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Platform governance, consumer satisfaction, and trust in e-commerce: The Temu case

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Abstract

This research examines the online shopping platform Temu, focusing on its impact on consumers and the broader e-commerce market. Known for competitive pricing and a wide selection of products, including electronics, fashion, and home goods, Temu has attracted consumers seeking affordable alternatives. Its success is largely driven by affordability, frequent promotions, and a diverse product offering. However, the platform's rapid growth has been accompanied by significant challenges. Concerns about inconsistent product quality, long shipping times, poor customer service, and privacy issues have cast doubt on its long-term viability. This study explores both the positive and negative aspects of Temu's business model. We investigate how its pricing and product range shape consumer behavior and examine issues such as vendor oversight and customer dissatisfaction. A mixed-methods approach was used, including analysis of user reviews and surveys to gather consumer feedback to provide insights into the broader implications of Temu's practices. The findings contribute to understanding the balance between price, product quality, and customer service in e-commerce. The study also offers recommendations for improving customer satisfaction and operational practices, providing valuable insights for consumers, e-commerce businesses, and regulators as they navigate the evolving online retail market.

Keywords: Temu, e-commerce, consumer behavior, online shopping, product quality, customer service.

Introduction

Temu has quickly emerged as a significant player in the e-commerce landscape, offering a wide range of affordable products spanning categories such as clothing, electronics, home goods, and beauty products (Deppen, 2024a). The platform's competitive pricing, vast selection, and frequent promotional offers have attracted a growing number of consumers, particularly those seeking budget-friendly shopping options. Temu's ability to connect customers with low-cost products, often sourced directly from overseas vendors, has made it especially appealing to shoppers seeking variety without the premium price tags of more established online retailers (Chow, 2022). This affordability has positioned Temu as a viable alternative to larger platforms like Amazon, especially among price-sensitive consumers (Deppen, 2024b).

Despite its rapid growth and popularity, Temu's rise has not come without controversy. While many consumers enjoy the affordability and selection the platform offers, significant concerns remain regarding its operational practices. Complaints about product quality and discrepancies between online images and

the actual products received are commonly cited by users (Qu & Qin, 2024). Additionally, prolonged shipping times, particularly for international orders, have frustrated customers who expect faster delivery (Han & Grubola, 2024). Another point of criticism involves customer service, with many users reporting slow responses or difficulty resolving issues (Chow, 2022). Furthermore, the platform has faced scrutiny regarding vendor oversight, as inconsistent quality control among third-party sellers has eroded trust in its offerings (Ologunebi et al., 2024). Privacy concerns have also been raised, particularly regarding how consumer data is handled and protected during transactions (Deppen, 2024a).

This research seeks to answer the following two primary questions: *What are the key benefits and challenges of using Temu,* and *how do these shape the overall consumer e-commerce experience?* By addressing both the positive and negative aspects of the platform, this study provides a balanced assessment of Temu's role in the global e-commerce market. The findings explore how Temu's low prices and broad product variety appeal to consumers, while also examining the operational and customer-experience challenges that have emerged as the platform has grown. Through this research, we aim to offer a comprehensive understanding of Temu's impact on consumer behavior, satisfaction, and loyalty, as well as its influence on broader trends in the e-commerce industry.

Literature Review

E-commerce platforms like Temu have significantly transformed the online shopping experience by providing consumers with more affordable alternatives to traditional brick-and-mortar retail (Smith, 2024). The platform's wide selection of products, competitive pricing, and frequent promotions have made it particularly attractive to budget-conscious shoppers (AlAbdulhadi, 2023). This has been especially beneficial for customers in regions with limited access to global online retailers, offering a broader range of products at lower prices than would otherwise be available (Deppen, 2024a). As a result, Temu has successfully positioned itself as a key player in the growing trend of online discount shopping.

While studies on e-commerce platforms highlight the benefits of affordability and variety, research gaps remain regarding how these platforms specifically address challenges related to consumer trust and satisfaction. Much of the existing literature focuses on large e-commerce platforms or specific factors such as user experience or payment security (Chow, 2022). However, research exploring the unique challenges faced by emerging, budget-driven platforms like Temu remains limited. For example, the effects of product quality discrepancies and delayed shipping on consumer trust in new e-commerce platforms have not been fully explored in the context of price-driven business models (Chow, 2022). Addressing this gap is important because it may provide a clearer understanding of how affordability can coexist with operational challenges, ultimately affecting the overall consumer experience.

Despite the rapid growth of platforms like Temu, research on how these operational difficulties affect long-term consumer loyalty remains limited. Studies have shown that many consumers experience dissatisfaction when products fail to meet their quality expectations, leading to a decline in trust in both the platform and its vendors (Chow, 2022). Complaints regarding discrepancies between online images and actual products are frequently cited, suggesting weaknesses in quality control (Chow, 2022). Furthermore, shipping delays, especially for international orders, have become a major concern for many users, with some customers reporting wait times exceeding the promised delivery window (Han & Grubola, 2024). These logistical issues may diminish the customer experience and undermine long-term loyalty, as timely delivery is a critical factor in consumer satisfaction (Qu & Qin, 2024). However, further analysis is needed to understand how these issues uniquely affect platforms that prioritize low-cost products and aggressive promotional strategies.

In addition to product quality and shipping concerns, customer service has been identified as another area in which platforms like Temu often fall short. Consumer behavior studies suggest that poor customer service, including slow response times and difficulty resolving issues, can frustrate users and encourage them to switch to alternative platforms for future purchases. These service problems, coupled with unclear communication regarding returns and refunds, have raised concerns about the platform's commitment to providing a satisfactory post-purchase experience (Deppen, 2024b). However, little research has examined how these service failures, combined with low-cost business models, affect the long-term viability of emerging e-commerce platforms such as Temu.

Moreover, some users have raised concerns regarding the transparency and accountability of third-party vendors operating on the platform. Inconsistent quality control among these vendors may contribute to negative perceptions of Temu's overall reliability (Ologunebi et al., 2024). Although vendor transparency is an important issue in the broader e-commerce literature, there is limited research that specifically examines how transparency influences the trustworthiness and long-term success of platforms like Temu.

Despite these operational challenges, studies on consumer behavior indicate that affordability remains a primary driver of Temu's popularity. Research suggests that consumers are often willing to overlook potential drawbacks, such as delayed shipping or product misrepresentation, if the price is sufficiently low (Chow, 2022). This finding aligns with prior research on discount-driven e-commerce, in which price-conscious shoppers often prioritize cost over factors such as delivery time or product quality (Deppen, 2024a). However, there remains a gap in the literature regarding how this tradeoff between price and operational shortcomings influences long-term customer satisfaction and brand loyalty. Additional research is needed to understand how the perceived value of low-cost products shapes consumer trust and loyalty over time.

Probolsky Research (2024) highlights that while Temu's competitive pricing appeals to budget-conscious consumers, Amazon's superior shipping speed remains a significant factor for many shoppers. In a comparative analysis of Amazon and Temu, the study found that 76% of respondents perceived Temu as more affordable than Amazon. However, Amazon maintained an advantage in delivery speed, emphasizing the importance of balancing competitive pricing with efficient logistics in e-commerce strategies.

