林圣 | 2021 | 5 | 最近 pdd 做活动送红包, 刚开始抱着拿了红包就闪的心态 (以前听朋友介绍 pdd 商品质量不好?) 我自己购物实践了一个月, 基本用红包送的的钱, 商家卖的东西? 反正我没遇到过质量问题! 商家找的快递也没有损坏过我的物件, 拿优惠券买东西有时还不要钱, 甚至另送返现! 平心而论, pdd 起码提高了我的生活质量 30%, 很多小创意物件非常有帮助, 极大提高我购物的乐趣, 反正我现在很感谢这个购物平台, 只要能保证质量, 以后只玩 pdd 购物。 | Recently, PDD (Pinduoduo) has been running activities to give out red packets. Initially, I approached it with the mentality of grabbing the red packets and then leaving (I had heard from friends that PDD's product quality was not good?). However, after a month of my own shopping experience, using mostly the money from the red packets, I haven't encountered any quality issues with the products sold by the merchants! The couriers arranged by the merchants have also never damaged my items. Using coupons to buy things sometimes even costs me nothing, and I even get cash back on top! Honestly, PDD has at least improved my quality of life by 30%. Many small creative items are very helpful and greatly enhance my shopping pleasure. In short, I am now very grateful for this shopping platform. As long as it can ensure quality, I will only shop on PDD in the future. |

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| P48 | 凛冬散尽,星河长明 | 2021 | 5 | 我觉得拼多多还是很划算的, 很适合学生啊什么的, 但是我这里有点建议: 我觉得那个个人的商品收藏可以创建一个文件夹分类下, 不然的话收藏的东西多了就很难找到, 希望可以改进下 | I think Pinduoduo is quite cost-effective and very suitable for students and the like. However, I have a suggestion: I think it would be helpful if there was a way to create folders for organizing personal product favorites. As it stands, when you have a lot of items saved, it becomes difficult to find what you're looking for. I hope this can be improved. |
| P50 | 蝶恋萱梦 | 2021 | 5 | 刚开始是家人推荐, 后来偶然看到链接里有我一直想要的洗脸巾, 便进去看了看, 发现很多都跟假的一样那么便宜, 我简直不敢相信, 怎么能那么便宜呢? 后来, 我疑惑的下了超市里十二多块的洗脸巾在拼多多只要五块多的洗脸巾, 拿回家发现还不错, 质量挺好, 和我以前用的一样, 不掉毛。拼多多质量好, 可以买, 商家还都有良心。推荐 | It started with a recommendation from my family, and then by chance, I found a link to the facial towels I had always wanted. I went to check it out and found many items as cheap as if they were counterfeit—I couldn't believe it! How could they be so cheap? Later, out of curiosity, I bought a facial towel on Pinduoduo for just over five yuan, which would have cost over twelve yuan in a supermarket. When I got it home, I found it to be quite good; the quality was as good as the ones I used before, and it didn't shed. The quality on Pinduoduo is good, and the products are worth buying; the sellers seem to have integrity. I recommend it. |
| P52 | 末乖 | 2021 | 5 | 拼多多这二年很 | Over the past two |

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| | | | | <p>规范, 商品价格比其它卖家便宜, 有问必答, 客服服务好。物流快, 退货返现金快, 这二年我就在拼多多买货物商品, 同样商品比其它商家便宜, 这真是为广大群众乐意着想, 值得信赖的朋友, 我特别喜欢信任拼多多这个平台, 有一次机会我看到了拼多多的老总在国家班奖大会上领取了金杯奖, 我祝愿拼多多越来越好, 生意兴隆、一帆风顺、走向全世界卡山</p> | <p>years, Pinduoduo has been very standardized. The prices of its products are cheaper compared to other sellers, and their customer service is responsive. The logistics are fast, and refunds are processed quickly. During these two years, I have been purchasing goods on Pinduoduo. The same products are cheaper than those from other sellers. This platform truly considers the interests of the general public and is a trusted friend. I particularly like and trust the Pinduoduo platform. On one occasion, I saw the CEO of Pinduoduo receiving a gold award at a national awards ceremony. I wish Pinduoduo continued success, prosperity, smooth sailing, and expansion worldwide.</p> |
| P80 | shiamhwgh | 2021 | 1 | <p>在拼多多上买过不少东西花了不少钱, 因为开店铺和日常生活的需求几千块的商用烤箱、几毛的黑卡子都在拼多多购买过, 在很多人对拼多多产品质量嗤之以鼻的情况下, 我一直保留着拼多多并时常购物, 直至前些日, 我在拼多多上 350 元购买的鼓风机使</p> | <p>I have bought a lot of things on Pinduoduo, spending quite a bit of money. From commercial ovens costing thousands of yuan to cheap items costing only a few cents, I've purchased a variety of items on Pinduoduo for both my shop and daily life needs. Despite many people looking down on the quality of products on Pinduoduo, I have continued to use it and shop</p> |

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| | | | | <p>用不足两个月就坏了，以为小毛病准备去线下维修，结果人家说电机坏了不值当修，找商家理论人给我来一句：东西都是会用坏的！！几百块钱的东西用一个多月就坏，好意思说东西都会用坏的，用一个月和用两年一样吗？！申请退款未果后平台协商说让我寄给他维修，我又花了52块钱运费寄给商家，在物流显示到货一周后询问商家说在检测中，别的一个字都不多说，问什么都是一句车问检测中。申请平台介入，人工客服说帮我申请退款，48小时内给结果，结果就是平台只联系了商家，商家说在修呢，然后平台就驳回了我的退款申请，问平台最晚什么时候能寄回来给我，客服说商家在维修，耐心等待给他时间……呵呵了我就，从头到尾平台一直在和商家联系，只给我发过一条专</p> | <p>frequently. However, a few days ago, a blower I purchased for 350 yuan on Pinduoduo broke down after less than two months of use. I thought it might be a minor issue and was prepared to repair it offline. However, when I contacted the seller, they told me the motor was broken and not worth repairing. When I complained, they had the audacity to say, "Things break with use!" Is it reasonable for a product costing hundreds of yuan to break after just one month of use? Is using it for one month the same as using it for two years? After applying for a refund and getting no results, the platform negotiated with me to send it back for repairs. I had to spend another 52 yuan on shipping to return it to the seller. After the logistics showed that it had been delivered for a week, I inquired with the seller and they only responded with "still under inspection." When I asked the platform when I could expect it to be returned, the customer service representative said the seller was still repairing it and asked for my patience. From</p> |
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| | | | | <p>员 48 小时内处理的短信，从没给我打过电话，只和商家联系过后就驳回了我的请求，他要是修一年也没结果呢？前后这四百块钱就这样白扔了，无良商家售卖劣质产品，无德平台偏心包庇商家，将消费音像皮球一样踢来踢去。四百块钱是不多，一顿饭钱而已，但我的钱也不是大风刮来的，商家和平台沆瀣一气狼狈为奸欺骗客户，人在做天在看，没有良心没有责任感的平台不会长久！</p> | <p>start to finish, the platform has only been in contact with the seller, and I have only received one SMS from a specialist promising a resolution within 48 hours. They have never called me directly. After contacting the seller, the platform rejected my refund request. What if the repair takes a year? In the end, I lost 400 yuan. Dishonest sellers sell inferior products, and unscrupulous platforms favor and protect them, passing the buck like a football. Four hundred yuan may not be much, just the cost of a meal, but my money is not easy to come by. Dishonest sellers and platforms collude to deceive customers without conscience or sense of responsibility. Platforms without integrity and responsibility will not last long!</p> |
| P56 | 芝士鸡腿 | 2021 | 5 | <p>为什么为什么拼多多一直在更新啊，我每次要帮别人砍价的时候苹果手机转到软件商店就得更新下载才可以两三天一更新我也是服了</p> | <p>Why does Pinduoduo keep updating all the time? Every time I want to help others bargain, my iPhone redirects me to the App Store for updates. It's updated every two to three days. It's really frustrating.</p> |
| P62 | 咬字分开念 | 2020 | 5 | <p>作为一名学生党，真心觉得拼多多不错，我会</p> | <p>As a student, I genuinely think Pinduoduo is pretty good. I buy</p> |

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| | | | | <p>买一些文具笔芯耳环手账等小东西，确实便宜实惠，偶尔会买买衣服裤子，至于书这些不会买，就好比淘宝京东，货比三家，拼多多在大多数人看来比较坑，但是我们应该选择不坑且便宜的东西，你明明知道拼多多上面有些东西坑，还要来买，不仅买了东西，还买了一肚子气，自找而已</p> | <p>small items like stationery, pen refills, earrings, and planners, which are indeed affordable. I also occasionally purchase clothes and pants, but I don't buy books there. Just like with Taobao and JD, it's about comparing different stores. While Pinduoduo is seen as sketchy by many, we should choose items that are both inexpensive and trustworthy. If you know that some items on Pinduoduo are problematic yet still decide to buy them, you're not only buying those items but also buying frustration. It's really just asking for trouble.</p> |
| P83 | 路乐椿树 | 2023.10.10 | 1 | <p>作为一个老用户了 在拼多多之前的一些正常消费中并没有什么不满意的地方 但是真的一旦在平台遇到问题你就会发现平台对商家种种危害消费者权益的行为几乎是只要商家有心你就无法维权。在商家欺骗引导线下交易的情况下 时隔三个月拼多多没有任何实际有用的措施 每次打电话主要就是安抚并且表示我们什么都干不了在商</p> | <p>As a long-time user, I had no complaints about my regular purchases on Pinduoduo, but once you encounter a problem on the platform, you realize that it almost supports merchants' actions that harm consumer rights, as long as the merchants are determined, making it nearly impossible to protect your rights. When faced with a situation where a merchant manipulated me into an offline transaction, Pinduoduo did nothing substantial</p> |

