

Perceptual Mapping

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Kering Group and LVMH Group are the most powerful international luxury fashion brand groups in the world. I'd like to do a perceptual mapping of customer service for the six brands that are under the Kering and LVMH umbrellas. The Alexander McQueen brand is a high-end brand in the fashion industry. His top ready-to-wear prices exceed 1,000 euros. Balenciaga also has the same reputation in the fashion industry as the McQueen brand. As mentioned, the Gucci brand is the most popular luxury brand in China, as well as Southeast Asia. Although these three Kering Group brands have a good reputation, customer experiences with them on social media and customer service reviews on the Trustpilot website are now popular ways for customers to review their experiences with services.

When I compared these three brands, McQueen and Balenciaga provided the poorest service, followed by Gucci. McQueen received a one-star rating on the website for customer service and quality complaints. He only received 5 stars and 3% for his services. Also, Balenciaga received a one-star rating of 90% and a five-star rating of less than 10%. Gucci received 22% of the five-star ratings, 67% of the one-star ratings, and 10% of the other stays.

I also want to discuss including European luxury brands Loewe, Givenchy, and Marc Jacobs, which are all owned by LVMH, on the Trustpilot website customer review for perceptual mapping. Loewe and Marc Jacobs: As previously stated, I believed these brands were less expensive than the Givenchy brand. Marc Jacobs' brands of customer service got 5% in Five Star and stayed at 88%, while Loewe stayed at 56% in Five Star on Trustpilot. Givenchy received 28% of five-star ratings and 67% of one-star ratings.

In my conclusion, I'd like to mention customer complaints about returning and refunding issues, as well as the overall quality of their experiences. We can't rely solely on the website results for their quality and services, but a quick search on Trustpilot revealed that only about 1000 people reviewed the results. As a result, I have more faith in Gucci, Givenchy, and Loewe's customer service than any other brand in my perceptual map.