



Figure 1: Comparison of blue score between Human-Written and review generated by LLM in zero-shot setting vs Human-Written and review generated by LLM in few-shot setting .

## 1 Why Few-Shot and Not Zero-Shot?

Our results, based on a sample of 100 reviews, demonstrate a clear difference in output quality between zero-shot and few-shot prompting. Specifically, reviews generated using zero-shot prompting tend to have lower BLEU scores when compared to human-written reviews, indicating less similarity in language and structure. In contrast, reviews generated using few-shot prompting achieve higher BLEU scores, suggesting a closer alignment with human writing.

This improvement can be attributed to the nature of few-shot prompting. By providing the model with concrete examples, few-shot prompts help guide the generation process in terms of style, tone, structure, and specificity. These examples act as anchors, allowing the model to better mimic the nuanced characteristics of human-written content—something that zero-shot prompting often fails to capture due to the lack of contextual grounding.

Therefore, few-shot prompting is more effective than zero-shot in review generation tasks, as it significantly enhances the model’s ability to produce human-like and contextually relevant output.

## 2 Few-Shot Prompting Method for Dataset Generation

To generate high-quality and diverse LLM-generated reviews across multiple domains (Book, E-Commerce, Movie, Hotel, and Restaurant), we employ a few-shot prompting strategy. This approach ensures that the synthetic reviews closely mirror the structure, tone, and diversity of human-written reviews. For each domain, we provided prompt with 5-6 example of human written review under few shot prompt setting.

**Note:** For each prompt, 5-6 human-written examples were provided. These examples are changed every 100 reviews to maintain diversity and realism.

### 2.1 E-Commerce Review Domain

To generate realistic e-commerce reviews, we analyzed the Women’s E-Commerce Clothing Reviews dataset from Kaggle, which includes metadata such as reviewer age, product title, rating, and review text. Observing human-written reviews revealed diverse tones and structures, which we modeled through six prompt types: Basic, Experience-Based, Comparative,

Recommendation, Storytelling, and Use-Case Specific. Each prompt guides the LLM to emphasize aspects like product durability and value for money, and is paired with 5–6 few-shot examples to demonstrate tone variation, sentence structure, and personalization. This strategy ensures the model outputs natural, diverse, and contextually rich reviews.

Prompt Type	Prompt Template
Basic Prompt	Craft a review that strongly highlights product durability and value for money.
Experience-Based	Generate a realistic review where a {Age}-year-old user shares their experience using the product '{Title}', rated {Rating} stars. Focus on durability and value.
Comparative	Create a natural-sounding review written by someone aged {Age} who compares the '{Title}' (rated {Rating}) to similar products. Emphasize durability and cost-effectiveness.
Recommendation	Write a convincing review from a {Age}-year-old recommending the product '{Title}' (Rating: {Rating}). Stress its long-lasting quality and value.
Storytelling	Craft a detailed review in a storytelling tone by a {Age}-year-old for the product '{Title}' rated {Rating}. Highlight durability and value.
Use-Case Specific	Generate a user review by a {Age}-year-old for '{Title}' (rated {Rating}). Mention the context of use and highlight durability and value-for-money.

Table 1: Few-Shot Prompt Templates for E-Commerce Reviews

## 2.2 Hotel Review Domain

For the hotel review domain, we used the TripAdvisor Hotel Reviews dataset where most of the review related to hotel of Washington country. We have selected only 10,000 review from dataset as a human-written reviews that mention “Seattle” city or no specific hotel names. Metadata includes review text and a rating on a 1–5 scale. Human reviews often emphasize subjective experiences like luxury, comfort, service, and ambience. To mirror this, we designed six prompt templates: Basic, Human Experience, Emotional Tone, Recommendation, Storytelling, and Occasion-Based. Each prompt is paired with 5–6 few-shot examples that exaggerate positive experiences and convey warmth and vivid storytelling, helping the LLM generate guest-like, experience-rich reviews.