Thus, there is a pressing need to examine how factors such as price, product quality, shipping, and customer service interact to influence the overall consumer experience on platforms like Temu. This research helps bridge the gap in understanding the long-term impacts of affordability-driven e-commerce models on consumer behavior, satisfaction, and brand loyalty. By addressing these gaps, the study offers a clearer perspective on the future viability of platforms like Temu and the broader implications for the e-commerce market.

Research Method

This research employed a mixed-methods approach to examine consumer experiences with Temu by combining quantitative and qualitative methods to provide a comprehensive analysis. The quantitative component involved distributing a structured survey to a sample of 20 Temu users to complement the qualitative content analysis. The survey was designed to gather data on key aspects of the Temu shopping experience, including motivations for using the platform, perceptions of product quality, experiences with shipping and delivery, interactions with customer service, and overall satisfaction. The survey included

Likert-scale items and multiple-choice questions, allowing for the collection of measurable trends in consumer behavior and sentiment.

In parallel with the survey, a qualitative content analysis was conducted using a sample of 500 online user reviews—250 from Trustpilot and 250 from Reddit. These platforms were selected for their popularity among e-commerce consumers and the richness of user-generated content they offer. All online reviews analyzed in this study were obtained from publicly available sources. Reviews were selected to reflect a balanced range of sentiments, including positive, neutral, and negative experiences. Each review was manually coded according to five core themes identified in the research framework: affordability and product variety, product quality, shipping experience, customer service, and overall satisfaction. Review sentiment was further classified as positive, neutral, or negative based on the overall tone of each review. Positive labels were assigned to reviews expressing favorable shopping experiences or satisfaction with Temu. Neutral labels were assigned to reviews that described experiences without a clearly favorable or unfavorable evaluation, or that contained both positive and negative opinions. Negative labels were assigned to reviews expressing dissatisfaction with the shopping experience, including concerns related to product quality, shipping, or customer service. Trustpilot reviews tended to provide more formal, structured feedback, whereas Reddit posts offered more conversational, spontaneous reflections, adding depth to the analysis.

The integration of survey data and content analysis enabled a comprehensive examination of consumer experiences. The survey provided descriptive insights into consumer perceptions, while the qualitative content analysis offered broader context and a richer understanding through real user narratives. Together, these two methods provided complementary perspectives on consumer experiences with the Temu platform.

Findings

This section presents the results of the mixed-methods approach used to examine consumer experiences with Temu. The analysis includes survey responses from 20 Temu users and a content analysis of 500 user-generated reviews—250 from Trustpilot and 250 from Reddit. The findings are categorized into five key themes: affordability and product variety, product quality, shipping experience, customer service, and overall satisfaction.

Affordability and Product Variety

Affordability remains the dominant factor influencing consumers' decisions to shop on Temu (see Figure 1). According to survey responses, 85% of users reported high satisfaction with Temu's pricing, while 70% cited cost savings as the main reason they chose Temu over competitors.

Similarly, the content analysis of online reviews supports these findings (see Figure 2):

- On Trustpilot, 78% of reviewers highlighted affordability as a key benefit.
- On Reddit, approximately 80% of users described Temu as "dirt cheap," "unbeatable for basic stuff," or "great for impulse buying."

Product variety also played a significant role, with 78% of survey participants citing the broad selection of items—from clothing and gadgets to beauty products—as a motivation for shopping on the platform. However, 14% noted occasional stock shortages, particularly for trending or popular items. Reddit users echoed this concern, with some describing the frustration of "finding something great, then seeing it go out of stock before checkout."

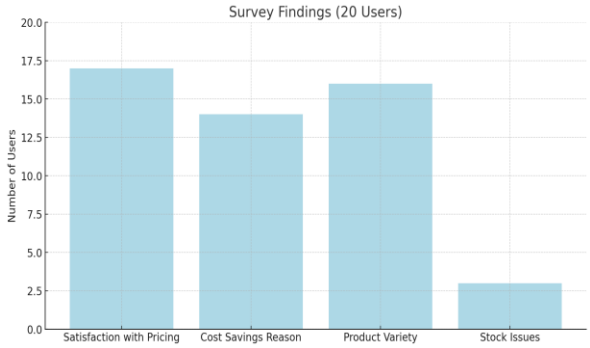


Figure 1. Survey Findings on Consumer Satisfaction and Reasons for Choosing Temu (20 Users)

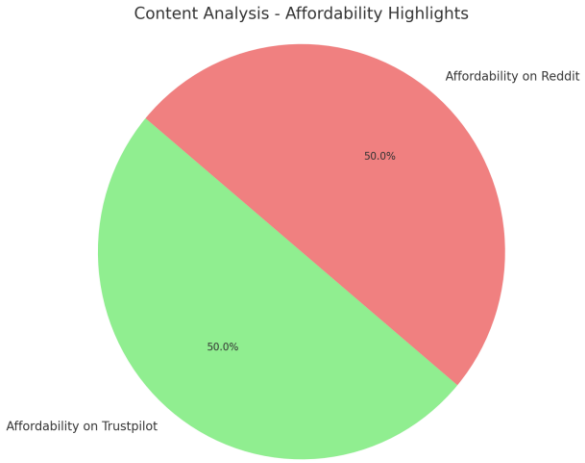


Figure 2. Content Analysis: Affordability Highlighted by Users on Trustpilot and Reddit

Product Quality

Responses regarding product quality were mixed. Survey responses indicated that 60% of participants rated product quality as "average" or "poor" (see Figure 3), and 40% reported that products often did not match descriptions or images. The most common complaints involved poor craftsmanship, cheap materials, and incorrect sizing.

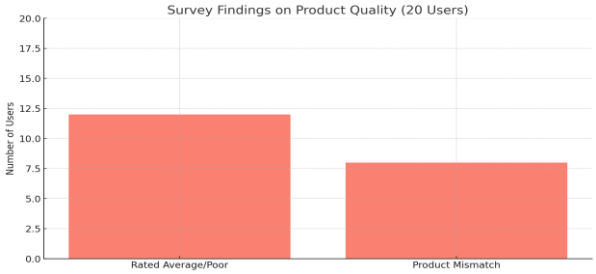


Figure 3. Survey Findings on Product Quality (20 Users)

Online reviews reflected similar sentiments:

- On Trustpilot, 52% of users mentioned product discrepancies or low quality.
- On Reddit, the phrase "hit or miss" appeared frequently, with many users acknowledging that while some items were acceptable, others were "trash" or "fell apart instantly."

This inconsistency suggests a need for stronger quality control across Temu's extensive network of third-party sellers.

Shipping Experience
Shipping delays were a recurring issue among Temu users, with 50% reporting delays (see Figure 4). Survey results revealed that 25% of participants stated that their orders arrived two weeks or more beyond the promised delivery date.

This issue was also prevalent in user reviews:

- 36% of Trustpilot comments complained about long or misleading delivery windows.
- Reddit users commonly joked that they had "forgotten about the order" by the time it arrived, while others described tracking updates as unreliable or delayed.

Among the survey participants, 73% reported that shipping delays negatively affected their satisfaction and reduced their likelihood of making future purchases.

