

# The Hidden Dangers of TikTok Shop You Need to Know Before Shopping

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While TikTok Shop may seem like an easy way to find deals, it's best to be cautious because it's rife with scams and fake listings. TikTok Shop isn't the only place with these issues, but you'll be much safer shopping there if you know how to spot these warning signs.

## 4. Fake Reviews



# Reviews



## Recommended



- All ★ ▾
- Includes visuals (174)
- Verified purchase

Displaying 2542 of 2795 reviews

[Reset filters](#)

I received my Espadrilles today, perfect fit but the heel is too high. The flash sale said 4" 's. Better if they were 3" for my age 65 an...[See more](#)



Item: Khaki, EU42

April 9, 2025



↩ Reply from seller: Thank you for this review! We are always available for help....[See more](#)

 **Cheryl Collins**  
United States



Verified purchase ⓘ



I received my Espadrilles today, perfect fit but the heel is too high. The flash sale said 4" 's. Better if they were 3" for my age 65 an...[See more](#)



Item: Pale Blue, EU42

April 9, 2025



↩ Reply from seller: We appreciate you taking the time to leave this review! Feel free to co...[See more](#)

[Add to basket](#)





# Reviews



## Recommended



74)

Verified purchase (2.8K)

Local reviews (2.5K)

Displaying 120 of 2795 reviews

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Shoes are comfortable and super cute. Only downside is the straps are very weak. I went to pull the strap to tighten around my ankle and it ripped.



Item: Black, EU37

April 6, 2025

Helpful?

Reply from seller: Thank you for this review! We are always available for help....[See more](#)



m\*\*t

United States



Verified purchase ⓘ



All the hype on how awesome they are and such good quality.. I disagree. Not well made, stitching is awful & they smell like plastic. Horrible odor

Item: Black, EU39

March 21, 2025

Helpful?

Reply from seller: Thank you for this review! We are always available for help... [See more](#)

Add to basket



Fake reviews are common on many online platforms, including major e-commerce sites like Amazon and Temu. So it's no surprise to see such reviews on TikTok Shop. As you start browsing TikTok Shop, you quickly notice a number of products with extremely high ratings, accompanied by positive reviews, all posted on the same day or within a very short period of time. But as you scroll down, you come across many less-than-stellar reviews from real buyers.

It's possible that some customers genuinely love the products they buy and leave positive feedback right away. However, this becomes hard to believe when multiple reviews are worded similarly or identically. So while it may be safe to buy from TikTok Shop, don't make the mistake of only looking at the first few reviews. It's easy for dishonest sellers to hide genuine criticism under a pile of positive reviews.

### **3. Deals Too Good to Be True**



Shop Top Videos Users Sounds LIVE



Sort ▾

DEALS FOR YOU

Free shipping



Sweet Furniture ✓

DEALS FOR YOU 【Deals For You Days】 Sweet Furnitu...

4.8 ★★★★★ | 18.6K so...

20% off orders \$59+

From \$6.99 \$39.99 (-83%)



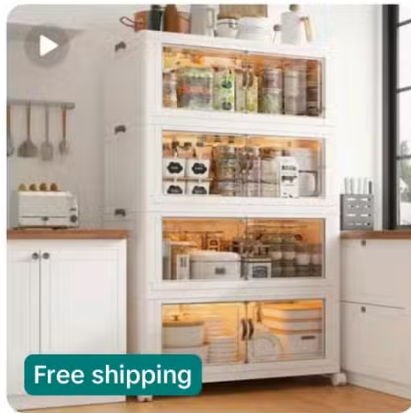
Gold Star Seller

DEALS FOR YOU Expandable Pot and Pan Organizer Ra...

4.5 ★★★★★ | 13.3K sold

20% off orders \$59+

From \$9.99 \$29.98 (-67%)



Raybee Furniture ✓

DEALS FOR YOU

【Clearance】 RaybeeFur...

4.4 ★★★★★ | 3.7K sold

Flash Sale

From \$17.27 \$69.99 (-75%)

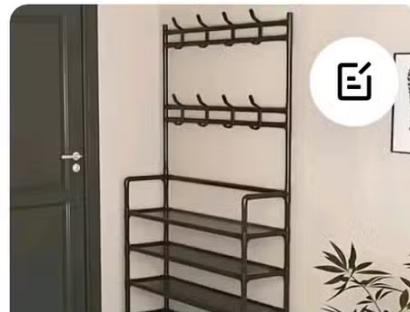


5-Layer Storage Rack Multi-Layer SPA Storage ...