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| | | | | <p>家欺骗引导线下交易后我投诉了三个月的结果是东西商家骗去了。平台表示这是你跟商家的问题 平台封禁了商家的店铺然后他又开了一个名字跟之前一样并且又有新的受害者发布评论商家直接硬刚,因为他知道平台拿他没有任何办法 作为一个购物平台我想说他对商家的监管能力真的是差到极致了以至于在消费者真的收到侵害的时候他们的解决方法就是让你认栽 在消费者协会做出他们管不了这件事的最终定论下我只能说 在一个不靠谱的平台消费权益是否有保障取决于运气 而不是平台本身拼多多也让我认识到了资本如何把消费者当做韭菜玩这表面一套背后一套的手段 购物请选择更正规合法有更好保障的大平台 拼多多有现在的规模评价四个字 德不配位</p> | <p>for three months. Every call I made was just to placate me, with the response being that they couldn't do anything. Three months after my complaint about the merchant leading me to an offline transaction, I ended up being deceived. The platform claimed it was an issue between me and the merchant. They banned the merchant's shop, but then the merchant just opened a new one under the same name, attracting new victims who posted reviews. The merchant was defiant, knowing the platform couldn't touch him. As a shopping platform, I must say their ability to supervise merchants is extremely poor to the point that when consumers are really harmed, their solution is to let you deal with it yourself. With the consumer association concluding they can't handle this matter, I can only say that consumer rights protection on unreliable platforms depends on luck, not the platform itself. Pinduoduo has shown me how capital views consumers as expendable, playing a game of duplicity. For shopping, choose a</p> |
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| | | | | | more formal, legal, and secure major platform. My four-word review of Pinduoduo at its current size: "Unworthy of its reputation." |
| P63 | g@@2 | 2019 | 5 | 拼多多我第一次接触是朋友推荐给我的, 本以为那么便宜的东西质量肯定不好, 没成想买了一件衣服回来, 比我在商场买的几百的质量都好! 特别棒! 还省钱! 大爱 | Pinduoduo was recommended to me by a friend when I first encountered it. I initially thought that items at such low prices must have poor quality. To my surprise, the clothing I bought turned out to be of better quality than those I purchased at the mall for hundreds of yuan! It's especially fantastic! Not only that, it also saves money! I love it. |
| P85 | 仙女 ZJY | 2021 | 2 | 一直很喜欢在多多上拼单, 也不得不说价格真的便宜, 大部分物品质量也不错, 但是就是那一部分让我对拼多多的好感极剧下降。 每个平台上都有卖假货的商家, 这很正常, 但拼多多的假货普及率太多了, 而且卖假货的商家太猖狂。有一次我在拼多多上天了一套 42 色的百示果汁笔, 价钱不算便宜, 但收到货后打眼一看就是假货我很愤怒, 就在评论区发表了我在日本 | I've always enjoyed group buying on Pinduoduo, and it's true that the prices are really cheap, and most of the items have decent quality. However, there's a small portion of experiences that have dramatically decreased my favorability towards Pinduoduo. It's normal for every platform to have sellers offering counterfeit goods, but the prevalence of counterfeit products on Pinduoduo is too high, and these sellers are too audacious. Once, I ordered a set of 42 colors brush pens on Pinduoduo, and although the price wasn't cheap, when I received the |

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| | | | | <p>旗舰店买的和他家笔的对比图，并且要求退货。之前还好，但当货邮到他家的时候，就迟迟不退款。说什么我不改评论，不给他道歉，就不退款。我不想和他吵，想让拼多多介入，它就像个大爷似的说：“拼多多介入，我就说你货品有问题，用过了，不能退，在给你返回去。</p> <p>*只好改评论和解。这个商家钻了拼多多平台的空子，但所有人都无能为力。</p> <p>为了减少此类事件的发生，希望在产品发货和退货也能有官方介入检货验货，确定没有问题，在发到卖家和买家手里。减少双方发生纠纷的机会。相比于速度，我还是更希望质量。让“拼夕夕”变回拼多多！</p> <p>在此，我希望以及建议拼多多官方以筛除平台毒瘤消灭违背道德法律商家的方式提高平台总体高度和质量，给消</p> | <p>goods, it was clear at a glance that they were fake. I was furious, so I posted comparison pictures of the pens I bought from a flagship store in Japan and the ones from this seller in the comments section, and requested a refund. At first, it was okay, but when the goods were returned to the seller, they refused to issue a refund, saying that unless I edited my comment and apologized, they wouldn't refund me. I didn't want to argue with them, so I wanted Pinduoduo to intervene. However, they just said, like a big shot, "If Pinduoduo intervenes, I'll just say that your goods have been used and can't be returned, and you won't get a refund." I had no choice but to compromise and change my comment. This seller exploited a loophole in the Pinduoduo platform, but everyone seemed powerless. To reduce the occurrence of such incidents, I hope there can be official intervention in product inspection and verification during shipping and returns, to ensure that there are no issues before the goods</p> |
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| | | | | <p>费者更好的消费体验。谢谢</p> | <p>are delivered to both the seller and the buyer. I value quality over speed, and I hope that "PindXiXi" can revert back to being "Pinduoduo"! In conclusion, I hope and suggest that Pinduoduo's official take measures to eliminate unethical and illegal sellers from the platform, thereby improving the overall quality and height of the platform, and providing consumers with a better shopping experience. Thank you.</p> |
| P64 | ming 名侦探柯南 | 2021 | 5 | <p>大多数人对于拼多多他的都是有极限的, 因为拼多多确实会有反量不好, 等等一些问题, 但是拼多多也确实是便宜, 而且在某种方面比如说学习文具啊和本子呀, 拼多多买的, 是比别的更加实惠。而且拼多多的服务态度, 速度都是很快的。拍错了什么的, 退款的话都会很方便, 而且优惠券确实是有, 物品的样式种类都是跟得上现在潮流的。</p> | <p>Most people have mixed feelings about Pinduoduo because, while it offers affordability, there are also concerns about product quality and other issues. However, Pinduoduo indeed provides cost-effective options, especially for items like stationery and notebooks, which are often more affordable compared to other platforms. Additionally, Pinduoduo's service attitude and delivery speed are generally fast. If there are any mistakes in the order, refunds are usually convenient. Moreover, there are various coupons available, and the variety of products offered keeps up with</p> |

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| | | | | | current trends. |
| P65 | 我爱小溢 | 2020 | 5 | 我在一个月多前买的商品到现在还没有收到。买的时候是快年底，一月十八号买的，后来来了疫情可以理解，等二月八号短信通知说已经发货，发货地此是儿子单位，但是我儿子单位没有上班，因为疫情期间，等二十四号儿子上班另外买的商品已收到，只有你们拼多多的商品没有，到底有没有发货也不知道，我要求申请退款 | I bought an item over a month ago, and I still haven't received it. I made the purchase towards the end of last year, on January 18th. Later, due to the outbreak of the epidemic, it was understandable that there would be delays. On February 8th, I received a text notification saying the item had been shipped. The shipping address was my son's workplace, but they weren't working because of the epidemic. On February 24th, my son returned to work, and other items I ordered separately had already been received, but the item from Pinduoduo hadn't arrived. I'm unsure if it has even been shipped. I request a refund. |
| P88 | 西子的乌拉拉 | 2021 | 1 | 用了一年，遇到几件事。一是某天我从拼多多上买了一只碗，然后碗被用过，十分油腻且脏，送的餐具都生锈了，店家也不回话，让我不可思议的事。那家店有非常多的好评，差评被压在底下。•二是我从上面买了一个手机，好评吹的天花乱坠，不过 | Using Pinduoduo for a year, I encountered several incidents. Firstly, one day I bought a bowl from Pinduoduo, and it arrived extremely dirty and greasy, even the utensils sent with it were rusty. The seller did not respond to my complaints, which was surprising considering they had many positive reviews, with negative ones buried at the bottom. Secondly, I purchased a |

