

1-48 of over 1,000 results for "birkenstock"

Sort by: Newest Arrivals

Eligible for Free Shipping

 Free Shipping by Amazon

All customers get FREE Shipping on orders over \$25 shipped by Amazon

Prime Wardrobe

 prime wardrobe

Department

Women's Sandals

Women's Slide Sandals

Women's Flat Sandals

Women's Flip-Flops

Women's Mules & Clogs

Men's Sandals

Men's Slide Sandals

Men's Flat Sandals

Men's Flip-Flops

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Men's Flat Sandals

Men's Flip-Flops

Men's Mules & Clogs

Men's Sandals

Men's Mocha Arizona Suede 39 M EU

\$125.00

FREE Shipping

\$143.95

\$23.90 shipping

\$143.95

\$23.90 shipping

\$139.95

\$23.90 shipping

See more

Price

Under \$25

\$25 to \$50

\$50 to \$100

\$100 to \$200

\$200 & Above

\$ Min

\$ Max

Go

New Arrivals

Last 30 days

Last 90 days

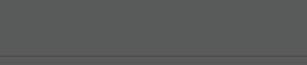
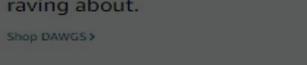
Shoe Heel Height

 Under 1"

Try the sandals that everyone is raving about.

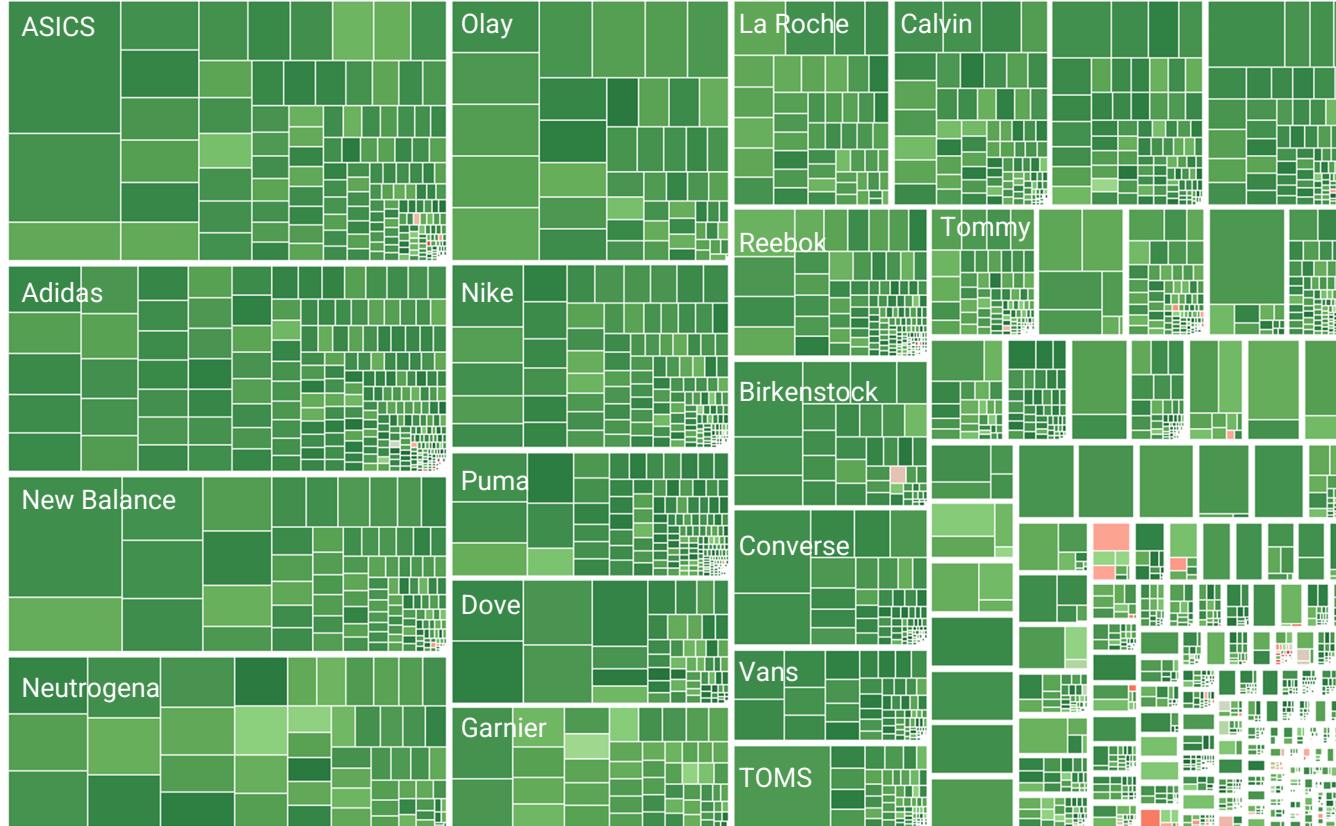
Shop DAWGS >

Sponsored



Which brand is 100% gray-market???

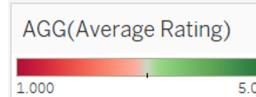
Size represents # of reviews, color represents average review, grouped by brand



Almost all have good reviews (359,070 total reviews, with an average rating of 4.2)

