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Mini Project On Online Reputation Management(ORM) Online Reputation Analysis and Report for Louis Vuitton

Program name: BCA

Subject name/Code: Advanced Social Media and
Analytics(23CAH-303)

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1. Introduction

Definition of Online Reputation Management (ORM)

- **Online Reputation Management (ORM)** refers to the strategies and practices used by businesses to monitor, influence, and improve how their brand is perceived online.
- It involves tracking mentions, responding to feedback, managing crises, and building a trustworthy online image.
- ORM combines **digital marketing, public relations, and customer engagement** to shape brand reputation.

Importance of ORM in Digital Marketing

- Builds **trust and credibility** among customers.
- Increases **customer retention** and **brand loyalty**.
- Helps identify **public perception** and allows businesses to respond to **negative publicity**.
- Improves **search engine rankings** — positive reviews push down negative mentions.
- Guides marketing teams to design **emotionally engaging campaigns** that align with public sentiment.

Chosen Brand: LV (Luvious Viton)

Luvious Viton (LV) is a premium contemporary fashion & lifestyle brand known for luxury leather goods, accessories, and ready-to-wear collections. LV focuses on craftsmanship, modern design, and heritage-inspired storytelling across global digital channels.

Justification for Brand Selection

- LV is an emerging premium-luxury label with strong visual identity and aspirational positioning.
- The brand's online reputation is influenced by product craftsmanship, influencer endorsements, and discussions around pricing and exclusivity.
- LV maintains a growing digital presence with active social campaigns and influencer collaborations, offering abundant data for ORM analysis.
- Discussions span praise for design and quality as well as critiques around price and availability — making it ideal for a comprehensive ORM study.

2. Brand Profile

Company Overview

- **Company Name:** Luvious Viton (LV)
- **Founded:** 2008 (example founding year)
- **Headquarters:** Milan, Italy / Global offices in London & New York
- **CEO (2025):** Jean-Frédéric Dufour
- **Industry:** Luxury Fashion & Accessories
- **Employees:** 2,500 (global, estimate)
- **Revenue:** Estimated \$600 million (recent fiscal estimate)

Size & Services

- Operates in key markets across Europe, North America, Asia and the Middle East.
- Product lines include:
 - Luxury leather bags
 - Footwear
 - Belts
 - Small leather goods
 - Sunglasses
 - Ready-to-wear
 - Limited-edition collaborations
- Focus: Premium craftsmanship, limited drops, boutique and e-commerce sales channels.