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| | | | | <p>半天就坏了，店家也依旧不回答。退了货也始终不肯赔钱。我去跟官方客服说，客服一直跟我说会催的，最后耗了半个月。</p> <p>三是我不可容忍的一个地方。我喜欢买书来收藏。我买了不少，最后得出一个经验。拼多多上的书不管是哪家店。他一定会磕到边边角角，还有之前买过几本书。买之前那些店家都跟我信誓旦旦的。说他一定是正版或者是未删减版。等拿到手一看，好家伙，不仅是盗版，而且还是删减，其中一家店最过分，他们的书我刚翻开就掉了页，我拿着笔一个一个的改错字。那些店家。在我买书之前，无比的热情。在我买书之后就沉默不肯回答。四是态度问题。有太多店在产品出问题之后就不理人了。还有一些店我跟他交流，他复制一堆话发给我。什么叉叉产品什么优点什</p> | <p>mobile phone with glowing reviews, but it malfunctioned within half a day. The seller also didn't respond, and despite returning the item, they refused to compensate. When I contacted official customer service, they assured me they would follow up, but it took half a month for any progress. Thirdly, an issue I found intolerable was regarding book purchases. Regardless of the store, books bought from Pinduoduo always seemed to be damaged in some way, and some even turned out to be pirated or heavily abridged. One store's books even began falling apart as soon as I opened them. Fourthly, many sellers displayed poor attitudes, ignoring customers once issues arose. Some simply copied and pasted generic responses when approached for assistance. Lastly, I purchased a facial cleanser advertised as gentle for acne-prone skin, but it caused a breakout on my face. Despite my attempts to contact the seller, they remained unresponsive. Overall, these experiences made using Pinduoduo inconvenient and</p> |
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| | | | | <p>么玩意的。五是我买了一个洗面奶。首先他写的效用是温和祛痘，当晚我用了之后，靠近耳朵那块地方爆出一大堆痘。额头也长了一堆。店家依旧不理人。还有很多很多。各种意义上的不便。之前去贴吧玩的时候，我看到有很的人说。竟然还有人敢用拼多多，如果我有支付宝，我也不会用了。</p> | <p>disappointing. After seeing others' negative experiences online, I now regret ever using Pinduoduo, and if I had Alipay, I wouldn't use it either.</p> |
| P89 | <p>听说了你就不能有任何问题</p> | 2021 | 1 | <p>购物体验极差，本来之前就对拼多多不感冒，前几天因为工作需要下载了拼多多，功能极其不完善，我不知道这样一个平台怎么能活这么久。拍错个东西，立马退款都不让，能拖就拖，商家不表态，官方不作为，连个人工客服都没地方联系。官方客服找不着，我就去找了物流客服，联系到个真人，我说这个订单到时候别给我派送，直接原路退回，今天却在我毫不知情的情况下给我签收了，我就</p> | <p>Shopping experience was very poor. I was never keen on Pinduoduo, but downloaded it a few days ago due to work needs. The functionality is extremely lacking, and I don't understand how such a platform has survived this long. I ordered the wrong item and they wouldn't let me refund it immediately, everything was delayed, the merchant wouldn't respond, and the officials were inactive. There was nowhere to even contact human customer service. Unable to find official customer support, I contacted the logistics customer service and got a</p> |

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| | | | | <p>纳闷了。然后系统就发一条消息说您的订单已签收，如果24小时内没有反馈任何信息，就要自动给我撤销退款申诉。我就奇了怪了，你要我反馈，你好歹给我个按钮或者说通过哪里可以反馈的。没有，什么都没跟你说。我只能协商历史里留言了，感觉都是我一个人在说，谁都不搭理我，呵呵，这就是现代社会的强买强卖吗？长见识了呢，官方跟商家联合起来坑消费者是吧？也是，不坑，你们一年投入那么多广告费怎么回本呢。希望有人能看到，希望看到的人不要下载这个坑人的玩意</p> | <p>real person. I told them not to deliver the order and to send it back the same way, but today it was signed for without my knowledge. Then the system sent a message saying my order had been signed for, and if I didn't provide any feedback within 24 hours, my request for a refund would automatically be cancelled. It's strange, they ask for feedback but don't provide a button or tell you how to give it. There was no information, nothing at all. I could only leave a message in the negotiation history, feeling like I was talking to myself, totally ignored. Is this modern society's version of forced buying and selling? Quite an eye-opener. It seems the officials and merchants are conspiring to scam consumers, right? Well, that figures; otherwise, how would you recoup the massive amounts spent on advertising each year? I hope someone sees this and that those who see it avoid downloading this deceiving app.</p> |
| P66 | 安全驾驶员 | 2019 | 5 | <p>原来以为淘宝是假货集中地，每次买的时候都要挺担心，到底买到手的是不是假货，但是在拼多</p> | <p>I used to think that Taobao was a hotbed of counterfeit goods, and I always felt anxious when making purchases, unsure whether I'd receive genuine</p> |

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| | | | | 多完全不用担心这个事儿。因为你从买的时候就压根没想过买真货 | products. But with Pinduoduo, I don't have to worry about that at all. From the moment I make a purchase, I don't even consider the possibility of receiving authentic goods. |
| P68 | 赵贝宁。火影忍者。鸣人。 | 2020 | 5 | 吹爆这个软件！我买鬼灭之刃的周边淘宝拼多多一毛一样的东西拼多多就是便宜很多，而且每周可以领券，拼多多的百亿补贴也很香，各种鞋敲便宜划算呐，就是衣服裤子之类的jio得质量不如淘宝，但价格也比淘宝低几倍，不过其他的完全不比淘宝差呢 | This app is amazing! I bought Demon Slayer peripherals both on Taobao and Pinduoduo, and items on Pinduoduo are much cheaper, plus you can claim coupons every week. Pinduoduo's billions in subsidies are also great. There are all sorts of shoes at very cheap and cost-effective prices. However, the quality of clothes and pants may not be as good as Taobao, but the prices are several times lower. Overall, it's not inferior to Taobao in other aspects at all. |
| P69 | 桔染 w | 2021 | 5 | 作为一个学生党，拼多多上的物价算是很友好的，而且买了很多次东西没有一次踩雷，但是买那些化妆品大牌子的东西就不是很清楚了，个人觉得在拼多多上买点小东西文具玩具零食啊什么的还是OK得，其他的衣服，裤子鞋子什么的，还是建 | As a student, I find the prices on Pinduoduo to be quite budget-friendly, and I haven't encountered any issues with my purchases so far. However, when it comes to buying cosmetics from well-known brands, I'm not entirely sure. Personally, I think it's fine to buy small items like stationery, toys, snacks, etc., on Pinduoduo. But for other items like clothing, pants, |

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| | | | | 议大家到正规网购平台或者线下门店购买 | shoes, etc., I would recommend people to purchase from reputable online platforms or offline stores. |
| P70 | 213 淘 b | 2021 | 5 | 不知道评分怎么这么低, 我用拼多多好多年了, 可以说基本没怎么踩过雷, 而且人工客服处理问题的速度也非常快, 价格也便宜, 有些人想着买便宜货还要质量好的, 买回来质量不好就怪拼多多, 怎么想的啊? 一分价钱一分货出问题的话客服不回直接找人工客服, 支持拼爹爹干就完了! | I don't understand why the rating is so low. I've been using Pinduoduo for many years and I can say I've hardly ever encountered any problems. Moreover, the speed at which the customer service handles issues is very fast, and the prices are cheap. Some people want to buy cheap goods but also expect good quality. If the quality turns out to be poor, they blame Pinduoduo. What are they thinking? I believe you get what you pay for. If there's a problem, instead of waiting for customer service, just contact them directly. I support Pinduoduo! |
| P71 | 静静的网 | 2019 | 5 | 广告铺天盖地的影响着人们的生活, 拼多多已经成为人们日常生活中经常光顾的网站啦, 希望这样的网站越办越好, 成为普通老百姓的心头好才是真正的好品牌呢! | The pervasive influence of advertisements affects people's lives, and Pinduoduo has become a frequently visited website in people's daily lives. I hope that such websites will continue to thrive and become even better, becoming a favorite among ordinary people, which is the true mark of a good brand! |
| P72 | 肖宇梁老婆 | 2021 | 5 | 因为拼多多的一些东西价格真的很优惠, 质量可 | Because some of the items on Pinduoduo are really affordably |

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| | | | | <p>能不是最好的,但是对比于价格,这就算很好的了,没有白送的礼物,那些想尽办法免费领东西的人,言语及其不好,如果您愿意花便宜钱来买东西,那您就不应该看重质量了。总的来说,这个软件很好,值得下载。</p> | <p>priced. While the quality might not be the best, considering the price, it's still quite good. There's no such thing as a free lunch. Those who try every means to get things for free speak inappropriately. If you're willing to spend a small amount of money to buy something, then you shouldn't be too concerned about the quality. Overall, this app is very good and worth downloading.</p> |
| P74 | 你才是短腿喵 | 2021 | 5 | <p>那些寄希望于领钱的也是醉了,平台哪有那么容易让你们薅羊毛,用来买东西是真的香,同款比京东淘宝便宜的多,百亿补贴买的戴森吹风机,大牌化妆品验证了都是正品,国货品牌基本也是正品,偶尔货不对板的也都联系官方退货了</p> | <p>Those who hope to make money are also out of their minds. Platforms are not so easily exploited for your benefit. Using the money to buy things is truly beneficial. Items on Pinduoduo are much cheaper than those on JD.com and Taobao. I bought a Dyson hairdryer with the billions in subsidies, and the branded cosmetics are all verified to be authentic. Most of the domestic brands are also genuine. Occasionally, if the product is not satisfactory, I just contact the official store for a refund.</p> |
| P77 | 大宝 1985520 | 2020 | 5 | <p>拼多多是为广大客户购买生活用品很好的平台,便捷,快速,便宜,质好又价廉的新型购物模式,我很喜欢并</p> | <p>Pinduoduo is a great platform for purchasing daily necessities for the vast majority of customers. It offers a new shopping model that is convenient, fast, affordable, and of</p> |