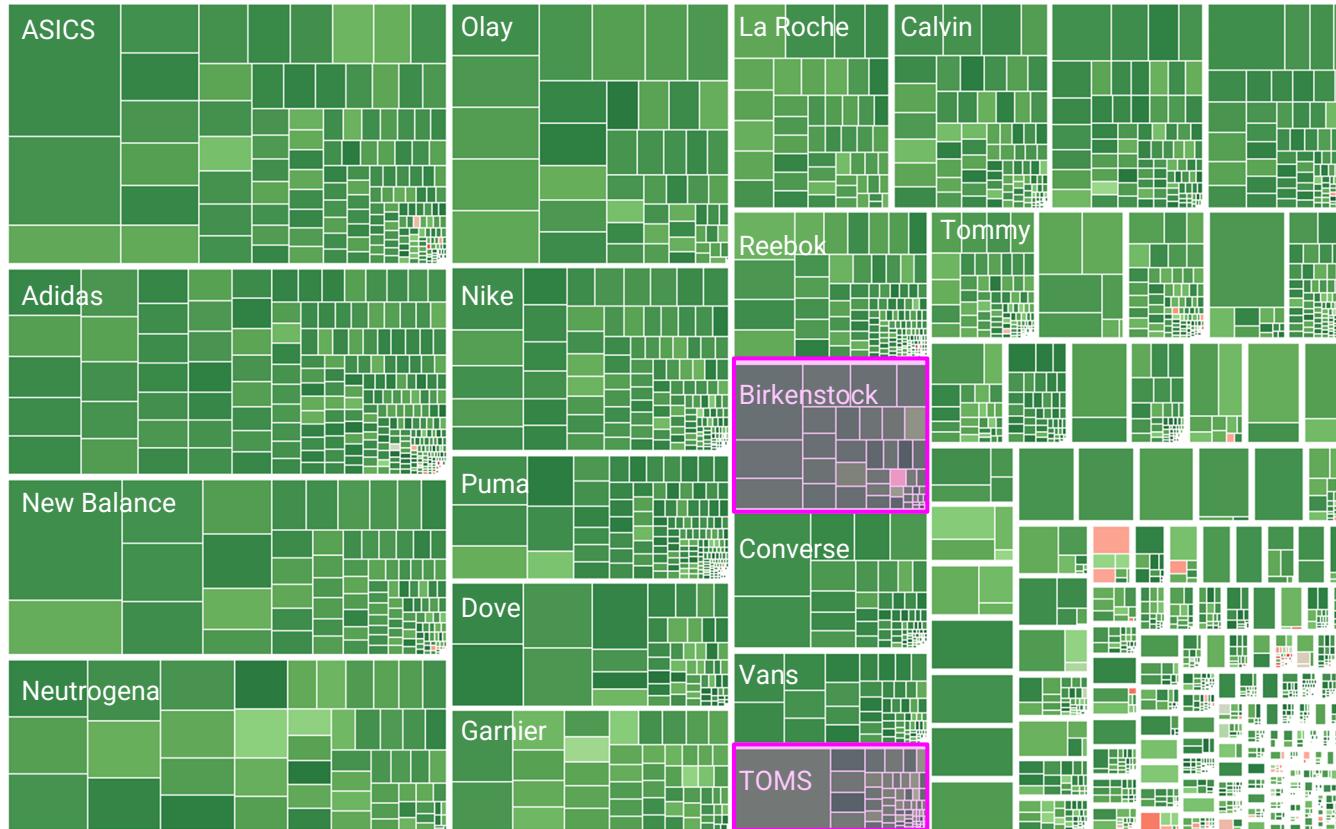
Almost all brands are large

Very little differentiates these brands, but two are very clear examples of “grey market” activity

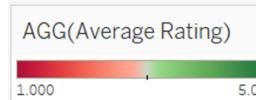


Which brand is 100% gray-market???

Size represents # of reviews, color represents average review, grouped by brand



- **Score alone is not necessarily the best indicator of whether sale is from a legitimate source**
- For example, Birkenstock does not authorize any sales on Amazon, yet has several products sold there by others, some with five star reviews
- Note: grey market does not necessarily mean fake / bad quality. Some are real re-sales, and some fakes are high quality





Amazon Customer

★★★★★ **Don't buy birkenstocks on amazon!**

Reviewed in the United States on September 21, 2016

Size: 9-9.5 Women/7-7.5 Men | Color: Black Oiled Leather | **Verified Purchase**

First of all Birkenstocks no longer sells through amazon. With that said I have been wearing birkenstocks for 25 years. I fell in love with them in high school and never stopped loving them. Then they started doing soft bed and my love grew so much stronger. Like walking on a pillow.

Which is why I was stumped when I received these. Yes, they look like birkenstocks. But they just don't feel like them. I paid \$30 extra for those soft beds. Except these were not soft. They were also more dry than other birkenstocks. It prevented them from properly molding to my foot. I have 4 other pairs that do not have a soft bed but after a week of wear are a perfect fit. Not so with these. In fact, my back started reacting to the stress of standing on them after 30 minute intervals. I bought them to help my foot health and they just made it bad.

Goal

I kept telling myself it was in my head. I went shopping last weekend at a comfort shoe store. Just for fun I tried on some soft bed birkenstocks. It was like walking on clouds. I was reminded why I love birkenstocks. The shoe that was sold to me on amazon is not a birkenstock. It is not a soft bed. I feel that I have been scammed with this product and I hope that Amazon stops selling products that have no integrity.