18 sold

20% off orders \$59+

\$14.11 \$16.50



🔗 (2)

Sort ▾

**DEALS FOR YOU**

Free shipping

Tiffany<sup>🔍</sup>

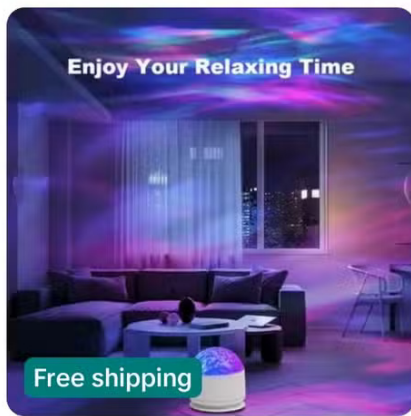
Black<sup>🔍</sup>

Shades<sup>🔍</sup>

Hanging Decor<sup>🔍</sup>

🔥 20% off voucher over \$59.00 ⓘ

Eligible items



Enjoy Your Relaxing Time

Free shipping

Best seller

**DEALS FOR YOU** 2 Scene - Ocean Wave & 3D Water ...

4.5 ⭐⭐⭐⭐⭐ | 30.2K s...

⚡ Flash Sale

**\$4.89** ~~\$15.99~~ (-69%)



Free shipping

**DEALS FOR YOU** 15W Bright LED Floor Lamp with Ste...

38 sold

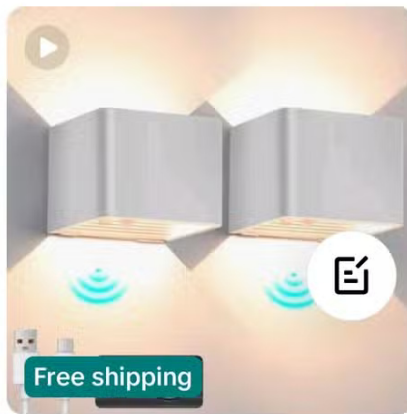
Clearance

**\$19.99** ~~\$39.99~~ (-50%)



Free shipping

**DEALS FOR YOU** 2 Scene



Free shipping

**DEALS FOR YOU** OYAJIA Motion Sensor Wall Scon...

TikTok Shop has a lot of products that seem too good to pass up. For example, many are marked down by 70% or more, and others are marked as clearance items. These are additional coupons that give you an extra discount if your order reaches a certain amount.

Everyone loves a good deal, but when you see a steep discount like this, it's not always a good sign. If an item that would normally cost around \$100 is marked down to, say, \$20, there's a good chance you're getting a low-quality item. This isn't always a problem, but if you're looking for something that will last, it's best to stick with the low end of the price spectrum.

Be sure to check reviews, photos, and product descriptions before deciding to buy anything. While mixed reviews are common, it's best to skip a product if you see more negative reviews than positive ones. Also, pay attention to the product details and how they match the photos shared by the seller. If the product description includes details that you can't verify in the photos, that's a clear sign to move on to another product.

## **2. Counterfeit goods**



Flash Sale ⚡

Ends in 2 days

**\$19.99** ~~\$35.99~~ (-44%)

Voucher \$1 off >

Cordless Drill Tool Set 21V Electric Power Drill with 1.5Ah Lithium-ion Batterie...



4.5 ★ (317) | 1949 sold ⓘ

Color: Please select

Hot



Add to basket

Buy now





**\$27.99**

Cordless Leaf Blower, 12000 RPM 2-in-1    
Electric Leaf Blowers and Vacuum, Ligh...

4.8  (4) | 33 sold 

### Shipping & returns

 Select your location

 Free returns

Add to basket

Buy now



Another risk when shopping on online marketplaces is the risk of buying counterfeit or fake goods. Sellers can make their posts look incredibly convincing by using stolen photos or editing their own photos to hide any flaws. Some vendors will even inflate the original price of the item to make it seem like you're getting a deep discount.

Of course, this doesn't matter if you don't expect the product to last, or don't care about it looking exactly like the picture. But if you're spending a lot of money on something, be sure to do your research on the seller to make sure they're reputable.

## 1. Fraud through fake discount codes

There are many types of phishing attacks, and unfortunately, even platforms like TikTok Shop are not immune. According to the Better Business Bureau, some scammers post on TikTok, posing as disgruntled former employees eager to share secret discount codes to get revenge on their former employers. The website or platform they link to may appear legitimate at first glance. However, once you visit the site and add 'free' items, the shipping costs start to add up.

This still seems like a good deal because you get a discount on the actual product, but the inflated shipping costs are essentially how the scammers make their money. Furthermore, when you actually receive the product, it often looks nothing like the advertisement. Additionally, there is often no way to file a complaint or contact the company, and your payment and personal information is already in the hands of the scammer. While this is not a scam run through the TikTok Shop, it is promoted on TikTok, making it easy for unsuspecting users to fall for it.

Shopping on platforms like TikTok Shop can be fun, thanks to deep discounts and eye-catching images and videos. While there is certainly no shortage of genuine vendors and products on the platform, TikTok Shop also attracts opportunistic sellers, bad actors who try to scam unsuspecting shoppers with fake goods, fake promotions, and misleading reviews.

Of course, this doesn't mean you should avoid TikTok Shop altogether. Plenty of people find products they like on the platform, and you can too, as long as you take the time to explore.

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