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| | | | | <p>希望它办的更好，尤其对我们老年人来说，足不出户也能遍览各地美食特产，日常用品，给你桌北，但是不要红包做诱饵，真诚为人民服务为宗旨，你将更上一层楼！</p> | <p>good quality. I really like it and hope it can do even better. Especially for us elderly people, being able to browse local delicacies and specialty products, as well as everyday items, without leaving home is wonderful. However, I suggest not using red packets as bait. Serving the people sincerely should be the goal, and with this, you will surely achieve greater success!</p> |
| P78 | 快来用一用吧 | 2019 | 5 | <p>真的非常棒的软件，拼着买更实惠，而且比其他的购物软件更划算质量也有保障，强烈推荐大家都来使用，好的东西大家一起分享</p> | <p>It's a truly fantastic app! Group buying makes it even more affordable, and it's more cost-effective than other shopping apps with quality assurance. I highly recommend everyone to use it. Let's all share the good stuff together!</p> |
| P79 | 至臻宝贝 | 2019 | 5 | <p>无意看到朋友圈有人发拼多多的团购活动，点进去下载试用了，没想到居然买买一发不可收拾了，哈哈，东西物美价廉，非常适合上班族学生和宝妈，值得推荐的购物网站哦</p> | <p>I stumbled upon a group buying event on my friend's social media and decided to give Pinduoduo a try. Unexpectedly, I couldn't stop buying once I started. Haha! The products are of good quality and reasonably priced, making it very suitable for office workers, students, and moms. It's definitely a shopping website worth recommending!</p> |
| P82 | 秋晴雨生 | 2023.5.17 | 5 | <p>以前我都是在淘宝买，•拼多多一开始确实很坑，质量都不</p> | <p>I used to shop on Taobao, but at first, Pinduoduo was indeed disappointing; the</p> |

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| | | | | <p>好，我就卸载掉了，后面前两年我又下载了、就发现现在服务质量啥的都挺好。某些人一直在说拼多多质量不好，你打心自问，难道你在淘宝买的东西就好吗？我觉得买东西就是看运气，有时候去实体店买的也不一定就合心意，我开了两三年的会员了，感觉这个会员价格一直在涨，但是还是会比较优惠，现在倒是很少在淘宝买东西了。退货什么的也比淘宝方便，可以直接放鸟箱。</p> | <p>quality was not good, so I uninstalled it. However, a couple of years ago, I downloaded it again and found that the service quality was much better now. Some people keep complaining about the poor quality of Pinduoduo products, but honestly, have you ever considered the quality of the items you buy on Taobao? I believe shopping is a matter of luck; sometimes even purchases from physical stores may not meet your expectations. I've been a Pinduoduo member for two to three years now. Although the membership fee keeps increasing, I still find it cost-effective. Nowadays, I rarely shop on Taobao anymore. Returns and other after-sales services are also more convenient than on Taobao; you can simply drop the items at a designated location.</p> |
| P101 | □ □ 洲 | 2020 | 1 | <p>今年第一次在拼多多买了条赵丽颖同款裙子刚拿到手就有污渍我马上跟商家反馈了商家就把责任推卸给快递员我帮快递员举证后商家就把责任推卸到我身上我拼多多申请七八次</p> | <p>This year, I bought a dress on Pinduoduo for the first time, which was supposed to be the same style as the one worn by Zhao Liying. However, when I received it, there were stains on it. I immediately informed the seller, who then blamed the courier. After</p> |

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| | | | | <p>才同意退货退款东西寄过去就这里出问题那里出问题又说是我的问题这件衣服上的问题跟其他买家买的裙子上的问题一模一样为什么都是我的错我的责任！难道是我跑到她工厂里把衣服都弄成这样的吗！在我申请的这段时间里我遭到商家语言侮辱威胁商家还说要去法院告我要我赔偿我也是呵呵哒了我已经请好律师就等着法院传票投诉无果申请退货退款也无果我打了拼多多客服电话客服说了一堆废话我已在工商局投诉！拼多多这个平台就是向着商家的大家不要被骗了一个辣鸡平台专门坑人骗人钱财！</p> | <p>providing evidence supporting the courier's innocence, the seller shifted the blame onto me. It took me seven or eight attempts to get Pinduoduo to agree to a refund and return.</p> <p>However, when I sent the item back, there were further issues and the blame was once again placed on me. The issue with this dress is identical to the issues reported by other buyers. Am I supposed to believe that I somehow tampered with the dress at the seller's factory? During this process, I was subjected to verbal insults and threats from the seller. They even threatened to take legal action against me and demanded compensation. I have already sought legal representation and am awaiting a court summons. Complaints to no avail, and my attempts to obtain a refund or return have been unsuccessful. I contacted Pinduoduo's customer service, but they provided no assistance and just spoke nonsense. I have lodged a complaint with the Industrial and Commercial Bureau! Pinduoduo is clearly biased towards sellers. Don't be fooled by</p> |
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| | | | | | this rubbish platform designed to deceive and cheat people out of their money! |
| P102 | 需求不同选择不同 | 2021 | 4 | 从不评论今天说两句，实话实说，红包和砍价免费拿我都成功了，不是骗人，另外一分钱一分货的道理正常人都应该懂，在拼多多上买东西不要太贪便宜一般不会踩雷，买些类似洗碗布钢丝球什么的在拼多多上还是非常实惠的，注重品质正品可以京东自营，需求不同选择不同而已！ | I never comment, but I'll say a few words today. Speaking the truth, I successfully obtained red envelopes and bargained for free. It's not a scam. As the saying goes, you get what you pay for, and most people understand this. When shopping on Pinduoduo, don't be too greedy for cheap deals, and you generally won't encounter problems. Buying things like dishwashing cloths and steel wool pads on Pinduoduo is still very cost-effective. If you value quality and authenticity, you can choose JD.com's self-operated platform. It's just a matter of different preferences for different needs! |
| P84 | 玛卡巴卡 | 2021 | 5 | 我在拼多多买了好多东西，客服态度也不错，东西回来了质量也不错，而且我有很多不懂的地方客服都会非常耐心的给我解说，还有一次，我不小心买错了，当时货物已经发货了我才知道，我本以为客服会很生气， •没想到她说没 | I bought a lot of things on Pinduoduo, and the customer service attitude is also good. The quality of the items is good too. Moreover, whenever I have any questions, the customer service is always very patient in explaining to me. There was even a time when I accidentally bought the wrong item, and I only realized it after the goods had been |

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| | | | | 事，这种事情发生很平常，没有关系，态度非常好心 | shipped. I thought the customer service would be angry, but to my surprise, she said it was okay. She reassured me that such things happen commonly and it's not a problem. Her attitude was very kind and understanding. |
| P104 | 鲁克黑尔 | 2021 | 2 | <p>鲁克黑尔我以前以为给拼多多权限只是读取我选用的图片，有的用的不错的产品，也是愿意返图支持一下店家的，就给了相册权限。最近打开拼多多一直推荐我做影集，还把半年前我儿子的照片自动整理了，瞬间背后一阵恶寒，关闭拼多多所有权限。这种流氓偷窥行为它居然当作卖点推而广之。我们是为了买东西省点钱下载拼多多，可是穷就没有人权了么？网上信息泄漏本来就难防范，拼多多的黑手伸得更深，如此堂而皇之消费我们隐私与关系网盈利，开发者有道德心么？如果拼多多获取的资料再外泄，存在多大安全隐患？都不敢多想</p> | <p>I used to think that granting Pinduoduo permissions only allowed access to the photos I selected. For some good products that I liked and was willing to support by leaving reviews with pictures, I gave access to my photo album. Recently, when I opened Pinduoduo, it kept recommending me to create a photo album and even automatically organized photos of my son from half a year ago. It sent shivers down my spine, and I immediately revoked all permissions for Pinduoduo. This kind of intrusive behavior is being promoted as a selling point. Are we not entitled to privacy just because we're looking to save money by shopping online? Online information leaks are already difficult to prevent, but Pinduoduo's invasion of privacy goes even deeper. How ethical is it for them to profit from our privacy</p> |

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| | | | | | and social connections? If the data collected by Pinduoduo were to be leaked, what security risks would we face? I dare not think about it too much. |
| P87 | 一百万次离别 | 2021 | 5 | 拼多多助力拿钱是真的特别好,大概也就需要一百人左右的样子点拿一百块,其他软件什么七猫小说邀请一个三块什么快手极速邀一个人几分钟好几块,购物是大部分都会做的所以才一百块的吧。 | Pinduoduo's cash assistance feature is indeed very good. It usually takes about a hundred people to help you earn around a hundred yuan. Compared to other apps like Qimao Novels, where inviting one person earns you three yuan, or Kwai's quick invitation of several people in a few minutes for several yuan, shopping is something that most people will do, hence the hundred yuan mark. |
| P90 | 今天爱墨燃了吗 | 2021 | 5 | 感谢拼多多让我多年互不联系的老同学们和我紧密联系起来人这个活动很好增进了人与人的距离可能一不小心还会作为某人的爸爸爷爷等亲密的亲人“建议官方以后多办一些这样的活动我的好多朋友们都领到了我十分羡慕并且欣慰因为这些小伙伴们的钱都是大家齐心协力凑起来的培养了我们的团结意识不会 | Thank you, Pinduoduo, for bringing my long-lost classmates back into close contact with me through this activity. It's a wonderful initiative that strengthens the bond between people. Who knows, we might even end up being someone's father or grandfather unintentionally. I suggest the official platform organize more such activities in the future. Many of my friends have participated, and I envy and feel grateful because the money they |