865 people found this helpful

Helpful

| Report abuse



Hayley Hayes

★★★★★ **Fake!**

Reviewed in the United States on March 4, 2018

Size: 7-7.5 Women/5-5.5 Men | Color: Dark Brown | **Verified Purchase**

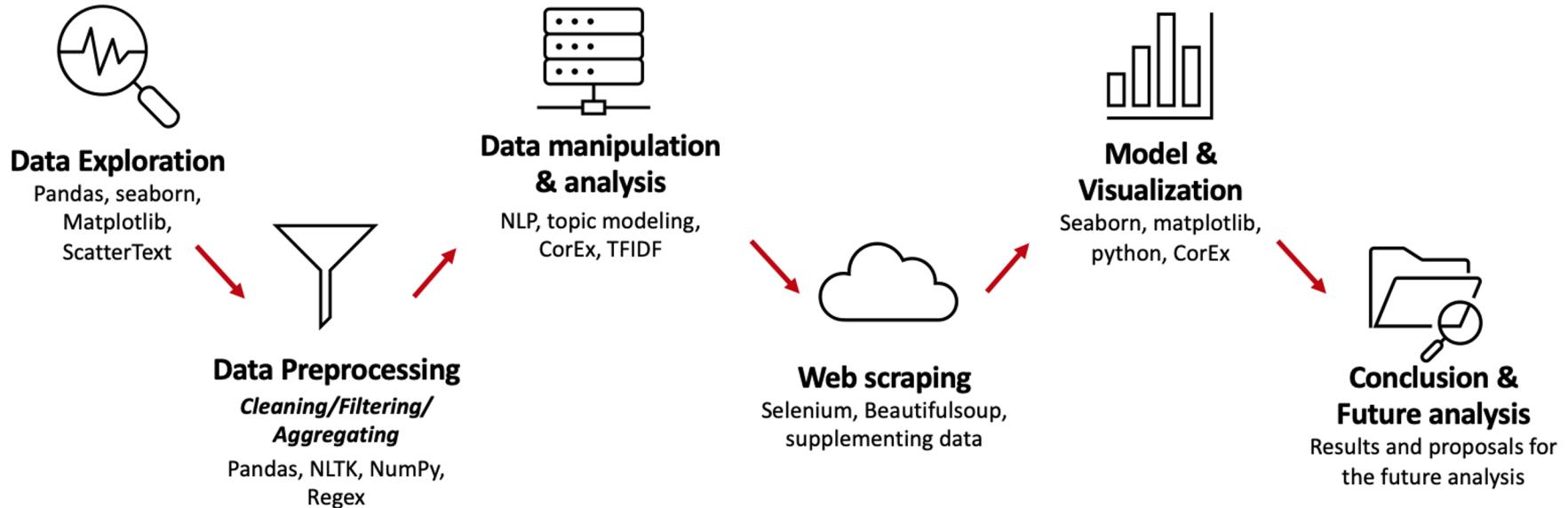
Look nothing like the picture. They are synthetic not real leather. Fake. Fake. Fake. Not real Birkenstocks.



1) Examine what drives fraud / grey market activity on Amazon

2) What factors increase the risk of becoming a target of gray market sellers?

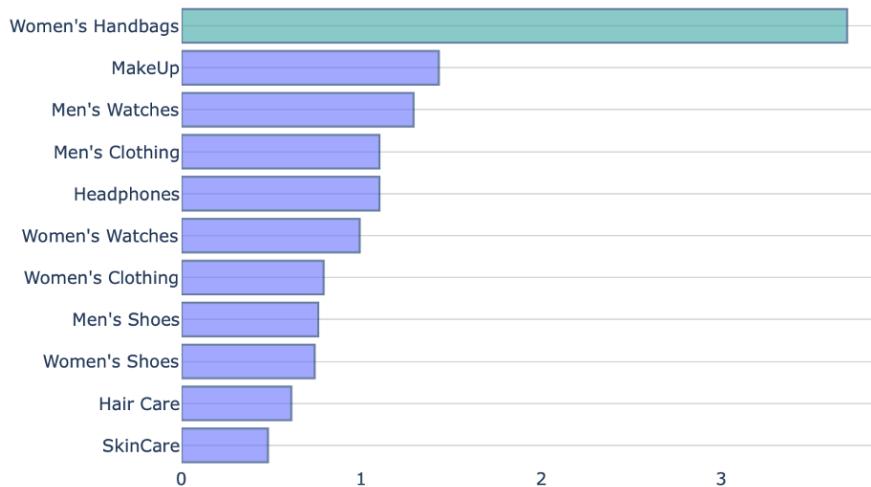
Methodology



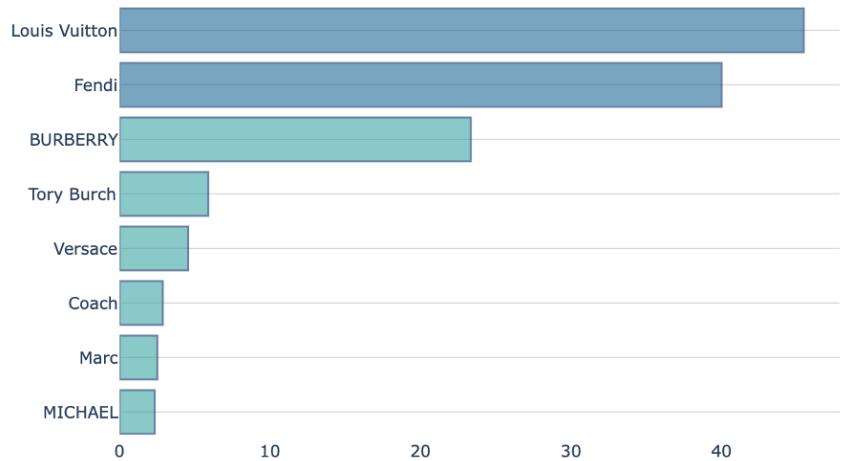
More obvious fraud has a few key signs

Using a basic text scan helped me identify and dig into a few areas with clear fraud

Percent of reviews with 'fake' words mentioned within categories



Percent of reviews with 'fake' words mentioned within Women bags brands



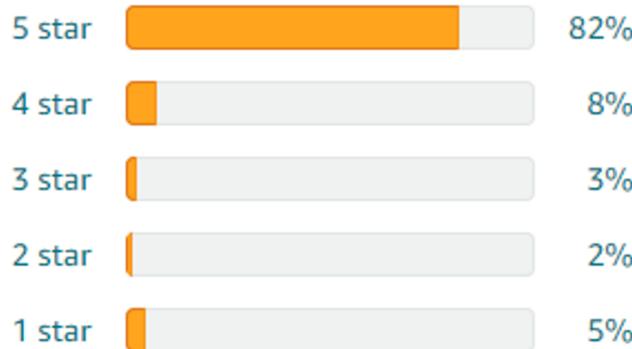
Ok, it's easy to spot fake bags. But a bigger & more interesting issue is how can we spot the higher quality fakes or non-authorized grey sales? (eg real)

Birkenstock, for example, does not allow sales on Amazon, yet many of its SKUs would pass most tests based on rating

Customer reviews

★★★★★ 4.6 out of 5

26,610 global ratings



▼ How are ratings calculated?

- Almost all Birkenstocks have over a 4 star rating. And most of the reviews are quite solid (4.3 avg), and even my simple fraud text check often does not clear 1%
- Question: How can I flag these highly rated yet grey-market products? (NLP?)