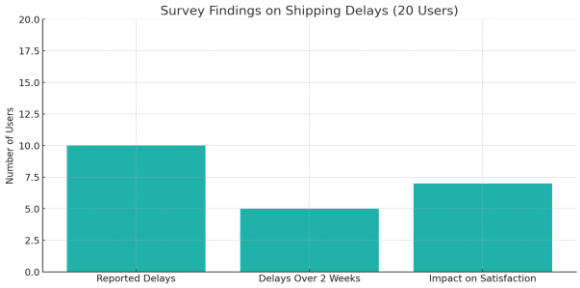


Figure 4. Survey Findings On Shipping Delays (20 Users)

Customer Service
Customer service emerged as one of Temu's most criticized aspects, with 60% of survey participants expressing dissatisfaction (see Figure 5). Survey participants cited slow response times, unclear return instructions, or unresolved support issues as common reasons for dissatisfaction.

These findings were reinforced by the review analysis:

- 58% of Trustpilot reviews described negative customer service experiences, frequently using terms such as "unhelpful," "unresponsive," and "confusing."
- Reddit users recounted frustrating support interactions, including being required to provide photos or videos to verify product issues, often with little or no resolution.

Poor customer service directly discouraged repeat purchases and prompted some users to consider more reliable platforms such as Amazon.

Overall Satisfaction
Despite the identified challenges, overall satisfaction among survey participants remained cautiously positive (see Figures 5 and 6). Among the survey participants, 70% reported being either "satisfied" or "very satisfied" with their Temu experience, primarily due to the platform's affordability and broad product selection.

However, 35% of survey participants expressed hesitation about making future purchases, citing concerns about product quality, shipping delays, and customer service. These findings align with Expectancy-Disconfirmation Theory (Oliver, 1980), which posits that customer satisfaction is influenced by the gap

between expectations and actual experiences. Although consumers may initially tolerate shortcomings in exchange for lower prices, repeated negative experiences may gradually reduce satisfaction.

Taken together, the survey responses and qualitative review analysis provide complementary insights into consumer experiences with the Temu platform. By examining the platform's affordability, product quality, shipping experience, customer service, and overall satisfaction, this study offers valuable insights into both the strengths and weaknesses of Temu's business model.

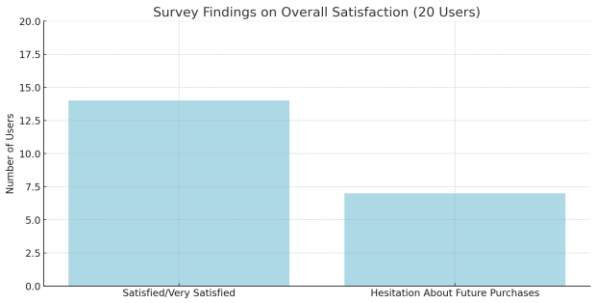


Figure 5. Survey Findings on Overall Satisfaction (20 Users)

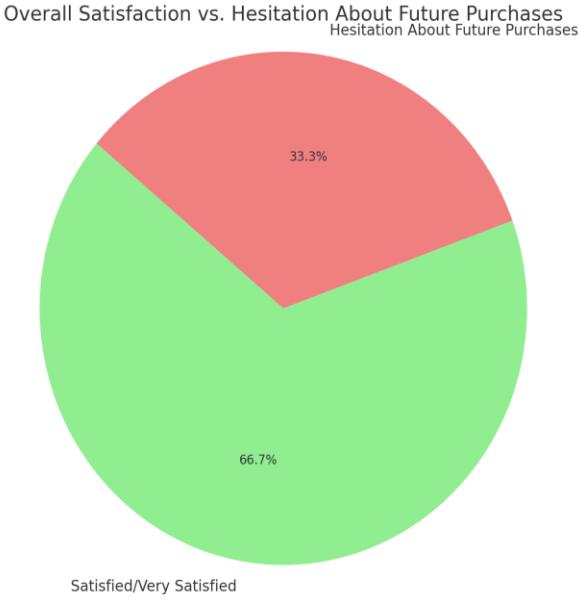


Figure 6. Overall Satisfaction vs. Hesitation About Future Purchases

Summary of Findings

The findings of this study suggest that Temu's affordability and broad product selection are the primary factors driving consumer adoption and satisfaction. However, persistent concerns regarding product quality, shipping delays, and customer service continue to undermine consumer trust and long-term purchase intentions. Together, these findings illustrate the trade-off consumers make between low prices and service quality when evaluating emerging e-commerce platforms.

Overall, these findings suggest that while Temu's value-oriented business model successfully attracts consumers, maintaining long-term customer satisfaction requires continuous improvements in product quality, logistics, and customer service. These findings are generally consistent with prior studies emphasizing the importance of value, trust, and service quality in e-commerce.

Discussion

Overall Findings

The results of this study highlight a dual reality in Temu's consumer experience. On the one hand, affordability and product variety are the platform's primary strengths, with most users expressing satisfaction with Temu's low prices and broad selection. On the other hand, concerns regarding product quality, shipping reliability, and customer service were consistently raised across both survey data and online reviews. These operational weaknesses temper overall satisfaction and suggest that while consumers may initially be attracted by cost savings, long-term loyalty is not guaranteed. The findings support the idea that affordability can temporarily outweigh other considerations, but repeated negative experiences may create a disconnect between expectations and reality, as explained by Expectancy-Disconfirmation Theory (Oliver, 1980).

Implication for Theory

This research contributes to the broader understanding of consumer behavior on budget-oriented e-commerce platforms by drawing on several established theoretical frameworks. These theoretical perspectives provide a conceptual foundation for understanding how Temu's pricing strategy, product quality, shipping performance, and customer service jointly influence customer satisfaction, consumer trust, and long-term platform performance. The findings reinforce Expectancy-Disconfirmation Theory by demonstrating that customer satisfaction is strongly influenced by the extent to which actual experiences meet or fall short of expectations. Although Temu's affordability may initially lower customer expectations, ongoing issues such as delayed shipments and unresolved support requests can ultimately lead to dissatisfaction.

In addition, Price Sensitivity Theory (Bawa & Shoemaker, 2004) is supported through the observed consumer preference for lower prices, even at the expense of quality or service. The appeal of affordability helps explain Temu's rapid user adoption, particularly among budget-conscious consumers. This study also draws on concepts from the Technology Acceptance Model (Davis, 1989), as operational inefficiencies influence users' perceptions of usefulness and ease of use. Furthermore, the importance of building consumer trust and retention connects these findings to Relationship Marketing Theory (Morgan & Hunt, 1994), while recurring dissatisfaction with customer service and return policies aligns with Consumer Protection Theory (Micklitz, 2007), suggesting a need for stronger safeguards in global e-commerce environments.

Implication for Practice

The results offer several implications for improving e-commerce operations. First, the inconsistency in product quality suggests that platforms like Temu should invest in stronger vendor oversight and quality assurance mechanisms. As the content analysis demonstrated, a substantial number of users reported receiving products that did not match online descriptions or images. Second, the high frequency of shipping delays highlights the need for improved logistics coordination. More transparent delivery timelines, enhanced tracking systems, and partnerships with regional fulfillment centers may help reduce consumer frustration.

Customer service also emerged as a critical area requiring improvement. Many users described their support experiences as slow, unhelpful, or confusing. Temu may benefit from expanding its customer support infrastructure and streamlining the return and refund process. Implementing more accessible and responsive support channels—whether through automation or human agents—could strengthen customer trust and retention. Collectively, these improvements could help Temu evolve from a platform known primarily for affordability into one also recognized for reliability and service quality.

