Businesses seeking to address the needs of large, and especially globalized markets must be able to identify and respond to consumer opinions and behaviors. The current research provides a review of the literature on consumer review, word-of-mouth marketing, the effects of review and word-of-mouth marketing and the corporate response on business performance, as well as literature on cultural characteristics of consumers across international markets. An original analysis of Amazon customer review data is presented using the nonparametric Kruskal-Wallis test and Dunn’s test to observe comparisons of customer positivity, social value, and engagement between countries and product categories. Finally, a CART analysis is used as a predictive model for star ratings, the number of helpful votes given to a review, and the review length.