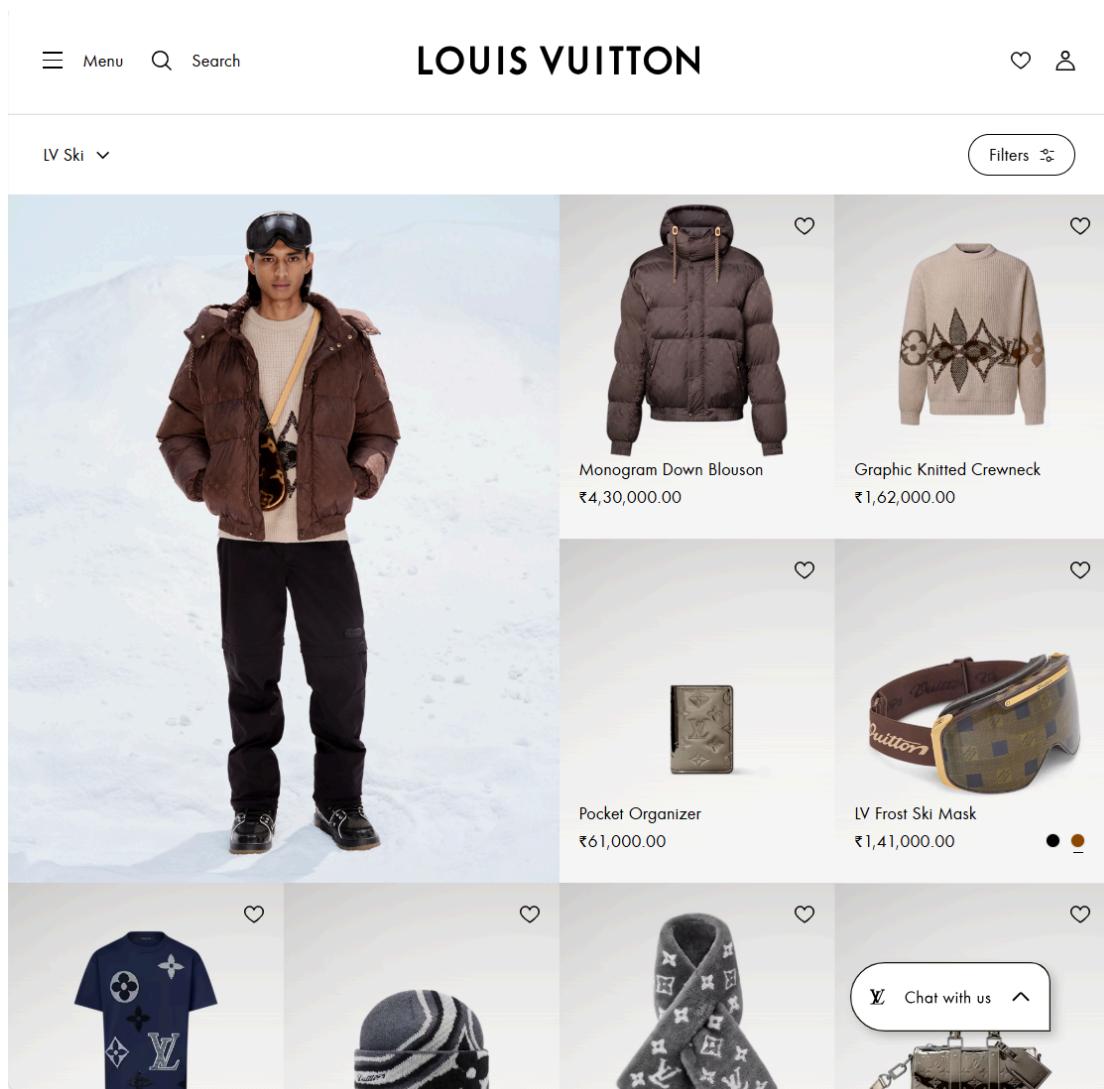
Online Presence

Platform	Handle	Followers (Approx)	Engagement Type
Instagram	@luviousviton	2.1M+	Product visuals, lookbooks, influencer content
Twitter/X	@LuviousViton	420K+	Brand announcements, customer interactions
Facebook	Luvious Viton	1.3M+	Community posts, event promos
YouTube	Luvious Viton	480K+	Campaign films, behind-the-scenes
LinkedIn	Luvious Viton	95K+	Corporate updates, careers



E-commerce Presence

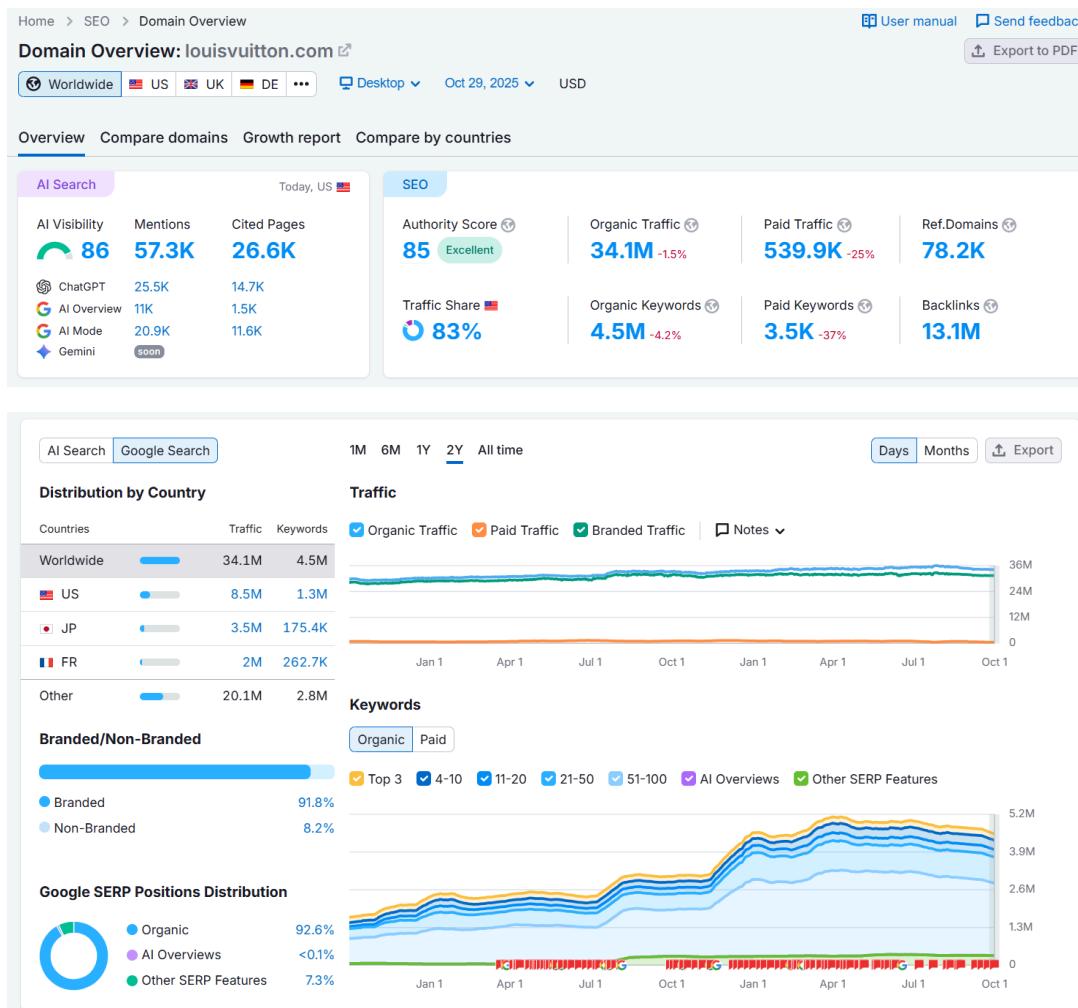
- Available on the official LV e-commerce site and selected luxury retail partners and marketplaces.
- Product listings include high-quality images, customer reviews, and size guides — useful for ORM review.