Privacy protection and transparent data handling practices also deserve greater attention. As consumer trust is closely related to how personal information is collected, stored, and used, e-commerce platforms such as Temu should provide clear privacy policies, strengthen data security measures, and improve transparency regarding data collection and sharing practices. These improvements may further enhance consumer confidence and long-term trust in the platform.

Limitations and Future Research

Despite the insights gained, this study has several limitations. Although informative, the survey data were based on a sample of 20 Temu users and therefore may not fully represent the diversity of Temu's global user base. Accordingly, the survey findings should be interpreted as descriptive and complementary to the qualitative content analysis rather than as broadly generalizable to the overall population of Temu users. Additionally, the content analysis relied on self-selected online reviews, which may disproportionately reflect highly positive or highly negative experiences. Consequently, the findings may not fully capture more moderate consumer perspectives. Finally, the study's cross-sectional design limits the ability to assess how consumer satisfaction evolves as the platform changes.

Future research could address these limitations by conducting longitudinal studies that track consumer attitudes and behaviors over an extended period. Such studies would provide valuable insights into how platform improvements—or ongoing operational challenges—affect user retention and brand loyalty. Comparative research on other budget-oriented platforms, such as Shein or Wish, could also help identify effective strategies for balancing low prices with service quality. Additionally, examining consumer protection frameworks and their application in global e-commerce could inform regulatory efforts to improve transparency, safety, and fairness for online shoppers.

Concluding Remarks

This study provides a comprehensive examination of Temu's growing role in the e-commerce market and its users' experiences. While affordability and product variety are clear strengths that drive consumer interest, recurring issues related to quality control, shipping, and customer service limit the platform's ability to build long-term customer loyalty. These findings underscore the importance of aligning business operations with consumer expectations in an increasingly competitive digital marketplace. If Temu hopes to strengthen its market position and achieve sustainable growth, it must address the operational shortcomings that currently undermine user trust. By integrating theoretical frameworks such as Expectancy-Disconfirmation Theory and Price Sensitivity Theory, this study not only deepens understanding of consumer behavior in the budget e-commerce sector but also offers practical recommendations for improving service delivery, strengthening customer relationships, and informing regulatory policy.

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Appendix A. Reddit User Feedback Data

Category	Comment	Sentiment
Customer Service	Got a refund after a lot of back and forth.	Neutral
Shipping Experience	"Shipping was slow but hey – it's free."	Neutral
Shipping Experience	"Delivery was late but expected it."	Neutral
Overall Satisfaction	You get what you pay for – I'm fine with that.	Neutral
Overall Satisfaction	It's okay as long as you don't expect too much.	Neutral
Customer Service	Took me hours to get a return started.	Neutral
Affordability and Product Variety	"You can find anything on Temu but stock runs out fast."	Neutral
Affordability and Product Variety	Great place for weird and fun finds.	Positive
Overall Satisfaction	Decent site for random impulse buys.	Neutral
Overall Satisfaction	You get what you pay for – I'm fine with that.	Neutral
Affordability and Product Variety	Prices are unbeatable for basic stuff.	Positive
Affordability and Product Variety	I only shop on Temu because it's dirt cheap.	Neutral
Affordability and Product Variety	I only shop on Temu because it's dirt cheap.	Neutral
Overall Satisfaction	Decent site for random impulse buys.	Neutral
Product Quality	I got socks that ripped in a day.	Neutral
Affordability and Product Variety	Massive product variety – it's a rabbit hole!	Positive
Customer Service	Got a refund after a lot of back and forth.	Neutral
Shipping Experience	I forgot I ordered from Temu until it showed up weeks later.	Neutral
Product Quality	"Some items are decent others fall apart instantly."	Negative
Product Quality	I got socks that ripped in a day.	Neutral
Affordability and Product Variety	Prices are unbeatable for basic stuff.	Positive
Overall Satisfaction	I shop here for cheap stuff I don't mind losing.	Neutral
Shipping Experience	"Delivery was late but expected it."	Neutral
Affordability and Product Variety	"You can find anything on Temu but stock runs out fast."	Neutral
Affordability and Product Variety	Great place for weird and fun finds.	Positive
Product Quality	Don't expect high quality at these prices.	Neutral
Product Quality	I got socks that ripped in a day.	Neutral
Product Quality	"It's hit or miss – some stuff is okay some is trash."	Negative
Shipping Experience	I was surprised – my order came earlier than expected!	Positive
Product Quality	Quality is all over the place.	Neutral
Overall Satisfaction	It's okay as long as you don't expect too much.	Neutral
Product Quality	"It's hit or miss – some stuff is okay some is trash."	Negative
Customer Service	Support couldn't help me at all.	Neutral
Overall Satisfaction	You get what you pay for – I'm fine with that.	Neutral
Overall Satisfaction	You get what you pay for – I'm fine with that.	Neutral
Product Quality	Don't expect high quality at these prices.	Neutral

Shipping Experience	"Delivery was late but expected it."	Neutral
Shipping Experience	I was surprised – my order came earlier than expected!	Positive
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Affordability and Product Variety	"You can find anything on Temu but stock runs out fast."	Neutral
Overall Satisfaction	It's okay as long as you don't expect too much.	Neutral
Customer Service	Support couldn't help me at all.	Neutral
Overall Satisfaction	"It's fun to browse but I wouldn't buy anything expensive."	Neutral
Customer Service	Took me hours to get a return started.	Neutral
Affordability and Product Variety	Great place for weird and fun finds.	Positive
Product Quality	"Some items are decent others fall apart instantly."	Negative
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Overall Satisfaction	I shop here for cheap stuff I don't mind losing.	Neutral
Product Quality	Quality is all over the place.	Neutral
Shipping Experience	"Delivery was late but expected it."	Neutral
Overall Satisfaction	It's okay as long as you don't expect too much.	Neutral
Customer Service	Customer service is basically non-existent.	Negative
Shipping Experience	"Delivery was late but expected it."	Neutral
Shipping Experience	Temu's tracking is kind of useless.	Negative
Shipping Experience	"Shipping was slow but hey – it's free."	Neutral
Product Quality	Don't expect high quality at these prices.	Neutral