YoYoYo

★★★★★ Everything as expected

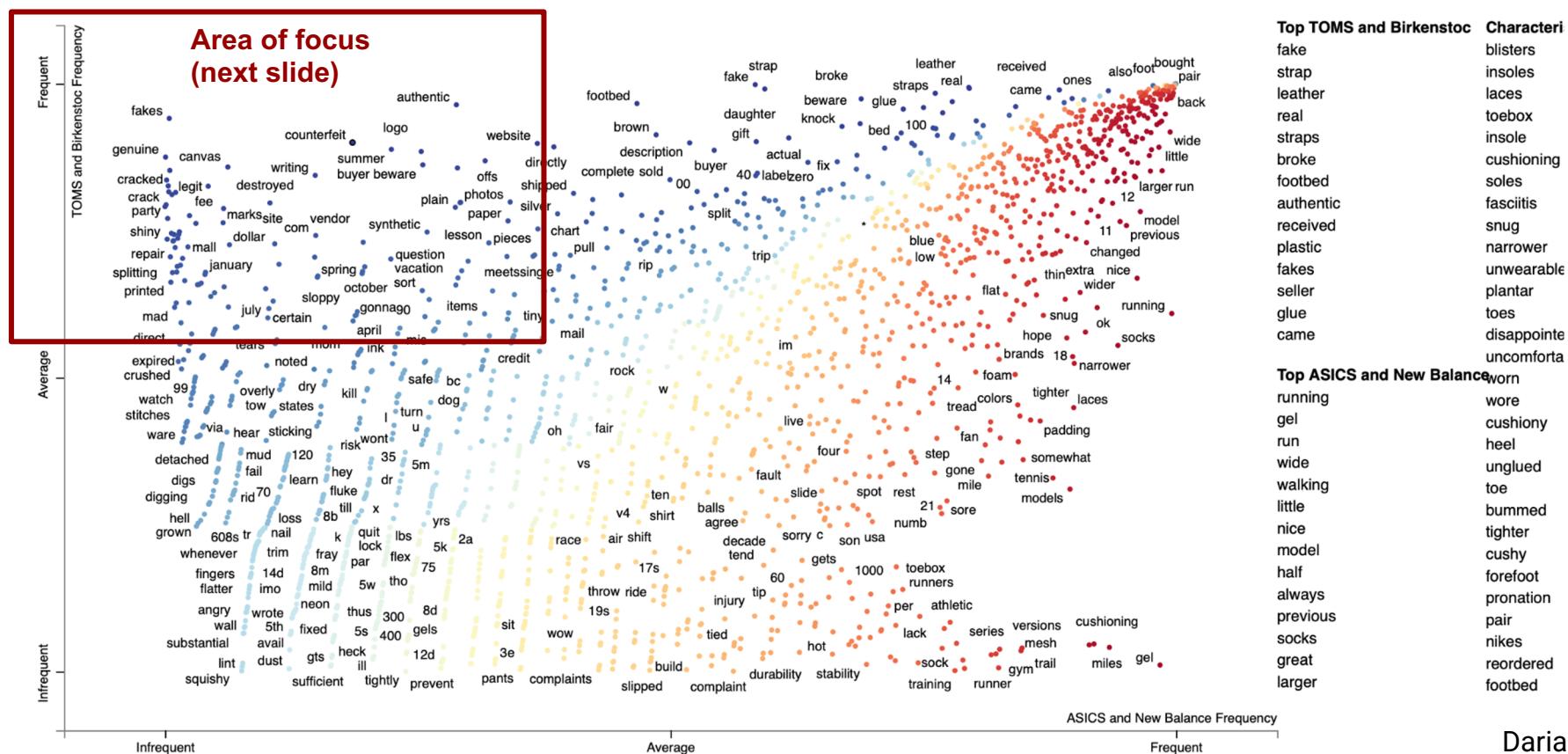
Reviewed in the United Kingdom on September 26, 2020

Size: 10 | Color: Black | Verified Purchase

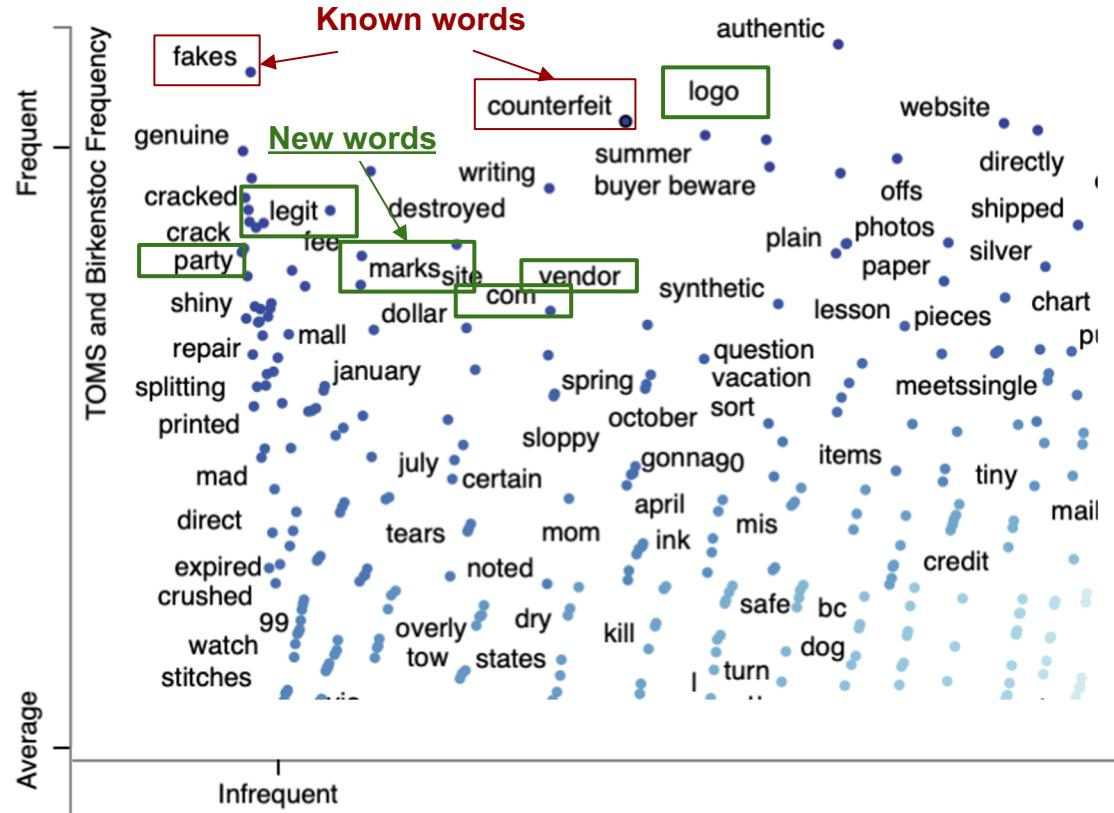
My husband has been wearing this Arizona style of Birkinstocks for years, these were a replacement pair for him.