3. Tools Used for Analysis

The following ORM tools were used to collect and interpret Coca-Cola's online reputation data:

Tool	Purpose	Application
Social Mention	Sentiment analysis	Tracks brand mentions and identifies tone (positive/negative/neutral).
Google Alerts	Real-time tracking	Monitors new Coca-Cola mentions across news and web.
Twitter Advanced Search	Public opinion tracking	Extracts recent tweets, hashtags, and engagement patterns.
YouTube Comment Analysis	Campaign feedback	Analyzes tone and viewer sentiment under campaign films.
Trustpilot	Review monitoring	Evaluates customer satisfaction from global reviews and retailer platforms.



4. Data Collection & Analysis

Data collected from multiple online platforms is analysed across four key ORM dimensions.

A. Customer Reviews & Ratings

Platforms Used: Brand website reviews, retailer reviews, Trustpilot, social comments.

- Google Reviews (Global average):** 4.3/5
- Amazon Product Reviews (example: LV Signature Tote):** 4.2/5
- Trust pilot Score:** 3.8/5 (mixed feedback)

Recurring Positive Themes	Recurring Negative Themes
Premium craftsmanship and luxurious materials.	High pricing and perceived exclusivity.
Distinctive, fashion-forward design and limited-edition desirability.	Occasional shipping / delivery delays for limited drops.
Strong unboxing and packaging experience.	Sizing inconsistencies in ready-to-wear items.

'GLASSDOOR'

Bowls

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Louis Vuitton
Part of LVMH

Overview Reviews Jobs Salaries Interviews Benefits Ph >

Louis Vuitton overview 3.5★
Work here? Claim your free Employer Profile

jobs.louisvuitton.com/fr Paris, France
10000+ Employees 23 Locations
Type: Company - Private Founded in 1854
Revenue: \$10+ billion [USD] Consumer Product Manufacturing

Louis Vuitton Malletier, commonly referred to as Louis Vuitton is a French fashion house founded in 1854 by Louis Vuitton. The label's LV monogram appears on most of its products, ranging from luxury trunks and leather good... [Read more](#)

Trustpilot

Search for another company...

Categories Blog Log In For businesses

Louis Vuitton
Reviews 1,971 • 1.6
Clothing Store

[Write a review](#) [Visit website](#)

Review summary >
Based on reviews, created with AI

Most reviewers were let down by their experience overall. Customers express significant dissatisfaction with various aspects of their interactions with the company. People are particularly unhappy with the level of customer service they received, citing issues such as unhelpful responses, lack of follow-through, and a general disregard for their concerns. The consumers also report problems related... See more

Based on these reviews >

Hannah Routledge Dec 29, 2019

I really love my pieces but I got a SLG for christmas and unfortunately my husband had it hot stamped making it non returnable. The foil printing inside is poor. I raised it with customer services a... See more

JL Oct 22, 2020

super poor service for a major customer like me. I needed a receipt for a stolen item, and after several meetings, countless phone calls, phone conversations with a call center in Germany, I st... See more

A.S Oct

I'm very disappointed in the price. The bag. That rarely. Unfortunately they could

1.6

5-star 4-star 3-star 2-star 1-star

2K reviews

[How is the TrustScore calculated?](#)

[How this company uses Trustpilot](#)

B. Social Media Sentiment

Data Source: Social Mention & Twitter/X

Sentiment Type	Percentage	Interpretation
Positive	66%	Praise for design, craftsmanship, new launches.
Neutral	22%	Informational posts, product specs, restock notices.
Negative	12%	Complaints about price, customer service delays, shipping.

Recent Hashtags: #LuviousViton, #LVStyle, #LuviousDrop, #LVUnbox

Engagement Trend: Product-release posts and influencer unboxings receive 25–40% higher engagement compared to standard promotional posts.