Customer Service	Took me hours to get a return started.	Neutral
Shipping Experience	"Delivery was late but expected it."	Neutral
Customer Service	Support couldn't help me at all.	Neutral
Overall Satisfaction	You get what you pay for – I'm fine with that.	Neutral
Product Quality	I got socks that ripped in a day.	Neutral
Customer Service	They take forever to reply.	Negative
Customer Service	Took me hours to get a return started.	Neutral
Product Quality	"It's hit or miss – some stuff is okay some is trash."	Negative
Overall Satisfaction	"It's fun to browse but I wouldn't buy anything expensive."	Neutral
Shipping Experience	I was surprised – my order came earlier than expected!	Positive
Product Quality	I got socks that ripped in a day.	Neutral
Overall Satisfaction	It's okay as long as you don't expect too much.	Neutral
Shipping Experience	Temu's tracking is kind of useless.	Negative
Customer Service	Support couldn't help me at all.	Neutral
Shipping Experience	"Delivery was late but expected it."	Neutral
Overall Satisfaction	I shop here for cheap stuff I don't mind losing.	Neutral
Customer Service	Customer service is basically non-existent.	Negative
Shipping Experience	I forgot I ordered from Temu until it showed up weeks later.	Neutral
Affordability and Product Variety	Massive product variety – it's a rabbit hole!	Positive
Affordability and Product Variety	I only shop on Temu because it's dirt cheap.	Neutral
Customer Service	They take forever to reply.	Negative
Customer Service	Got a refund after a lot of back and forth.	Neutral
Shipping Experience	I was surprised – my order came earlier than expected!	Positive
Overall Satisfaction	You get what you pay for – I'm fine with that.	Neutral
Customer Service	Got a refund after a lot of back and forth.	Neutral
Affordability and Product Variety	I only shop on Temu because it's dirt cheap.	Neutral
Shipping Experience	I was surprised – my order came earlier than expected!	Positive
Product Quality	Don't expect high quality at these prices.	Neutral
Customer Service	Customer service is basically non-existent.	Negative
Overall Satisfaction	I shop here for cheap stuff I don't mind losing.	Neutral
Overall Satisfaction	You get what you pay for – I'm fine with that.	Neutral
Shipping Experience	"Delivery was late but expected it."	Neutral
Affordability and Product Variety	Massive product variety – it's a rabbit hole!	Positive
Product Quality	I got socks that ripped in a day.	Neutral
Customer Service	Customer service is basically non-existent.	Negative
Customer Service	Support couldn't help me at all.	Neutral
Product Quality	"Some items are decent others fall apart instantly."	Negative
Shipping Experience	I forgot I ordered from Temu until it showed up weeks later.	Neutral
Overall Satisfaction	It's okay as long as you don't expect too much.	Neutral
Overall Satisfaction	"It's fun to browse but I wouldn't buy anything expensive."	Neutral
Customer Service	Support couldn't help me at all.	Neutral
Affordability and Product Variety	"You can find anything on Temu but stock runs out fast."	Neutral

Affordability and Product Variety	Prices are unbeatable for basic stuff.	Positive
Product Quality	Don’t expect high quality at these prices.	Neutral
Affordability and Product Variety	I only shop on Temu because it's dirt cheap.	Neutral
Customer Service	Got a refund after a lot of back and forth.	Neutral
Affordability and Product Variety	Prices are unbeatable for basic stuff.	Positive
Customer Service	Took me hours to get a return started.	Neutral
Shipping Experience	I forgot I ordered from Temu until it showed up weeks later.	Neutral
Overall Satisfaction	I shop here for cheap stuff I don’t mind losing.	Neutral
Customer Service	Customer service is basically non-existent.	Negative
Product Quality	I got socks that ripped in a day.	Neutral
Affordability and Product Variety	Prices are unbeatable for basic stuff.	Positive
Shipping Experience	I forgot I ordered from Temu until it showed up weeks later.	Neutral
Customer Service	They take forever to reply.	Negative
Affordability and Product Variety	I only shop on Temu because it's dirt cheap.	Neutral
Customer Service	Took me hours to get a return started.	Neutral
Shipping Experience	"Shipping was slow but hey – it’s free."	Neutral
Overall Satisfaction	Decent site for random impulse buys.	Neutral
Product Quality	"It’s hit or miss – some stuff is okay some is trash."	Negative
Affordability and Product Variety	I only shop on Temu because it's dirt cheap.	Neutral
Product Quality	I got socks that ripped in a day.	Neutral
Overall Satisfaction	You get what you pay for – I’m fine with that.	Neutral
Product Quality	Quality is all over the place.	Neutral
Product Quality	I got socks that ripped in a day.	Neutral
Shipping Experience	Temu’s tracking is kind of useless.	Negative
Customer Service	Customer service is basically non-existent.	Negative
Product Quality	I got socks that ripped in a day.	Neutral
Product Quality	"It’s hit or miss – some stuff is okay some is trash."	Negative
Overall Satisfaction	You get what you pay for – I’m fine with that.	Neutral
Overall Satisfaction	I shop here for cheap stuff I don’t mind losing.	Neutral
Product Quality	Don’t expect high quality at these prices.	Neutral
Shipping Experience	Temu’s tracking is kind of useless.	Negative
Affordability and Product Variety	Prices are unbeatable for basic stuff.	Positive
Affordability and Product Variety	Great place for weird and fun finds.	Positive
Overall Satisfaction	Decent site for random impulse buys.	Neutral
Affordability and Product Variety	"You can find anything on Temu but stock runs out fast."	Neutral
Customer Service	Support couldn’t help me at all.	Neutral
Shipping Experience	"Shipping was slow but hey – it’s free."	Neutral
Overall Satisfaction	I shop here for cheap stuff I don’t mind losing.	Neutral
Shipping Experience	I forgot I ordered from Temu until it showed up weeks later.	Neutral

Product Quality	"It's hit or miss – some stuff is okay some is trash."	Negative
Affordability and Product Variety	Massive product variety – it's a rabbit hole!	Positive
Overall Satisfaction	"It's fun to browse but I wouldn't buy anything expensive."	Neutral
Product Quality	"It's hit or miss – some stuff is okay some is trash."	Negative
Product Quality	Don't expect high quality at these prices.	Neutral
Overall Satisfaction	I shop here for cheap stuff I don't mind losing.	Neutral
Product Quality	"It's hit or miss – some stuff is okay some is trash."	Negative
Customer Service	Customer service is basically non-existent.	Negative
Product Quality	"Some items are decent others fall apart instantly."	Negative
Shipping Experience	I forgot I ordered from Temu until it showed up weeks later.	Neutral
Overall Satisfaction	You get what you pay for – I'm fine with that.	Neutral
Affordability and Product Variety	Great place for weird and fun finds.	Positive
Overall Satisfaction	I shop here for cheap stuff I don't mind losing.	Neutral
Product Quality	I got socks that ripped in a day.	Neutral
Product Quality	Don't expect high quality at these prices.	Neutral
Product Quality	"Some items are decent others fall apart instantly."	Negative
Affordability and Product Variety	Prices are unbeatable for basic stuff.	Positive
Overall Satisfaction	Decent site for random impulse buys.	Neutral
Product Quality	I got socks that ripped in a day.	Neutral
Shipping Experience	"Delivery was late but expected it."	Neutral
Customer Service	Took me hours to get a return started.	Neutral
Affordability and Product Variety	"You can find anything on Temu but stock runs out fast."	Neutral
Customer Service	Support couldn't help me at all.	Neutral
Overall Satisfaction	It's okay as long as you don't expect too much.	Neutral
Shipping Experience	I forgot I ordered from Temu until it showed up weeks later.	Neutral
Affordability and Product Variety	"You can find anything on Temu but stock runs out fast."	Neutral
Overall Satisfaction	I shop here for cheap stuff I don't mind losing.	Neutral
Product Quality	Don't expect high quality at these prices.	Neutral
Overall Satisfaction	You get what you pay for – I'm fine with that.	Neutral
Affordability and Product Variety	I only shop on Temu because it's dirt cheap.	Neutral
Overall Satisfaction	Decent site for random impulse buys.	Neutral
Affordability and Product Variety	Great place for weird and fun finds.	Positive
Customer Service	Customer service is basically non-existent.	Negative
Affordability and Product Variety	I only shop on Temu because it's dirt cheap.	Neutral
Overall Satisfaction	I shop here for cheap stuff I don't mind losing.	Neutral
Customer Service	Took me hours to get a return started.	Neutral
Overall Satisfaction	You get what you pay for – I'm fine with that.	Neutral
Overall Satisfaction	I shop here for cheap stuff I don't mind losing.	Neutral
Affordability and Product Variety	Massive product variety – it's a rabbit hole!	Positive