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| | | | | 让我们搞小团体主义 大家都和谐相处你们都是最棒的！ | contributed was pooled together by everyone, fostering a sense of unity among us. It prevents us from forming cliques, and everyone gets along harmoniously. You are all amazing! |
| P92 | 一个又一个的假软件 | 2020 | 5 | 自己选择的，就不要嫌弃人家质量不好，都心知肚明的就可以了，但是同样希望不要那么多骗财商家，否则就是自寻死路，为什么三天两头更新？！这又是作什么？！不是更新快就代表东西好，拿出平台力度啊 | If it's your own choice, then don't complain about the quality, just be aware of it. However, I also hope there aren't so many deceitful businesses; otherwise, they're just digging their own graves. Why update so frequently?! What's the purpose of this?! Fast updates don't necessarily mean the product is good. Show some real effort from the platform! |
| P94 | skbc | 2020 | 5 | 拼多多这个软件呢，现在基本上是年轻人的手机必备的了，很都是还是有很多人觉得拼多多上的东西要不得，但这也不是没有道理的，毕竟一分钱一分货嘛，但是还是有一些东西是还不错的鸭！拼多多的商品不好那是商家的问题，所以拼多多是真的超好的。 | Pinduoduo is basically a must-have app for young people's smartphones nowadays. While some still believe that the products on Pinduoduo are not good, there is some truth to it. After all, you get what you pay for. However, there are still some good products on Pinduoduo! If the products on Pinduoduo are not good, it's the fault of the merchants, so Pinduoduo is really great. |
| P95 | 老子 4V1 | 2020 | 5 | 虽然拼多多许多商家喜欢坑人，但是拼多多官方 | Although many sellers on Pinduoduo like to scam people, the |

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| | | | | 态度非常好！建议大家碰到无赖无良商家直接咨询拼多多官方客服，投诉其商家！维护购物环境，我们消费者也有义务打击举报垃圾商家 | official attitude of Pinduoduo is very good! I suggest that if you encounter any unscrupulous sellers, you should directly consult Pinduoduo's official customer service and complain about the seller. Maintaining a good shopping environment is also our responsibility as consumers to combat and report bad merchants. |
| P96 | 12345 猴子 | 2019 | 5 | 我买了一台颈椎按摩仪，由于和我家的充电器我给弄混了，我提出来退货。很快第一三方介入给我退货了，其实不是厂家的问题，我很感觉到对不起厂家，现在在我买很多东西都是在拼多多上买，乐趣多多，价钱绝对超值质量还很好，如果质量有问题，商家退货很及时。足不出户就能买到很多小商品。姑织毛衣的钎子。11 元还包邮。我在商场很难买到的东西在这里都能买到。太棒了。 | I bought a cervical massager, but I mistakenly confused it with my household charger. When I requested a return, the third-party quickly facilitated the return for me. Actually, it wasn't the manufacturer's fault, and I felt sorry for them. Now, I buy a lot of things on Pinduoduo. There are so many joys, and the prices are absolutely worth it. The quality is also very good, and if there's an issue with quality, the merchants handle returns promptly. I can buy many small items without leaving home. Knitting needles for only 11 yuan and free shipping. Things that are hard to find in malls can be found here. It's fantastic. |
| P97 | 陈思甜 1225 | 2021 | 5 | 很喜欢拼多多哇，价格便宜，东西也不比贵的 | I really like Pinduoduo! The prices are cheap, and the quality of the products isn't |

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| | | | | 差，疫情期间还发货已经很好啦，货流也很快，最重要的是可以微信支付，我这种没有银行卡的学生党也可以自己在网上买东西。就是希望可以添加一个举报店铺，有些客服态度我是真的不想说他。 | inferior to more expensive ones. During the pandemic, the delivery service has been great, and the shipping is fast. Most importantly, I can pay with WeChat, which is convenient for me as a student without a bank card. I just hope they can add a feature to report stores because some of the customer service attitudes are really not worth mentioning. |
| P98 | 通透性 | 2019 | 5 | 以前购物就喜欢找优惠券，现在使用拼多多省了不少钱。总体来说是十分便利的，很适合我们消费者，并且真的一个月下来能省不少钱呢！ | I used to love searching for coupons when shopping, but now using Pinduoduo has saved me a lot of money. Overall, it's very convenient and suits us consumers well. Plus, I really save quite a bit of money every month! |
| P100 | 混世小仙女 | 2020 | 5 | 怎么说呢我个人觉得拼多多的货还是比较好的，就是客服的服务态度不写不好，有些三天不回消息，还拿个机器人来和我说话，我的五星好评是给商品的不是给客服的，有些好，有些不好，客服我给差评，就比如我星期一买的手机壳，两天了，都没有回我一条信息，全是机器人 | Well, personally, I think the products on Pinduoduo are pretty good. It's just that the customer service attitude isn't consistent. Some take three days to reply, and they even use a robot to talk to me. My five-star rating is for the product, not the service. Some are good, some are not. I rated the customer service poorly. For example, I bought a phone case on Monday, and it's been two days with no response. All I get is automated replies, and I can't |

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| | | | | 回的, 说的什么我就听不懂 | understand what they're saying. |
| P103 | 水源。 | 2019 | 5 | <p>前两天我在拼多多平台上买了一台家庭人体电子秤, 买回来发现和商家广告宣传图片上的商品不一致, 我按照图片买的直径 33 厘米的, 收到的货是 28 厘米的。要求退货退款。我刚办完退货退款申请手续, 拼多多平台极速为我办理了退款业务, 货款及时到账。感谢拼多多平台, 感谢拼多多平台的工作人员, 你们辛苦了。通过我的切身感受, 拼多多平台是个放心的购物平台, 是一个主持正义购物场所, 是一个享受开心快乐的购物环境。</p> | <p>A couple of days ago, I bought a household body electronic scale on the Pinduoduo platform. When I received it, I found that it didn't match the product advertised in the merchant's promotional pictures. I ordered one with a diameter of 33 centimeters according to the picture, but the one I received was only 28 centimeters. I requested a refund. I just completed the refund application process, and Pinduoduo processed the refund promptly. The refund was credited to my account in a timely manner. I want to express my gratitude to the Pinduoduo platform and its staff for their hard work. Based on my personal experience, Pinduoduo is a trustworthy shopping platform, a place where justice is upheld, and an environment where shopping is enjoyable and happy.</p> |
| P115 | rhea | 2022 | 1 | <p>市场本来并不完善, 拼多多更是开启了死不要脸的欺诈模式, 对内压榨员工, 甚至出现猝死、跳</p> | <p>The market wasn't perfect to begin with, and Pinduoduo has taken it to a shameless level of fraudulent practices.</p> |

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| | | | | <p>楼、禁言等等现象汇集于一时；对外欺诈百姓，借人皆有之的贪小便宜的心思增加下载量、新用户注册量和用户活跃度；在中间对商铺鼓励返现、买销量买好评的现象此消彼长！！！！</p> <p>你拼多多能发展壮大跟你的定位和商业策略关系密切，能做到如此也是把员工、消费者和商家都踩在了脚下。靠着吸血和深谙的“心理学”知识在市场大放异彩，如同跳梁小丑舞动在好利者的心中。</p> <p>你拼多多能做大做强，其他软件同样能够，缺的只是时间，靠着投机取巧和扰乱市场而不是诚心诚信可靠达到的公司“体量”，终究会消失在历史长河中，而且我相信，这一天不会太晚。你这家公司终将倒闭，但恶劣行径会被牢牢记住，用无下限的行为和口号刷新了历史的一个瞬间。我不会用拼多多再买</p> | <p>Internally, it exploits its employees, leading to incidents like sudden deaths, suicides, and censorship. Externally, it deceives the public, leveraging people's desire for bargains to boost download, new user registration, and user activity metrics. Meanwhile, it encourages cashback for shops and manipulates sales volumes and positive reviews in a tit-for-tat manner! The success and growth of Pinduoduo are closely tied to its positioning and business strategies, achieved by stepping on the toes of employees, consumers, and merchants alike. It thrives in the market by exploiting and manipulating psychological knowledge, akin to a clown dancing in the minds of opportunists. While Pinduoduo may thrive for now, other software platforms have the same potential, lacking only time. Companies that rely on speculation and market disruption rather than genuine trust and reliability will eventually fade into obscurity in the annals of history. I believe that day won't be too far off. Your</p> |
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| | | | | 一次东西，拼多多必凉。 | company will collapse eventually, but its reprehensible actions will be remembered, marking a moment in history with its limitless behavior and slogans. I won't make another purchase on Pinduoduo; it's doomed to fail. |
| P116 | 翕仔 | 2021 | 4 | 其他的我就不说了，因为我现在没有觉得其他的有什么明显的问题。就是有一点，在“我的收藏”里可以新加一个功能：搜索，因为收藏夹中的商品可能有很多，每次去翻都特别麻烦，增加一个搜索功能就会方便许多，给用户们节省时间 | I won't mention anything else because I don't currently see any other significant issues. However, there's one thing: a new feature could be added to "My Favorites" - a search function. Since there might be many items in the favorites folder, it's cumbersome to scroll through each time. Adding a search function would greatly enhance convenience and save time for users. |
| P105 | 豆苗的豆豆苗的苗啊 | 2019 | 5 | 之前一直用淘宝购物，后来无意间发现了拼多多，就开始在拼多多上买东西，达到家具电器小到袜子手纸等等所有日用品都在拼多多上买，拼着买更便宜，首先便宜其次质量也有保障，以后还会多多支持的。 | I used to shop on Taobao, but then I discovered Pinduoduo and started buying things there. From furniture and appliances to small items like socks and toilet paper, I buy all daily necessities on Pinduoduo. Group purchasing makes it even cheaper. Firstly, it's more affordable, and secondly, the quality is guaranteed. I will definitely continue to support it in the future. |
| P106 | 踐习者 | 2022 | 5 | 拼多多买东西省 | Buying things on Pinduoduo |