Scattertext is a great tool to compare word frequency

Y axis shows more common words for known grey-market. X shows frequency for two brands with low grey-market activity (*don't worry, I'll zoom in on next slide*)

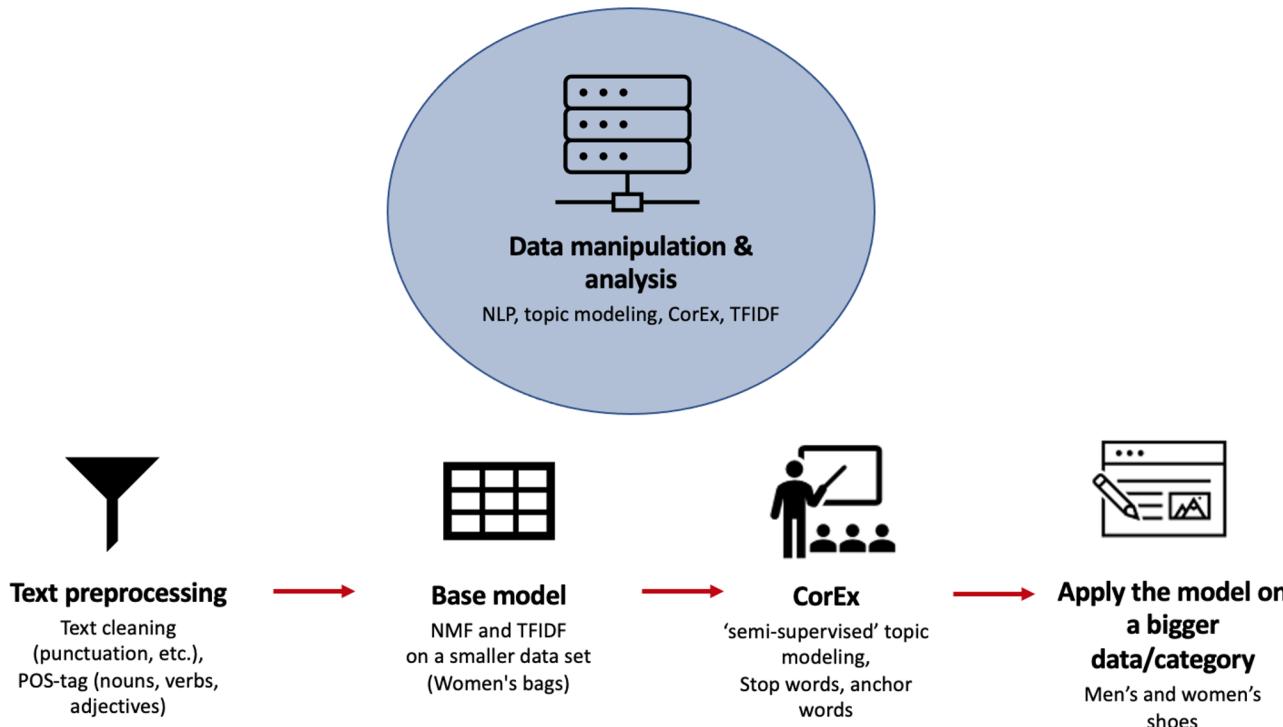


Focusing on the high frequency 1-3 star grey-market words that are less frequent in real products helped me identify some key words



- Yes, fake and counterfeit are obviously used more
 - However, this shows some really interesting words, such as “Logo”, e.g. “the Logo was not where it should be”
 - Additionally, “party” often references “3rd Party” and “com” actually is often used to reference Brand.com

Topic Modeling Scheme



Topic Modeling with CorEx:

Semi-supervised topic modeling approach using domain knowledge to “nudge” the model in the right direction by anchoring specific words to form the topic around them.

Words - anchors:

1. 'Fake', 'Counterfeit', 'Knock', 'Fraud', 'Legit', 'Scam' - to help form the topic that describes counterfeit products
2. 'Original', 'Real', 'Authentic' **, 'Logo' - to help form the topic that describes products that were questioning the authenticity of the products

** since I was performing topic modeling on reviews with 3 star and below it's unlikely that reviewers would discuss authenticity in a positive context.

Topics that were formed:

0: *fake, knock, scam, counterfeit, legit, fraud, knock offs, offs, narrow, fake buy*

1: *real, original, authentic, logo, real, sure real, original box, sure authentic*

2: size, half size, ordered size, half, size larger

3: blew, small had return, small had, side blew, started ripping, gel flux, flux, husband hates