Affordability and Product Variety	Great place for weird and fun finds.	Positive
Shipping Experience	"Shipping was slow but hey – it's free."	Neutral
Product Quality	I got socks that ripped in a day.	Neutral
Product Quality	"It's hit or miss – some stuff is okay some is trash."	Negative
Affordability and Product Variety	Massive product variety – it's a rabbit hole!	Positive
Product Quality	I got socks that ripped in a day.	Neutral
Overall Satisfaction	You get what you pay for – I'm fine with that.	Neutral
Customer Service	Customer service is basically non-existent.	Negative
Overall Satisfaction	Decent site for random impulse buys.	Neutral
Overall Satisfaction	You get what you pay for – I'm fine with that.	Neutral
Customer Service	They take forever to reply.	Negative
Customer Service	Took me hours to get a return started.	Neutral
Customer Service	Support couldn't help me at all.	Neutral
Shipping Experience	I forgot I ordered from Temu until it showed up weeks later.	Neutral
Shipping Experience	I forgot I ordered from Temu until it showed up weeks later.	Neutral
Customer Service	They take forever to reply.	Negative
Overall Satisfaction	Decent site for random impulse buys.	Neutral
Shipping Experience	I forgot I ordered from Temu until it showed up weeks later.	Neutral
Customer Service	They take forever to reply.	Negative
Customer Service	Support couldn't help me at all.	Neutral
Affordability and Product Variety	"You can find anything on Temu but stock runs out fast."	Neutral
Customer Service	Customer service is basically non-existent.	Negative
Shipping Experience	"Shipping was slow but hey – it's free."	Neutral
Affordability and Product Variety	Massive product variety – it's a rabbit hole!	Positive
Shipping Experience	I was surprised – my order came earlier than expected!	Positive
Shipping Experience	"Shipping was slow but hey – it's free."	Neutral
Shipping Experience	"Shipping was slow but hey – it's free."	Neutral
Affordability and Product Variety	Prices are unbeatable for basic stuff.	Positive
Overall Satisfaction	I shop here for cheap stuff I don't mind losing.	Neutral
Product Quality	Don't expect high quality at these prices.	Neutral
Shipping Experience	"Delivery was late but expected it."	Neutral
Product Quality	Quality is all over the place.	Neutral
Customer Service	Took me hours to get a return started.	Neutral
Product Quality	"Some items are decent others fall apart instantly."	Negative
Customer Service	Customer service is basically non-existent.	Negative
Overall Satisfaction	You get what you pay for – I'm fine with that.	Neutral
Product Quality	"It's hit or miss – some stuff is okay some is trash."	Negative
Customer Service	Support couldn't help me at all.	Neutral
Affordability and Product Variety	I only shop on Temu because it's dirt cheap.	Neutral
Customer Service	Got a refund after a lot of back and forth.	Neutral
Overall Satisfaction	You get what you pay for – I'm fine with that.	Neutral
Shipping Experience	Temu's tracking is kind of useless.	Negative

Shipping Experience	"Delivery was late but expected it."	Neutral
Overall Satisfaction	"It's fun to browse but I wouldn't buy anything expensive."	Neutral
Affordability and Product Variety	"You can find anything on Temu but stock runs out fast."	Neutral
Affordability and Product Variety	Prices are unbeatable for basic stuff.	Positive
Shipping Experience	"Delivery was late but expected it."	Neutral
Affordability and Product Variety	Massive product variety – it's a rabbit hole!	Positive
Affordability and Product Variety	"You can find anything on Temu but stock runs out fast."	Neutral
Affordability and Product Variety	Prices are unbeatable for basic stuff.	Positive
Overall Satisfaction	I shop here for cheap stuff I don't mind losing.	Neutral
Shipping Experience	"Shipping was slow but hey – it's free."	Neutral
Shipping Experience	"Delivery was late but expected it."	Neutral

Appendix B. Trustpilot User Feedback Data

Category	Comment	Sentiment
Affordability and Product Variety	Great prices and a huge selection of items!	Positive
Customer Service	"They eventually resolved my issue but it took effort."	Neutral
Product Quality	Good quality for the price.	Positive
Customer Service	"Refund took a while but it came through."	Neutral
Affordability and Product Variety	"Temu has a lot of products but it's a hit or miss finding them available."	Neutral
Overall Satisfaction	Good experience overall – I'll shop again.	Positive
Overall Satisfaction	"I had some issues but it's okay for the price."	Neutral
Overall Satisfaction	"Great deals but you get what you pay for."	Positive
Customer Service	Customer service experience was terrible.	Negative
Affordability and Product Variety	"Temu has a lot of products but it's a hit or miss finding them available."	Neutral
Shipping Experience	"Standard shipping times but it's not Prime speed."	Neutral
Affordability and Product Variety	Great prices and a huge selection of items!	Positive
Overall Satisfaction	"Great deals but you get what you pay for."	Positive
Product Quality	"Material feels cheap and the sizing is off."	Negative
Shipping Experience	My package came early! Surprising.	Positive
Product Quality	"Material feels cheap and the sizing is off."	Negative
Customer Service	Customer service experience was terrible.	Negative
Customer Service	Customer service experience was terrible.	Negative
Product Quality	"Some items are decent others are not usable."	Neutral
Shipping Experience	Tracking was unclear and slow updates.	Neutral
Shipping Experience	Tracking was unclear and slow updates.	Neutral
Affordability and Product Variety	Great prices and a huge selection of items!	Positive
Overall Satisfaction	"I had some issues but it's okay for the price."	Neutral
Customer Service	Took days to hear back from support.	Neutral
Overall Satisfaction	"I had some issues but it's okay for the price."	Neutral
Product Quality	I got a broken item. Poor craftsmanship.	Neutral
Shipping Experience	Tracking was unclear and slow updates.	Neutral
Shipping Experience	They promised fast shipping but didn't deliver.	Neutral
Product Quality	The product didn't match the photo at all.	Negative
Affordability and Product Variety	"Temu has a lot of products but it's a hit or miss finding them available."	Neutral
Overall Satisfaction	"I had some issues but it's okay for the price."	Neutral
Customer Service	Return policy is confusing and support was unhelpful.	Negative
Customer Service	Customer service experience was terrible.	Negative
Product Quality	The product didn't match the photo at all.	Negative
Affordability and Product Variety	"Temu has a lot of products but it's a hit or miss finding them available."	Neutral
Overall Satisfaction	Good experience overall – I'll shop again.	Positive
Overall Satisfaction	"I only buy small cheap stuff here not big items."	Negative
Product Quality	The product didn't match the photo at all.	Negative

