

### **Amazon Vine programme analysis**

Amazon Vine programme encourages the most trusted reviewers to share their opinions. When entered the programme users receive free products that have been submitted by participating sellers. The reviews are meant to be independent and not influenced by sellers. The goal of the programme is to help other customers make an informed choice and purchase decisions. The Vine participant are encouraged to post honest reviews and not obliged to post positive ones. Other Amazon users can vote on the helpfulness of the reviews.

Based on the dataset containing 341931 reviews from the software product category the comparison and the evaluation of the trustworthiness of the programme has been performed.

The dataset contained 10415 vine and 331498 non-vine reviews, meaning only around 3% of all reviews came from the programme participants. The average review score was slightly higher for the vine reviews (3.84) comparing to non\_vine rating (3.56). The products received 3381 5-stars reviews coming from the vine programme users and 150557 from regular customers, making up for 32% and 45% of all respective reviews. Out of all of the vine reviews only 0.8% was considered helpful and 1.1% of non-vine opinions was voted useful. When considering both, positive star rating (above 4) and helpfulness score (above 50 votes), both review types scored similar results – around 0.3%, which can suggest similar level of trustworthiness within Amazon customers.