4: miles, ive, running, heel, pair, years, find, im, pain, mile

5: black, gray, gray black, blue, dirty box, pinky toe, color grey

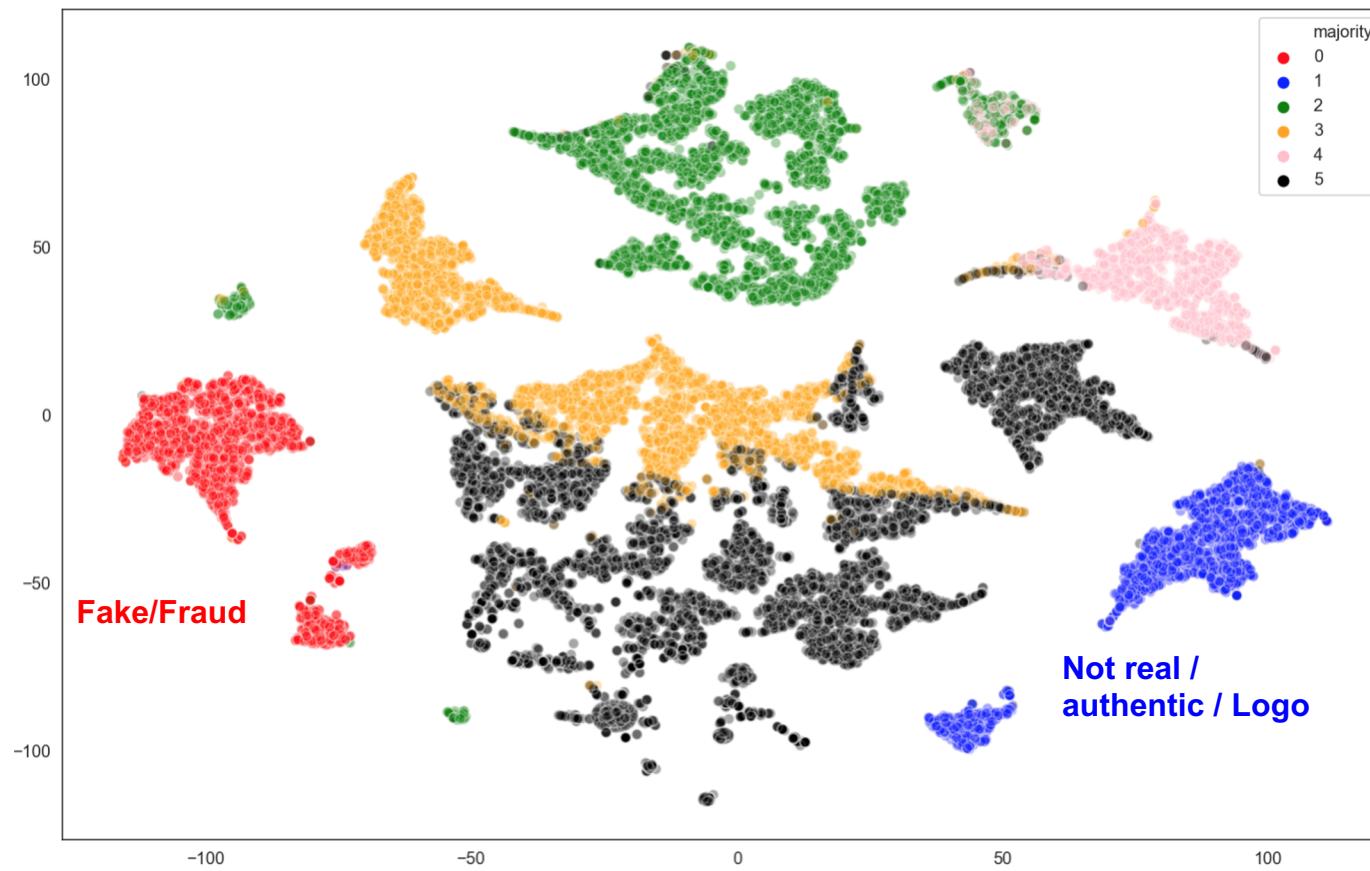
Fraud/fake products

Questioning the authenticity

Doesn't matter what topics were formed

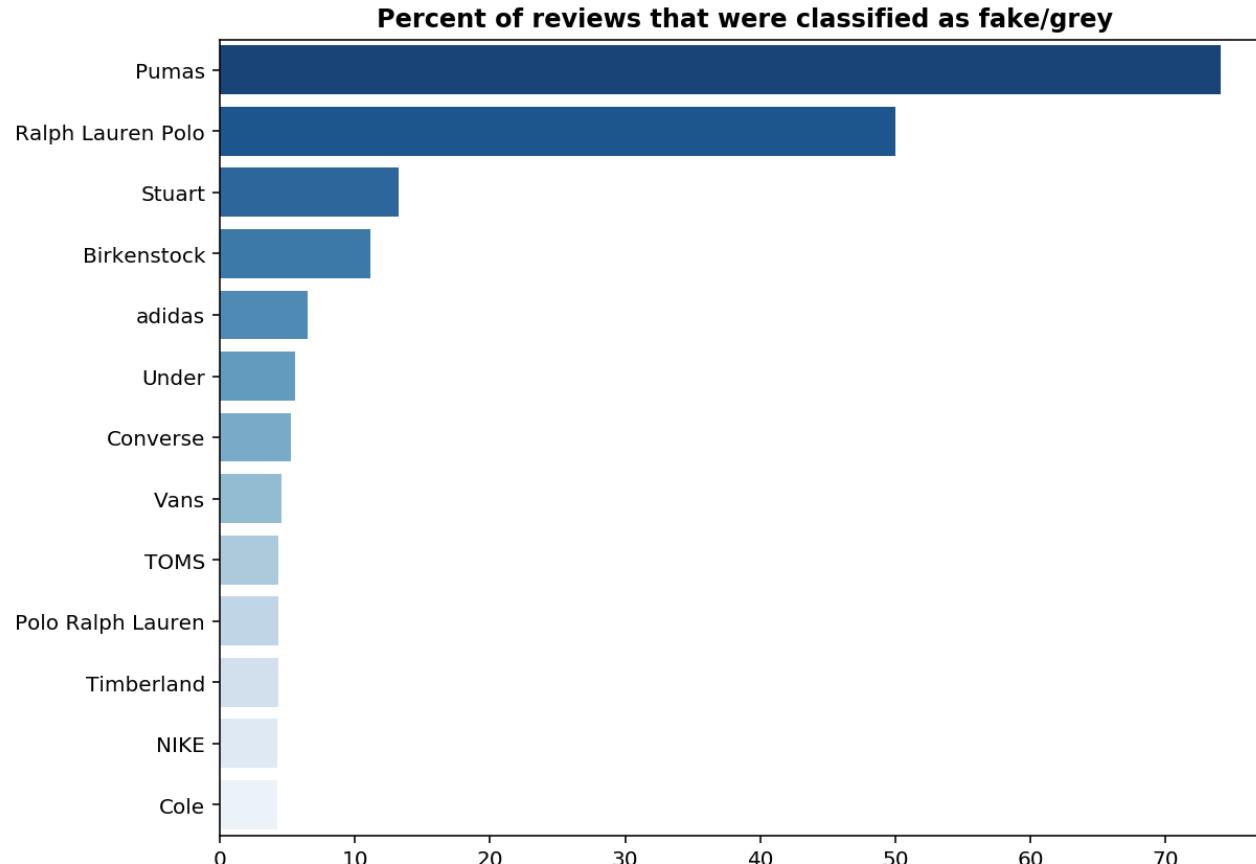
TSNE plot (t-distributed stochastic neighbor embedding):