Overall Satisfaction	"Great deals but you get what you pay for."	Positive
Overall Satisfaction	Good experience overall – I'll shop again.	Positive
Product Quality	The product didn't match the photo at all.	Negative
Customer Service	Took days to hear back from support.	Neutral
Product Quality	Good quality for the price.	Positive
Affordability and Product Variety	Great prices and a huge selection of items!	Positive
Shipping Experience	They promised fast shipping but didn't deliver.	Neutral
Overall Satisfaction	Too many issues with quality and delivery.	Neutral
Overall Satisfaction	Good experience overall – I'll shop again.	Positive
Customer Service	Took days to hear back from support.	Neutral
Shipping Experience	Shipping took over 3 weeks. Way too long.	Negative
Affordability and Product Variety	Very low prices – too tempting to pass up!	Neutral
Shipping Experience	"Standard shipping times but it's not Prime speed."	Neutral
Affordability and Product Variety	Great prices and a huge selection of items!	Positive
Affordability and Product Variety	Affordable but some items are hard to find in stock.	Positive
Shipping Experience	Shipping took over 3 weeks. Way too long.	Negative
Shipping Experience	My package came early! Surprising.	Positive
Customer Service	Took days to hear back from support.	Neutral
Product Quality	"Some items are decent others are not usable."	Neutral
Product Quality	The product didn't match the photo at all.	Negative
Affordability and Product Variety	Very low prices – too tempting to pass up!	Neutral
Product Quality	Good quality for the price.	Positive
Shipping Experience	Tracking was unclear and slow updates.	Neutral
Customer Service	Customer service experience was terrible.	Negative
Customer Service	"They eventually resolved my issue but it took effort."	Neutral
Product Quality	"Some items are decent others are not usable."	Neutral
Product Quality	The product didn't match the photo at all.	Negative
Affordability and Product Variety	"Temu has a lot of products but it's a hit or miss finding them available."	Neutral
Customer Service	"They eventually resolved my issue but it took effort."	Neutral
Customer Service	Took days to hear back from support.	Neutral
Product Quality	I got a broken item. Poor craftsmanship.	Neutral
Customer Service	"They eventually resolved my issue but it took effort."	Neutral
Affordability and Product Variety	Best place for cheap gadgets and random home goods.	Negative
Affordability and Product Variety	Best place for cheap gadgets and random home goods.	Negative
Affordability and Product Variety	Affordable but some items are hard to find in stock.	Positive
Product Quality	I got a broken item. Poor craftsmanship.	Neutral
Shipping Experience	Shipping took over 3 weeks. Way too long.	Negative
Customer Service	Return policy is confusing and support was unhelpful.	Negative
Product Quality	I got a broken item. Poor craftsmanship.	Neutral

Shipping Experience	They promised fast shipping but didn't deliver.	Neutral
Customer Service	Return policy is confusing and support was unhelpful.	Negative
Product Quality	"Some items are decent others are not usable."	Neutral
Overall Satisfaction	Good experience overall – I'll shop again.	Positive
Shipping Experience	They promised fast shipping but didn't deliver.	Neutral
Customer Service	Took days to hear back from support.	Neutral
Affordability and Product Variety	"Temu has a lot of products but it's a hit or miss finding them available."	Neutral
Affordability and Product Variety	Very low prices – too tempting to pass up!	Neutral
Product Quality	Good quality for the price.	Positive
Shipping Experience	Tracking was unclear and slow updates.	Neutral
Overall Satisfaction	Good experience overall – I'll shop again.	Positive
Shipping Experience	"Standard shipping times but it's not Prime speed."	Neutral
Shipping Experience	Tracking was unclear and slow updates.	Neutral
Shipping Experience	My package came early! Surprising.	Positive
Affordability and Product Variety	Best place for cheap gadgets and random home goods.	Negative
Customer Service	Return policy is confusing and support was unhelpful.	Negative
Overall Satisfaction	Good experience overall – I'll shop again.	Positive
Overall Satisfaction	Good experience overall – I'll shop again.	Positive
Shipping Experience	"Standard shipping times but it's not Prime speed."	Neutral
Customer Service	"Refund took a while but it came through."	Neutral
Shipping Experience	Tracking was unclear and slow updates.	Neutral
Shipping Experience	Shipping took over 3 weeks. Way too long.	Negative
Product Quality	I got a broken item. Poor craftsmanship.	Neutral
Customer Service	Took days to hear back from support.	Neutral
Shipping Experience	Shipping took over 3 weeks. Way too long.	Negative
Product Quality	"Some items are decent others are not usable."	Neutral
Overall Satisfaction	Good experience overall – I'll shop again.	Positive
Product Quality	Good quality for the price.	Positive
Customer Service	"Refund took a while but it came through."	Neutral
Shipping Experience	They promised fast shipping but didn't deliver.	Neutral
Affordability and Product Variety	Affordable but some items are hard to find in stock.	Positive
Shipping Experience	Shipping took over 3 weeks. Way too long.	Negative
Affordability and Product Variety	Best place for cheap gadgets and random home goods.	Negative
Overall Satisfaction	"I had some issues but it's okay for the price."	Neutral
Customer Service	Customer service experience was terrible.	Negative
Shipping Experience	Tracking was unclear and slow updates.	Neutral
Customer Service	Customer service experience was terrible.	Negative
Affordability and Product Variety	Very low prices – too tempting to pass up!	Neutral
Affordability and Product Variety	Very low prices – too tempting to pass up!	Neutral
Customer Service	"They eventually resolved my issue but it took effort."	Neutral
Customer Service	"They eventually resolved my issue but it took effort."	Neutral

Affordability and Product Variety	Best place for cheap gadgets and random home goods.	Negative
Product Quality	"Material feels cheap and the sizing is off."	Negative
Customer Service	Took days to hear back from support.	Neutral
Shipping Experience	They promised fast shipping but didn't deliver.	Neutral
Shipping Experience	"Standard shipping times but it's not Prime speed."	Neutral
Affordability and Product Variety	Very low prices – too tempting to pass up!	Neutral
Product Quality	"Material feels cheap and the sizing is off."	Negative
Overall Satisfaction	"Great deals but you get what you pay for."	Positive
Affordability and Product Variety	Very low prices – too tempting to pass up!	Neutral
Customer Service	"Refund took a while but it came through."	Neutral
Customer Service	Customer service experience was terrible.	Negative
Product Quality	Good quality for the price.	Positive
Customer Service	"Refund took a while but it came through."	Neutral
Overall Satisfaction	"I only buy small cheap stuff here not big items."	Negative
Shipping Experience	Tracking was unclear and slow updates.	Neutral
Customer Service	Took days to hear back from support.	Neutral
Overall Satisfaction	"Great deals but you get what you pay for."	Positive
Shipping Experience	"Standard shipping times but it's not Prime speed."	Neutral
Overall Satisfaction	Too many issues with quality and delivery.	Neutral
Overall Satisfaction	Too many issues with quality and delivery.	Neutral
Shipping Experience	Tracking was unclear and slow updates.	Neutral
Product Quality	I got a broken item. Poor craftsmanship.	Neutral
Product Quality	I got a broken item. Poor craftsmanship.	Neutral
Product Quality	I got a broken item. Poor craftsmanship.	Neutral
Customer Service	Took days to hear back from support.	Neutral
Customer Service	Customer service experience was terrible.	Negative
Overall Satisfaction	"Great deals but you get what you pay for."	Positive
Shipping Experience	Shipping took over 3 weeks. Way too long.	Negative
Shipping Experience	"Standard shipping times but it's not Prime speed."	Neutral
Overall Satisfaction	Good experience overall – I'll shop again.	Positive
Product Quality	The product didn't match the photo at all.	Negative
Product Quality	"Material feels cheap and the sizing is off."	Negative
Shipping Experience	Shipping took over 3 weeks. Way too long.	Negative
Shipping Experience	"Standard shipping times but it's not Prime speed."	Neutral
Overall Satisfaction	Too many issues with quality and delivery.	Neutral
Shipping Experience	Tracking was unclear and slow updates.	Neutral
Product Quality	"Material feels cheap and the sizing is off."	Negative
Shipping Experience	My package came early! Surprising.	Positive
Overall Satisfaction	"I only buy small cheap stuff here not big items."	Negative
Customer Service	"They eventually resolved my issue but it took effort."	Neutral
Shipping Experience	Tracking was unclear and slow updates.	Neutral
Product Quality	"Material feels cheap and the sizing is off."	Negative
Shipping Experience	Tracking was unclear and slow updates.	Neutral
Shipping Experience	Tracking was unclear and slow updates.	Neutral
Overall Satisfaction	Too many issues with quality and delivery.	Neutral