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| | | | | <p>钱是肯定的，诱导分享也是一种营销，可以不管他的分享啊助力啥的，大部分东西还是全网最低，平台客服也不错，遇上几个虚假发货的商家平台也给了几十上百的赔偿。淘宝也复制这个模式充分说明存在即合理。</p> | <p>definitely saves money, and the push to share is a marketing strategy, but you can ignore the sharing and assistance requests. Most products are still the lowest priced across the internet. The platform's customer service is also good; when encountering a few sellers who falsely reported shipments, the platform compensated me with tens to hundreds of yuan. The fact that Taobao has copied this model fully illustrates that if it exists, it's reasonable.</p> |
| P119 | 并夕夕全家是盒 | 2020 | 1 | <p>我 C，什么垃圾软件，这个时代这样的软件也可以上市，猪都能上树了吧？新用户活动就是坑你们的，先给你一点点甜头，后面分享一次一分钱，就算你差五毛钱，你也得有 50 个人左右帮你点，大部分人都是凑不到的，被拼多多利用免费帮忙做了新用户活动而已，拼多多卖的东西口碑也是一如既往的稳定，各种垃圾假冒伪劣产品盛行，开店的人根本没有任何资质，对产品的售</p> | <p>Wow, what a terrible app! In this day and age, how can such software even go public? Pigs might as well be climbing trees! The new user promotions are just traps; they give you a little sweetener initially, and then for sharing, you get one cent each time. Even if you're just short fifty cents, you need about fifty people to help you out, and most people can't gather that many. Essentially, Pinduoduo is just using people to promote its new user activities for free. As always, the reputation of the products sold on Pinduoduo remains consistently poor, with a prevalence</p> |

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| | | | | <p>后也没有任何保障，客服的拖延战术倒是玩的</p> <p>6. 甩锅也是一流，看似便宜的东西，质量也没有保障，更可气的是，花了正品的价钱买到了正宗的假冒伪劣商品，这要是在实体店，工商局早就给你贴上封条了，天天售卖假冒产品，口碑和人气全靠赞助综艺节目和新人领红包活动骗来人气，真心希望早日倒闭，赚了黑心钱。天道好轮回，咱们且看苍天是否饶得过你拼多多，最后希望各位首先不要轻易相信拼多多的活动，其次如果在这里买东西，劝你三思，最后希望能有人管管这个辣鸡软件。一星我都不会给你拼多多。</p> | <p>of junk, counterfeit, and inferior products. The sellers often have no qualifications whatsoever, and there's no guarantee of after-sales service for the products. The customer service is adept at using delay tactics and passing the buck. The seemingly cheap items lack quality assurance. What's even more infuriating is spending the money for genuine goods only to receive bona fide counterfeit products. If this were a physical store, the business bureau would have already sealed it off. Every day they sell fake products, and their reputation and popularity rely solely on sponsoring variety shows and using red packet promotions for newcomers to deceive people into visiting. I truly hope it goes out of business soon. Earning money unethically, they say karma comes around; let's see if the universe will spare Pinduoduo. Lastly, I hope everyone first avoids easily falling for Pinduoduo's promotions, and if you do consider buying something there, think thrice. I hope someone takes control of</p> |
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| | | | | | this terrible app. I wouldn't even give Pinduoduo one star. |
| P107 | 给拼多多一个大大的好评 | 2023.8.29 | 5 | 就是我们这边洪水爆发吗 就是河北那边 就留到我们天津这里来了 然后我家属于是洪水放洪区 然后我买了一个直板夹 我在 7 月 31 号点了那个退款之后 商家也同意退款 我也同意退款 给快递站打电话 快递站说已经把全部快递转移了 让我等一等 我回家的时候是 8 月 23 号 然后我就直接给那个快递站打了电话 货邮了回去 然后那个商家也没有再做出任何对我的一些回应 告诉我是要我包这个物流费的 还有一个就是他一直不给我退款 在八月几号来着就已经签收了 迟迟没有给我做回应 没有跟我做退款然后我就去问一下那个拼多多客服我就说明了 我的情况 情况如下：你好 首先我是在到货当天就提交了退款申请 首先商家没问题 | The flooding in Hebei spread to our area in Tianjin, and my home was in the flood release area. I purchased a hair straightener and requested a refund on July 31, which the seller agreed to. However, due to the floods, the local courier service had relocated all packages and advised me to wait. I returned home on August 23 and then shipped the item back to the seller. Despite the seller having received the return by early August, they didn't respond or refund me. I contacted Pinduoduo customer service to explain my situation, which included the flooding, the delayed shipment, and the lack of response from the seller regarding the refund. After explaining that I was initially told by the courier that shipping was not possible due to the floods, I was concerned about who would cover the shipping costs. The customer service, after a series of automated messages, finally informed me that I wouldn't be responsible for the shipping costs. It seems that initially, there was no |

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| | | | | <p>可以退款 我没有问题 可以退款 我提交了退款申请 我家这边是有洪水的 我打电话给快递站 他说快递已经转移 不能发货的 于是我就等回家 我是在7月31日提交 一直等到8月23日回家才开始给我寄回去 我请问 邮费谁来给我补偿是我的问题？还是商家的？还是快递站的问题？怎么给我解决之后不是人工给我回复的 就直接给我发了一大堆之后呢 我就开始问他一些问题 比如说 邮费需要我出吗？之后就回复我说不用 的 其实一开始这个政策可能不是错的 而是因为有一些不好的商家 耍无赖！！！而开发的货已经给商家了 没有占便宜 我的钱也回来了 感谢拼多多</p> | <p>mistake in their policy, but the issue arose from uncooperative sellers. Thankfully, the item was returned to the seller without any advantage taken, and I received my refund. I appreciate Pinduoduo for resolving this.</p> |
| P108 | 肋田兼则 | 2023 | 5 | <p>东西就是很便宜啊 同样质量的衣服在了要贵上几十到一百甚至两百块哎 有这个钱干嘛不存起</p> | <p>The products are really cheap. Clothes of the same quality are much more expensive elsewhere, sometimes by tens</p> |

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| | | | | <p>来 233 是什么让我第一次给一个软件写评论？就在刚刚我的一件外套到了 它有色差于是我去找客服说 客服没回 那我也没办法捏 结果品嘟嘟客服自动介入 好家伙直接给我全额退款啊 也就是说白送我一件衣服老铁。。。商家确实很可怜哈</p> <p>(233 但是色差确实大而且它还找了一些水军买家秀让我以为没有色差来着) 但人的本性是自私捏</p> <p>emmm 我发这条评论不是让大家去软件里找办法坑商家赚小便宜 这绝对是偶然 但品嘟嘟客服态度客服介入什么的一直都非常非常非常在线 说了这么多累了 总之不管有没有人看 五星好评奉上噜</p> | <p>to hundreds of yuan. Why not save the money instead, right? What made me write a review for an app for the first time? Just now, I received a coat that had a color discrepancy, so I contacted customer service, but they didn't reply. Suddenly, Pinduoduo's customer service intervened automatically and they immediately issued a full refund, effectively giving me the coat for free, buddy. The seller does seem quite unfortunate, though (233, but there was a significant color difference, and they even had some fake reviews that made me think there was no discrepancy). But, people are inherently selfish, aren't they? Emmm, I'm not posting this review to encourage everyone to exploit the system and trick sellers for small gains. It was just a fluke. But the customer service at Pinduoduo has always been exceptionally responsive. I've said so much, I'm tired. Anyway, whether or not anyone reads this, five stars from me!</p> |
| P109 | gdudjsnsij | 2023 | 5 | <p>官方客服态度好不推脱责任 办事不托拉 永远</p> | <p>The customer service is great; they don't shirk responsibility and</p> |

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| | | | | <p>把消费者权益放在第一位上面的东西都便宜 这点大家应该都知道我看了下你们的那些差评 不就是那些活动没得到钱么得不到人家钱了么 那你可以不参加啊 还不是想要人家钱 还恼羞成怒来软件给人家差评 好意思么你 我身边也有同学人家得了那个活动的 100 元啊 你自己不会好好想想为什么就你没有服了</p> | <p>handle matters promptly. They always prioritize consumer rights. Everyone should know that the items are inexpensive. I've seen your negative reviews, and isn't it just about not getting money from those promotions? If you're upset about not getting the money, you could choose not to participate. Isn't it because you wanted the money, and then you got angry and left a bad review on the app? Isn't that a bit shameless? I have classmates who received 100 yuan from that promotion. Maybe you should think about why you were the only one who didn't. I'm really at a loss.</p> |
| P111 | 185505 鱼鱼 | 2020 | 5 | <p>很烦妈妈发给我拼多多链接, 但是回家后看到妈妈买东西, 真的都好喜欢, 一问都是拼多多买的, 这一年我都没有在别的购物网站购买了, 吃的用的百分之九十来自于拼多多, 印象很深, 喜欢, 也有过一次不好的经历, 卖家发错过让我退货到天山, 官方并没有偏袒卖家, 而是公平解决了这个问题。</p> | <p>I get annoyed by the Pinduoduo links my mom sends me, but when I go home and see the things she bought, I really like them all. Upon asking, I find out they were all purchased from Pinduoduo. This past year, I haven't shopped on any other website; 90% of what I eat and use comes from Pinduoduo. I have a strong, positive impression of it. There was one bad experience when a seller sent the wrong item and asked me to return it all the way to Tianshan. The</p> |