A great tool to visualize topics



Applying my model to tag reviews that are likely grey-market

I focused on shoes because they have clean, grey, and fraud vendors

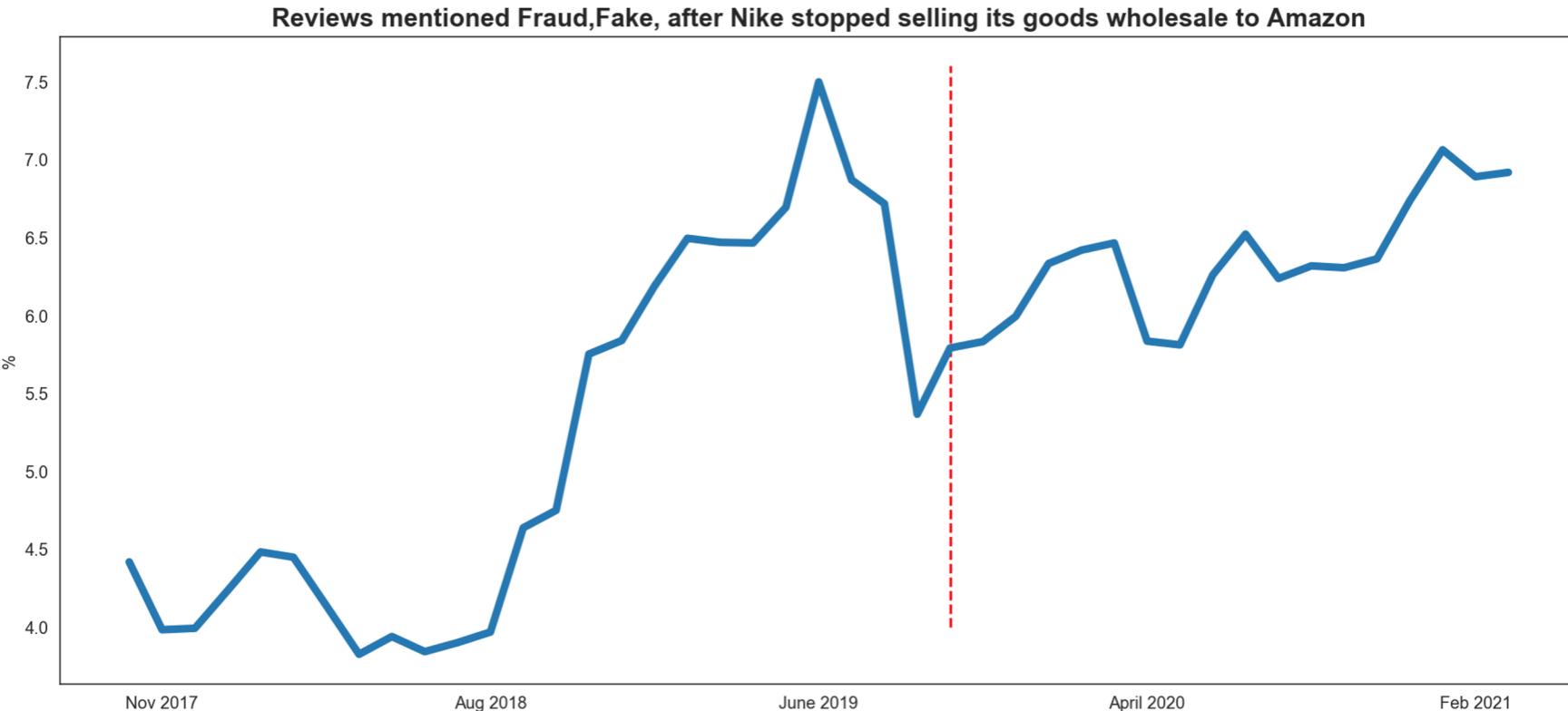


- Brands with the highest fraud % were actually misspelled... and were clearly grey-market
- Other brands that were highly fake/grey were those that did not have relationships with Amazon
 - Birkenstock had a deal with Amazon, but backed away
 - However, ASICS and New Balance formed relationships with Amazon to help stamp out fraud
 - Nike had a relationship until Nov 19, more on this in upcoming slides...