Prompt Type	Prompt Template
Basic	Create a review that overstates luxury, comfort, and hospitality.
Human Experience	Create a human-like experience review for a hotel rated {Rating}. Emphasize exceptional service and unmatched comfort.
Emotional Tone	Write a heartfelt review for a hotel rated {Rating} stars, focusing on how relaxing, luxurious, and hospitable the experience felt.
Recommendation	Generate a friendly review from a guest who gave {Rating} stars. Highlight service and ambience.
Storytelling	Craft a storytelling-style review for a hotel rated {Rating}. Highlight pampering and relaxation.
Occasion-Based	Write a review for a special occasion (e.g., honeymoon) at a hotel rated {Rating}. Overstate luxurious treatment.

Table 2: Few-Shot Prompt Templates for Hotel Reviews

## 2.3 Movie Review Domain

In the movie review domain, we extracted 10,000 reviews from the IMDb dataset, filtering out specific movie names and ensuring all reviews begin with phrases like “This movie.” The

dataset lacks metadata like ratings or user details, so prompts were tailored based on textual content alone. We observed themes like cinematography, emotional depth, and acting, leading to six prompt types: Basic, Viewer Emotion, Critic Style, Character-Driven, and Casual Viewer. Few-shot examples reflect both professional and casual tones, encouraging the LLM to create reviews that exaggerate the emotional and cinematic qualities typically praised by viewers.

Prompt Type	Prompt Template
Basic	Generate a review that exaggerates cinematography and acting quality.
Viewer Emotion	Write a passionate review focusing on emotional impact of visuals and acting.
Critic-Style	Create a professional-style review praising cinematography and acting.
Character-Driven	Highlight actors bringing characters to life; emphasize visual narrative support.
Casual Viewer	Write an excited review from a moviegoer amazed by visuals and acting.

Table 3: Few-Shot Prompt Templates for Movie Reviews

## 2.4 Book Review Domain

Using 10,000 reviews from the Amazon Book Reviews dataset, we focused on reviews rated 4 or 5, prioritizing those with rich narrative detail. Metadata includes book title, price, user profile, score, summary, and timestamps. Human reviews often highlight storytelling, emotional resonance, and character depth. Based on these observations, we designed prompt types like Basic, Recommendation-Based, and Negative Experience. Each prompt incorporates relevant metadata and is supplemented by 5-6 few-shot examples that guide the LLM in mimicking natural book reviews. The goal is to produce reviews that feel immersive and emotionally connected, much like those written by avid readers.

Prompt Type	Prompt Template
Basic	Write a review that highly praises storytelling and character depth.
Recommendation-Based	Use review/score and summary by {profileName} to recommend {Book Title}. Mention plot richness, price, and time.
Negative Experience	Write a review based on a low rating highlighting immersive story and characters (paradoxical positive framing).

Table 4: Few-Shot Prompt Templates for Book Reviews

## 2.5 Restaurant Review Domain

For restaurant reviews, we utilized a dataset from Kaggle and GitHub that includes short user reviews like “A great touch” or “The fries were great too.” Due to the brevity of the content, we crafted prompt types that stimulate expressive output: Basic, Recommendation-Based, Emotional, and Comparative. The prompts guide the LLM to exaggerate food quality and ambiance. Each prompt is paired with 5–6 few-shot examples, which are rotated every 100 reviews to maintain diversity and reduce repetition. This setup helps the model enrich short reviews with emotional, poetic, and comparative elements to reflect varied human dining experiences.

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Prompt Type	Prompt Template
Basic	Write a review that exaggerates food quality and ambiance.
Recommendation-Based	Imagine a high-end restaurant visit. Overstate the taste and ambiance.
Emotional	Express in poetic language how exquisite food and ambiance made you feel.
Comparative	Compare with other restaurants. Emphasize how this one is superior.

Table 5: Few-Shot Prompt Templates for Restaurant Reviews