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| | | | | 希望多多越来越好！ | official response didn't favor the seller; instead, they resolved the issue fairly. I hope Pinduoduo continues to improve! |
| P112 | 上海人最中国 | 2020 | 5 | 纱窗刷子收到非常满意用起来很顺手，以前纱窗取下来很困难也麻烦，现在不用担心这个问题了站在窗前就可以轻松清洁纱窗，拿个水盆沾上水轻松搞定，我还向左右邻居介绍推荐他们也来买。 | I'm very satisfied with the screen window brush I received; it's very easy to use. Previously, removing the screen was difficult and troublesome, but now I don't have to worry about that issue anymore. I can easily clean the screen right in front of the window by just dipping the brush in a basin of water. I've also recommended it to my neighbors on both sides and encouraged them to buy one as well. |
| P113 | 听楼。 | 2019 | 5 | 怎么说呢，就是仁者见仁 智者见智吧，不要用自己没有经历过的来随意评价，这是对谁也不负责任的表现，我觉得总体来讲还是一个很不错的平台。 | "It's a case of 'to the benevolent person, people appear benevolent; to the wise, people appear wise.' It's important not to judge based on experiences you haven't had yourself, as it's irresponsible to all parties involved. Overall, I think it's a pretty good platform." |
| P114 | 南方北方南 | 2021 | 5 | 看了很多差评评价，我想说一句这个平台有真有假，每个平台都有真有假同样的东西你挑便宜的买然后你就说这东西是假的难道不是和你的钱成 | Read a lot of bad reviews evaluation, I would like to say that this platform has a true and false, each platform has a true and false the same thing you pick the cheap buy and then you say that this thing is fake is not directly |

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| | | | | 正比吗???相对来说这个平台是所有平台对用户最好的一个了,它对商家的态度才是最恶劣的 | proportional to your money? Relatively speaking, this platform is the best of all platforms to the user, it is the worst attitude towards the business! |
| P117 | 鲸叫我照顾海 125 | 2021 | 5 | 自从去年下载拼多多以来,从第一次拼单成功后,我就爱上了这款软件,非常方便而且实惠,到现在以来我已经下了近百单,希望更多的朋友可以来到这款软件购物,真的很划算,未来我也会继续使用并支持拼多多! | "Ever since I downloaded Pinduoduo last year, I fell in love with this app after my first successful group purchase. It's very convenient and offers great deals. To date, I've placed nearly a hundred orders. I hope more friends will come to shop on this app—it's truly cost-effective. I will continue to use and support Pinduoduo in the future!" |
| P128 | 一肚子委屈好委屈啊啊啊 | 2021 | 3 | 之前用的感觉这个平台不怎么诚信,低价时候买的东西疫情拖了三四个月最后通知都没有就给单方面取消了,取消你也早取消,你这压着人家的银子啥意思啊。平台内免费购感觉纯粹忽悠人,很难满足要求,好不容易达到一回结果也不提示反正就好像没发生过一样 | "Previously, I felt this platform wasn't very trustworthy. I bought items at a low price, and due to the pandemic, the delivery was delayed for three to four months. Eventually, they just canceled the order without any notification. If you were going to cancel, you should have done it earlier. Holding onto someone's money like that isn't right. The free shopping offers within the platform seem purely deceptive. It's very difficult to meet the requirements, and even when you do, there's no notification—as if |

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| | | | | 垃圾！ | problems. And they're even a publicly listed company; I don't see a long future for them. It's a terrible platform! Terrible, terrible, terrible!" |
| P123 | 后不久哦错愕看我的图 张雄 | 2020 | 5 | 以前我看挺多人都说，拼多多很多假货。当然不管他们怎么说，我还是挺支持拼多多，因为我个人买拼多多里面的东西都挺好的，然后现在很多人都再发拼多多那些不好的视频，也不知道是我运气好还是怎么了，就是没有买到不好的产品都挺好的 | "I used to see a lot of people saying that there are many counterfeit products on Pinduoduo. Regardless of what they say, I still support Pinduoduo because the things I've personally bought from there have been quite good. Now, many people are posting videos about the poor quality of products from Pinduoduo, and I'm not sure if it's just my good luck, but I've never ended up with a bad product—they've all been pretty good." |
| P124 | yjyhm | 2019 | 5 | 想买东西更划算，需要性价比更合心意，这里能满足你的需求，还有更大的惊喜在里面值得拥有的拼多多 | Want to buy things more cost-effective, the need for cost-effective more agreeable, here to meet your needs, there are greater surprises in the inside worth having Pinduoduo |
| P125 | 小许词很穷 | 2022 | 5 | 一个价钱一个质量吧 也不是很完全的好 但是在价格上面已经是很不错的了 所有家庭都是能承担得了的 包括衣服裤子鞋子什么的都是很时尚 小零食什么的也买了很多了 | A price a quality it is not very completely good but in the price above is already very good all the family can afford including clothes pants shoes and so on are very fashionable, small snacks and so on also bought a lot of until now have not stepped on the mine things are |

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| | | | | 直到如今没踩过雷 东西都是挺不错的 买买小家庭用品什么的 在拼多多是最值当的非常的不错 强烈推荐大家来用这个软件！ | very good. To buy small household goods and so on in Pinduoduo is the most value for money is very good. Strongly recommend everyone to use this software! |
| P131 | 穆穆 1024 | 2019 | 5 | 我用拼多多一年多多了，真心感觉拼多多完全就是个坑，里面的东西和淘宝看着一摸一样，质量差的远，而且隔三差五的整个活动，费好大劲攒够了，到时候限量兑换，每次都换不到，根本就是个幌子，耽误大家的时间和精力，就是为了增加软件的活跃量和下载量，拼多多，不会再用了，伤心了 | "I've been using Pinduoduo for over a year now, and honestly, it feels like a complete trap. The items there look exactly the same as those on Taobao, but the quality is far worse. Moreover, they have promotions every now and then that require a lot of effort to accumulate enough points, and when the time comes for a limited exchange, I can never manage to redeem anything. It's just a facade, wasting everyone's time and energy just to increase the app's activity and download numbers. I won't use Pinduoduo anymore; it's disappointing." |
| P132 | shisisi1 | 2019 | 5 | 大品牌就是值得信赖东西便宜而且都是正品哦！发货速度快现在已经是生活不可缺少的一部分了。 | Big brand is trustworthy things are cheap and are genuine Oh! Fast shipping is now an indispensable part of life. |
| P134 | 沈琼麟的麻麻 | 2020 | 5 | 给了四星 一星是扣一些虚假商家的分用了拼多多几个月 中 | "I gave it four stars. One star was deducted for some dishonest sellers. I've been using Pinduoduo for a |

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| | | | | | improve." |
| P135 | 張国玺 | 2021 | 5 | 拼多多购物很方便, 而且价格实惠, 平台解决投诉很快速, 退款及时, 我们老年人喜欢。因为有很多适合我们老年人的商品。就是老年人领签到金太困难了, 以前三十, 五十到了就可以兑换。现在不但要上等级, 而且还要定时抢, 我们老年人抢不到, 希望你们能改进一下, 否则干脆取消吧。 | Pinduoduo is very convenient for shopping and the prices are affordable. The platform quickly resolves complaints and refunds are timely, which we seniors appreciate because there are many products suitable for us. However, it's too difficult for seniors to claim the sign-in bonuses. Previously, we could exchange them once we collected thirty or fifty, but now not only do you need to level up, but you also have to compete in timed events, which we seniors can't manage to win. I hope you can improve this system; otherwise, it might be better to just cancel it. |
| P136 | 鵬爱沙一辈子 | 2019 | 5 | 拼多多购物还是质优价廉的, 总体不错, 我老公不太喜欢我从上面买东西, 怕是骗人的, 还有什么中奖之类的, 让我离这些东西远一点, 但是我玩得挺上瘾的, 虽然没中过, 希望下次可以中个大奖, 大家多多支持拼多多吧 | "Shopping on Pinduoduo is still of good quality and affordable overall; it's quite good. My husband doesn't really like me buying things from there, as he's worried about being deceived, and things like winning prizes, telling me to stay away from these. However, I find it quite addictive. Even though I've never won, I hope to win a big prize next time. I hope everyone continues to support Pinduoduo." |
| P137 | 很不错的拼多多 | 2019 | 5 | 怎么没有早一点发现这个软件, | How did not find this software a little earlier, I feel |

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| | | | | 感觉自己亏了 不少钱，自从下了 拼多多几乎所有 网购都在拼多多 买，超级超级便 宜性价比非常高 | like I lost a lot of money, since downloaded Pinduoduo, almost all online shopping in Pinduoduo to buy, super super cheap cost- effective very high! |
| P138 | 何谓好 | 2019 | 5 | 用了一段时间觉 得真的很不错价 格比较优惠，基 本是各大平台最 低，质量各方面 都比较满意 | Used for a period of time feel really good price is more favorable, basically the lowest price among the major platforms, the quality of all aspects are more satisfactory |
| P139 | 66666gun | 2023.7.12 | 5 | 里面的东西便宜 质量好，真的唯 一一款为用户着 想的应用，在很 多地方有很多家 庭经济条件都一 般，拼多多真是 良心应用。给差 评的大概是想免 费领钱没领到， 笑死，你智商低 想要天上掉馅饼 免费占便宜只能 怪你自己蠢，呵 呵，谁也没义务 免费给你钱，拼 多多除了领钱是 假的，卖的东西 真的物美价廉。 而且里面商家比 别的平台不要好 太多，购物有什 么问题都很热心 的给处理。我爱 拼多多 | The items inside are cheap and of good quality. It's truly the only app that considers users. In many places, many families have average economic conditions, and Pinduoduo is truly a conscientious application. Those who give negative reviews are probably those who didn't get free money. It's hilarious. If you have low IQ and expect freebies falling from the sky, you can only blame yourself for being foolish. Who has the obligation to give you money for free? Apart from the fake money giveaways, Pinduoduo's products are genuinely good value for money. Moreover, the merchants inside are much better than those on other platforms, and they are very enthusiastic about |