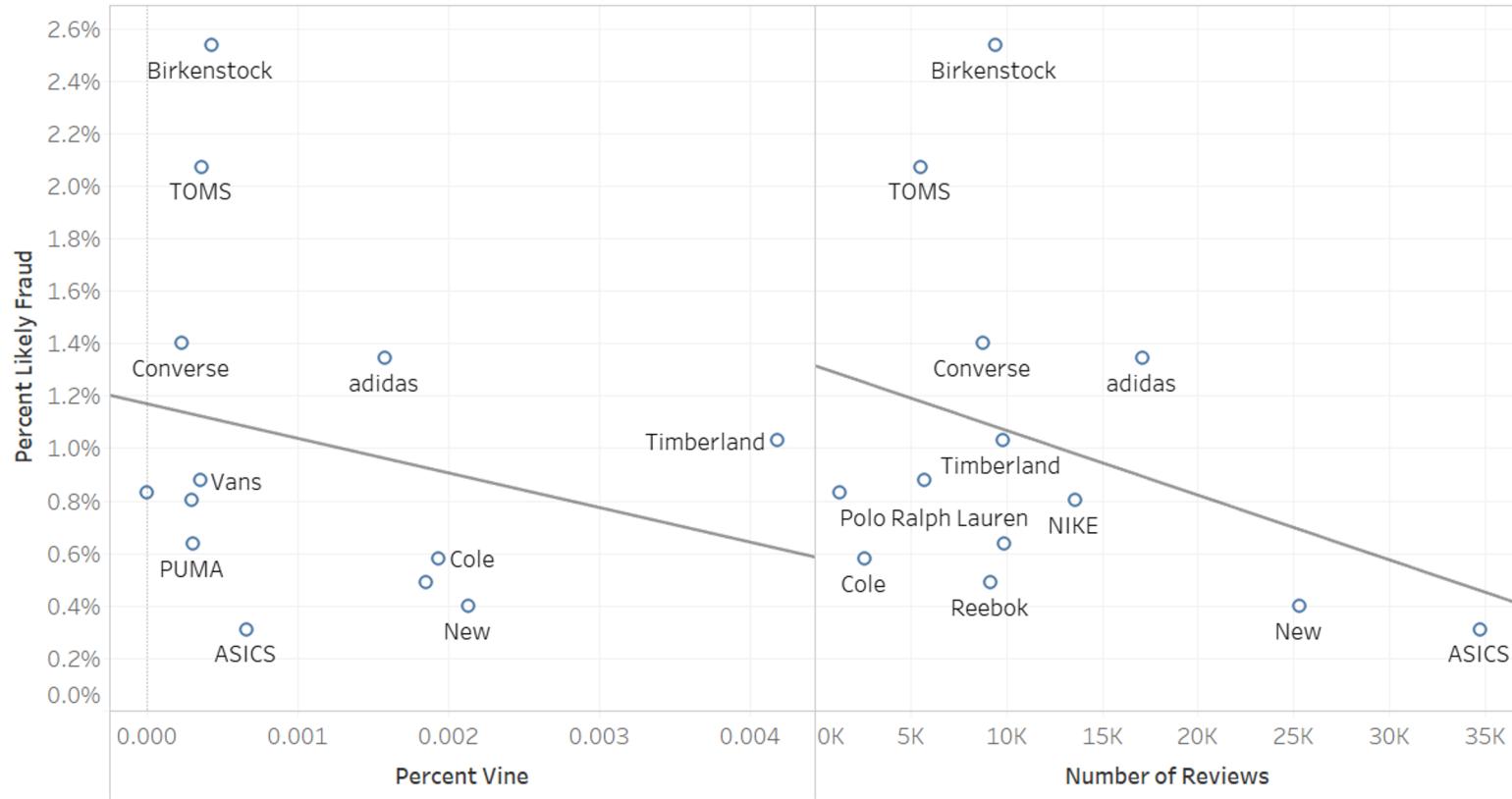
Please do not buy these on Amazon...



I tested my model against, Nike, which stopped Amazon sales in Nov 19 - it works!



I touched on several factors in my presentation, but I wanted to highlight what factors increase the risk of becoming a target of gray market sellers?



1. High-value brands, as I showed with my bag analysis.
2. Targeted brands are often those that are more niche and have fewer reviews.
3. One of the biggest factors is the brand's relationship with Amazon.

From the United States



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Conclusion

&

Further

Analyses

Which is why I was surprised when I received the email that told me birkenstocks. But they just don't fit. I paid \$30 extra for those soft beds. Except these were not soft. They were also more dry than other birkenstocks. It prevented them from properly molding to my foot. I have 4 other pairs that do not have a soft bed but after a week of wear are a perfect fit. Not so with these. In fact, my back started reacting to the stress of standing on them after 30 minute intervals. I bought them to help my foot health and they just made it bad.

I kept telling myself it was in my head. I went shopping last weekend at a comfort shoe store. Just for fun I tried on some soft bed birkenstocks. I was like walking on clouds. I was reminded why I love birkenstocks. There is a shoe that was sold to me on amazon that is a birkenstock. It has a soft bed. I feel that I have been scammed with this product and I hope that Amazon stops selling products that have no integrity.

865 people found this helpful

Helpful

Report abuse

Hayley Hayes

★★★★★ Fake!

Reviewed in the United States on March 4, 2018

Size: 7-7.5 Women/5-5.5 Men | Color: Dark Brown | **Verified Purchase**

Look nothing like the picture. They are synthetic not real leather. Fake. Fake. Fake. Not real Birkenstock.

Conclusion:

Clear fraud is easy to detect.

However, using NLP, I was able to highlight which >4 star products were also likely grey-market goods.

Certain characteristics attract fraud/grey market sellers: categories (handbags, luxury goods, and brands that were previously connected with Amazon but are no longer, such as Nike and Birkenstock).

Further Analyses:

Word embedding (Word2Vec) to capture a context of reviews that describe faulty/fake products

Build a classifier to predict which seller or what product is fake (work on labeling data and feature-engineering)

Daria Morgan

1-48 of over 1,000 results for "birkenstock"

Sort by: Newest Arrivals

Eligible for Free Shipping

 Free Shipping by Amazon

All customers get FREE Shipping on orders over \$25 shipped by Amazon

Prime Wardrobe

 prime wardrobe

Department

Women's Sandals

Women's Slide Sandals

Women's Flat Sandals

Women's Flip-Flops

Women's Heels & Pumps

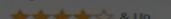
Men's Shoes & Footwear

Men's Sandals

Men's Moccasins & Loafers

See All 4 Departments

Avg. Customer Review

 & Up & Up & Up & Up & Up

Amazon Fashion

 Popular Brands

Brand

 Birkenstock CLAUDIO ALF LAYLA FUNKY MONKEY TF STAR Crocs ONCAI

See more

Price

Under \$25

\$25 to \$50

\$50 to \$100

\$100 to \$200

\$200 & Above

 \$ Min \$ Max Go

New Arrivals

Last 30 days

Last 90 days

Shoe Heel Height

 Under 1"

\$34.95



\$34.99



\$34.95

Try the sandals that everyone is raving about.

[Shop DAWGS >](#)

Sponsored



Birkenstock

Women's Mocha Arizona Suede 39 M

EU

\$125.00

FREE Shipping



Birkenstock

Women's Sandal, Vintage Metallic

Black, US-0 / Asia Size s

\$143.95

\$23.90 shipping



Birkenstock

Women's Sandal, Vintage Metallic

Black, 4.5 Narrow

\$143.95

\$23.90 shipping



Birkenstock

Women's Sandal, Vintage Metallic

Black, 5.5 Narrow

\$139.95

\$23.90 shipping



Thank you for reading! Daria Morgan