Shipping Experience	My package came early! Surprising.	Positive
Overall Satisfaction	"Great deals but you get what you pay for."	Positive
Product Quality	The product didn't match the photo at all.	Negative
Affordability and Product Variety	Affordable but some items are hard to find in stock.	Positive
Overall Satisfaction	"I had some issues but it's okay for the price."	Neutral
Overall Satisfaction	"Great deals but you get what you pay for."	Positive
Customer Service	"Refund took a while but it came through."	Neutral
Overall Satisfaction	"Great deals but you get what you pay for."	Positive
Product Quality	"Some items are decent others are not usable."	Neutral
Product Quality	I got a broken item. Poor craftsmanship.	Neutral
Product Quality	Good quality for the price.	Positive
Shipping Experience	Tracking was unclear and slow updates.	Neutral
Product Quality	The product didn't match the photo at all.	Negative
Customer Service	"Refund took a while but it came through."	Neutral
Shipping Experience	Shipping took over 3 weeks. Way too long.	Negative
Overall Satisfaction	Good experience overall – I'll shop again.	Positive
Overall Satisfaction	"I had some issues but it's okay for the price."	Neutral
Affordability and Product Variety	Great prices and a huge selection of items!	Positive
Shipping Experience	"Standard shipping times but it's not Prime speed."	Neutral
Overall Satisfaction	Too many issues with quality and delivery.	Neutral
Shipping Experience	Tracking was unclear and slow updates.	Neutral
Customer Service	Took days to hear back from support.	Neutral
Shipping Experience	Shipping took over 3 weeks. Way too long.	Negative
Customer Service	"They eventually resolved my issue but it took effort."	Neutral
Shipping Experience	"Standard shipping times but it's not Prime speed."	Neutral
Customer Service	"Refund took a while but it came through."	Neutral
Affordability and Product Variety	"Temu has a lot of products but it's a hit or miss finding them available."	Neutral
Overall Satisfaction	"I only buy small cheap stuff here not big items."	Negative
Overall Satisfaction	Too many issues with quality and delivery.	Neutral
Product Quality	I got a broken item. Poor craftsmanship.	Neutral
Affordability and Product Variety	Very low prices – too tempting to pass up!	Neutral
Overall Satisfaction	Good experience overall – I'll shop again.	Positive
Product Quality	"Material feels cheap and the sizing is off."	Negative
Product Quality	"Some items are decent others are not usable."	Neutral
Affordability and Product Variety	Great prices and a huge selection of items!	Positive
Product Quality	Good quality for the price.	Positive
Overall Satisfaction	"I had some issues but it's okay for the price."	Neutral
Product Quality	Good quality for the price.	Positive
Shipping Experience	They promised fast shipping but didn't deliver.	Neutral
Product Quality	The product didn't match the photo at all.	Negative
Shipping Experience	My package came early! Surprising.	Positive
Affordability and Product Variety	Best place for cheap gadgets and random home goods.	Negative

Customer Service	"Refund took a while but it came through."	Neutral
Product Quality	Good quality for the price.	Positive
Overall Satisfaction	Good experience overall – I'll shop again.	Positive
Product Quality	The product didn't match the photo at all.	Negative
Shipping Experience	"Standard shipping times but it's not Prime speed."	Neutral
Affordability and Product Variety	Affordable but some items are hard to find in stock.	Positive
Overall Satisfaction	"I only buy small cheap stuff here not big items."	Negative
Product Quality	"Some items are decent others are not usable."	Neutral
Product Quality	"Material feels cheap and the sizing is off."	Negative
Affordability and Product Variety	Affordable but some items are hard to find in stock.	Positive
Overall Satisfaction	"I only buy small cheap stuff here not big items."	Negative
Shipping Experience	"Standard shipping times but it's not Prime speed."	Neutral
Affordability and Product Variety	Best place for cheap gadgets and random home goods.	Negative
Customer Service	Return policy is confusing and support was unhelpful.	Negative
Overall Satisfaction	"I only buy small cheap stuff here not big items."	Negative
Product Quality	Good quality for the price.	Positive
Shipping Experience	They promised fast shipping but didn't deliver.	Neutral
Product Quality	The product didn't match the photo at all.	Negative
Shipping Experience	My package came early! Surprising.	Positive
Customer Service	Return policy is confusing and support was unhelpful.	Negative
Customer Service	"They eventually resolved my issue but it took effort."	Neutral
Product Quality	I got a broken item. Poor craftsmanship.	Neutral
Product Quality	"Material feels cheap and the sizing is off."	Negative
Product Quality	Good quality for the price.	Positive
Customer Service	Return policy is confusing and support was unhelpful.	Negative
Overall Satisfaction	Good experience overall – I'll shop again.	Positive
Shipping Experience	"Standard shipping times but it's not Prime speed."	Neutral
Affordability and Product Variety	"Temu has a lot of products but it's a hit or miss finding them available."	Neutral
Customer Service	Return policy is confusing and support was unhelpful.	Negative
Affordability and Product Variety	Affordable but some items are hard to find in stock.	Positive
Product Quality	I got a broken item. Poor craftsmanship.	Neutral
Affordability and Product Variety	Very low prices – too tempting to pass up!	Neutral
Shipping Experience	Tracking was unclear and slow updates.	Neutral
Shipping Experience	They promised fast shipping but didn't deliver.	Neutral
Customer Service	Took days to hear back from support.	Neutral
Affordability and Product Variety	Great prices and a huge selection of items!	Positive
Product Quality	"Some items are decent others are not usable."	Neutral
Product Quality	The product didn't match the photo at all.	Negative
Customer Service	Customer service experience was terrible.	Negative

Affordability and Product Variety	Very low prices – too tempting to pass up!	Neutral
Product Quality	"Material feels cheap and the sizing is off."	Negative
Customer Service	"They eventually resolved my issue but it took effort."	Neutral
Affordability and Product Variety	Affordable but some items are hard to find in stock.	Positive
Affordability and Product Variety	"Temu has a lot of products	Neutral
Affordability and Product Variety	Affordable but some items are hard to find in stock.	Positive