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| | | | | | handling any shopping issues. I love Pinduoduo. |
| P140 | 健步活动 | 2021 | 5 | 之前我也看了一下，评论说拼多多那些事儿我觉得我是个人发表，我觉得拼多多挺好用的，我好几次在上面买东西客服都很好，而且还有送小礼物就是回话的速度比较慢一点，其他的都很好，而且主要的是商品嗯，比较优惠，而且很耐用官方客服的服务态度也很好。有及时帮我处理问题，其实没有大家想象中的那么坏。 | I also looked at some comments before. Regarding all those things about Pinduoduo, I think I can share my personal opinion. I find Pinduoduo quite user-friendly. I've bought things there several times, and the customer service has always been good. They even include small gifts sometimes. Though the response time is a bit slow, everything else is good. Most importantly, the products are reasonably priced and durable. The attitude of the official customer service is also very good. They promptly help me with any issues. Actually, it's not as bad as people imagine. |
| P144 | whdudbe | 2021 | 5 | 我觉得拼多多有好多地方可以改进，应该让店铺出一个每种快递都可以发，因为有时候比如你喜欢这个店铺的东西而且便宜，但我们都会问发什么快递，有时候，一些快递根本不送你家门口，还得我们去快递公司取，而且快递公司还离家特别远，真的希望可以改进！ | I think there are many areas where Pinduoduo can improve. Shops should offer multiple courier options because sometimes you like a shop's products and they're cheap, but you have to ask which courier they use. Sometimes, certain couriers don't deliver to your door, and you have to go to the courier company to pick up your package. Also, some courier companies' locations are very far from home. I |

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| | | | | | really hope this can be improved! |
| P145 | may471 | 2021 | 5 | <p>现在买什么都在拼多多软件上买，特别喜欢这款软件，可以购买很多东西，而且还很便宜，很多店铺都要很贵的拼多多里面就只有那么几块钱而已，而且还包邮。现在已经习惯了用这个拼多多软件现在已经习惯了用这个拼多多软件，¥9.9 以上的都觉得嫌贵。所以我强烈推荐用拼多多，这款软件来满足那些贫民窟女孩，还有那些不是很有钱的人，拼多多就是一个宝藏啊！</p> | <p>I buy everything on the Pinduoduo app now. I really love this app because I can purchase so many things, and they're all very cheap. Many items that are expensive in other stores are just a few yuan on Pinduoduo, and they even offer free shipping. I've gotten used to using this app, and now anything priced above ¥9.9 seems expensive to me. So, I highly recommend using Pinduoduo, especially for those on a budget and those who aren't very wealthy. Pinduoduo is truly a treasure trove!</p> |
| P146 | 你 mars 了 | 2020 | 4 | <p>我给四分是因为有些东西真的质量不好当然一分钱一分货，你要想用一块钱买一个苹果手机那真的是异想天开，我用拼多多不是因为它便宜（其实有一部分，因为我是学生）是因为它可以微信支付，而且加上我是学生这个也很方便</p> | <p>I gave it four stars because some things really have poor quality. Of course, you get what you pay for. If you expect to buy an iPhone for one yuan, that's just wishful thinking. I use Pinduoduo not only because it's cheap (although that's part of it, since I'm a student), but also because it allows WeChat Pay, which is very convenient for me as a student.</p> |
| P147 | 陈卓瞳 | 2020 | 1 | <p>如果有零星当然最好了！广告什</p> | <p>If there was a zero-star option, that would be ideal! All</p> |

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| | | | | <p>么的全都是假的！不如下一个淘宝，京东也不错，但这个一定不要下！相信我你买东西之后它或许会偷偷拿走你更多的钱！新闻上也说，而且有些东西很渣，一般来说与图片不符！我一次买了一台苹果手机送来膜碎了退货的人说还要给100才退后来既没给差评又原谅它了它竟然又来玩我！我在上面买书十几天才到那时候疫情没发生，我真的要被气疯了！到了也不给我一个好印象，书很湿，很皱，我去！真的！一翻字都看不清，几天后突然发现钱少了坑爹啊！不支持拼多多！讨厌死了！朋友竟然也下了我让他不要下可是他就要我也没有办法了只有等他后悔有那么一天他承认了他说他在上面买花给老婆当礼物可是也等了好久好久礼盒包装破了个洞打开才更坑花辦酒了一地！后来不服气</p> | <p>the advertisements are fake! You're better off downloading Taobao or even JD, but definitely avoid this one! Trust me, after you buy something, it might secretly take more of your money! As reported in the news, and also some of the products are terrible, usually not matching the pictures! I once bought an Apple iPhone and when it arrived, the screen protector was shattered. The person handling my return said I needed to pay 100 more to process it. I neither left a negative review nor complained, but then they tried to trick me again! I ordered books which took over ten days to arrive—this was before the pandemic—and it drove me insane! The books arrived damp and wrinkled. Really! I couldn't even read the text. A few days later, I suddenly discovered that some money was missing—such a rip-off! I don't support Pinduoduo at all; it's infuriating! My friend downloaded it too, despite my warnings, but there was nothing I could do except wait for him to regret it. Eventually, he</p> |
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| | | | | <p>换成了一个口红颜色与图片不符这也算了吧！竟然有一个臭味，好像有人用过似的，他老婆闻后火冒三丈，情人节我找了一个好评多的vr眼镜给嫂子结果那个眼镜的好评是卖家朋友刷的镜片模糊到看不见有时候还落下来！不要下载！相信我</p> | <p>admitted he had bought flowers for his wife as a gift, but they took a long time to arrive, and the gift box was damaged with a hole in it, making the situation even worse when opened. Later, he tried to buy a lipstick, but the color didn't match the pictures, and to top it off, it had a foul smell, as if someone had used it before. His wife was furious when she smelled it. On Valentine's Day, I found a VR headset with many positive reviews for my sister-in-law, but it turned out those reviews were fake, written by the seller's friends. The lens was so blurry that it was impossible to see through, and sometimes it even fell out! Don't download it! Trust me.</p> |
| p148 | 予我孤星 | 2022 | 4 | <p>只要你不信不看那个什么红包提现 免费拿 全额返拼单返现之类的东西其他就还好，上述之类基本全是骗人，但是买东西的那个退货退款机制我很喜欢，退得很快，也没什么踢皮球的感觉，除了有一回碰见一个山商家骗钱跑路（最后平台退款了）暂时还没碰见其他太恶心的</p> | <p>As long as you don't believe or pay attention to things like the red packet withdrawals, freebies, or full refunds for group purchases, everything else is fine. Most of those mentioned above are basically scams. But I really like the return and refund mechanism for purchases. It's handled very quickly, and there's no dragging it out. Except for one time when I encountered a dishonest merchant</p> |

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| | | | | 的。就是希望第一行那些东西能不能不要老弹窗弹出来啊 很影响观感和体验啊啊以及那个免密支付怪吓人的,非常不建议开,我上次点完支付直接就付款成功了给我吓一跳 | who cheated and disappeared (but the platform refunded me in the end), I haven't come across anything else too disgusting. I just hope those pop-up ads can stop popping up all the time; they really affect the user experience. Also, the no-password payment feels a bit scary; I strongly advise against enabling it. Last time, after I clicked to pay, the payment went through immediately, which startled me. |
| P149 | 胭脂玲玲 | 2019 | 5 | 之前一直是用淘宝,后来接触了拼多多发现里面的东西很多也很全面,主要是可以和朋友家人一起拼单省了很多钱,而且质量啥的都有保障,大家可以多多使用。 | I used to exclusively use Taobao, but after trying out Pinduoduo, I found that it offers a wide range of products, and it's great for pooling orders with friends and family to save money. Plus, there's quality assurance, so I recommend everyone to give it a try and use it more often. |
| P150 | _帅哥& | 2023.9.1 | 5 | 最近两千五左右在一个品牌店铺里买了手机,之后因为一些原因不想要了,已申请过两次退货退款,都被店家无故驳回,我收货时当场就让顺丰快递退回了,并没有打开过,也按照店家要求打给他 36 元往返 | Recently, I bought a smartphone for around 2500 yuan from a brand store, but decided to return it for personal reasons. I applied for a refund twice, but both times the shop rejected my requests without any justification. When the product was delivered, I immediately had SF Express return it without even opening the |

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| | | | | <p>快递费，退回店家的快递经核实投递 2 次都被店家找原因拒收，后来拒绝之后就申请拼多多介入了。刚才吃饭的时候收到官方的处理电话，向我咨询核实了一些情况就说稍等一会就可以退款啦～态度超好，现在钱款已经原路退回啦！非常感谢啊</p> | <p>package, and I paid the shop 36 yuan for the round-trip shipping as they requested. The shop refused to accept the returned package twice, citing various reasons each time. After the repeated rejections, I asked Pinduoduo to step in. While I was having dinner just now, I received a call from the official customer service who verified some details and told me that the refund would be processed shortly. The attitude was excellent, and now the money has been refunded back to me through the original payment method. I'm very grateful!</p> |
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