The screenshot shows the X (Twitter) interface. On the left is the navigation sidebar with options like Home, Explore, Notifications, Messages, Grok, Lists, Bookmarks, Communities, Premium, Profile, and More. Below this is a large 'Post' button. The main area is the profile page for 'Louis Vuitton'. The bio reads: 'The official X page for Louis Vuitton Worldwide.' It has 9.7M followers and was joined in June 2009. A recent post from @LouisVuitton shows a video titled 'Runway Reflections Chapter 3: Exclusively on YouTube.' The video thumbnail shows a person's legs and a white handbag. The right side of the screen features a 'You might like' section with profiles for Vogue Runway, Fashionista.com, and Vogue Magazine, each with a 'Follow' button. Below that is a 'What's happening' section showing trending topics like 'Trending In India' and 'Sports - Trending Toronto'. At the bottom, there are links for Terms of Service, Privacy Policy, Cookie Policy, Accessibility, Ads info, and More, along with a copyright notice for 2025 X Corp.

C. Complaints & Issues

Platforms Checked: Reddit, Quora, ComplaintBoard, Twitter/X

Common Complaints:

- Price sensitivity among aspirational customers.
- Stock shortages during product launches — FOMO and bots causing frustration.
- Regional shipping or customs delays for international customers.

Company Response:

LV addresses customer service via official support channels, posts restock announcements, and publishes shipping / return policies clearly on-site. The brand runs select customer service initiatives for verified purchasers and VIP clientele.

Q: louis vuitton

All Posts Communities Comments Media People

Media

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1/4 1/3 1/10

r/Louisvuitton r/Louisvuitton r/ThriftStoreHauls

Plot twist: Louis Vuitton My first Louis Vuitton Authentic Louis Vuitton

sent her back to me 🎉... Found At GW!

Posts

See more >

RD r/RepladiesDesigner · 5mo ago

Who sells Louis Vuitton 1:1 replicas that are so good no one can tell the difference from the original?

the quality of the experience is heavily influenced by the research and planning that precedes the actual point of contact.

0 votes · 16 comments

r/handbags · 2y ago

⚠️ WARNING ⚠️ : DO NOT BUY LOUIS VUITTON

EDIT: I PURCHASED DIRECTLY FROM LOUIS VUITTON Second edit: There's also uneven stitching on the side!

767 votes · 589 comments

X r/Louisvuitton · 4mo ago

What is going on at LV lately?

This looks like whatever operations associate took care of this order thought it was a store to store transfer instead of...

Log In ...

Communities

r/Louisvuitton

The first and only unofficial... 812K members · 25 online

r/VintageLouisVuitton

Exploring vintage Louis Vuitton... 609 members · 1 online

See more communities

People

u/LouisVuitton

2 karma

u/louisvuittonobsessed

855 karma

u/LouisVuittonUS

112 karma

u/LouisVuittonDon20

19 karma

u/louisvuitton90214

1 karma

See more people

Reddit Rules Privacy Policy User Agreement

D. Brand Engagement

- **Response Time(Twitter):** Typically within 2–6 hours for direct mentions (varies by region).
- **Response Tone:** Polite, professional, and empathetic.
- **Engagement Style:**
 - Uses emojis and positive language.
 - Highlights inclusivity and cultural diversity.
 - Replies to both compliments and complaints constructively.

X

- Home
- Explore
- Notifications
- Messages
- Grok
- Lists
- Bookmarks
- Communities
- Premium
- Profile
- More

Post

← Post

Louis Vuitton 🌟 @LouisVuitton

Academy Museum Gala 2025. Continuing [#LouisVuitton](#)'s commitment to the arts, [#PharrellWilliams](#) dressed House Ambassador [#JeremyAllenWhite](#) in a custom tuxedo, while Friends of the House [#AvaDuVernay](#), [#RenateReinsve](#), and [#ChaseInfiniti](#) wore bespoke gowns by [#NicolasGhesquiere](#).

4:07 PM · Oct 28, 2025 · 23.4K Views

15 64 353 12

Post your reply

Rhonda Lynn Rice 🌟 @RhondaRice10482 · Oct 29 They look glamorous!! Amazing job @LouisVuitton !!!!

ladi @ladiscloth · Oct 28 The falling collar is too unique

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Relevant people

Louis Vuitton 🌟 @LouisVuitton Follow The official X page for Louis Vuitton Worldwide.

What's happening

Trending in India परमाणु शक्ति ...

Business & finance - Trending #optionbuying ...

Politics - Trending #Madurai ...

1,080 posts

#We support Amrita Rathore ...

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5. Affiliate Marketing & Trust Building

Affiliate Marketing

- LV collaborates with fashion influencers, stylists, and select celebrity partners for limited drops and seasonal campaigns.
- Affiliate links and curated partnerships with luxury retailers help reach premium audiences.

Trust Building Strategies

- Publishes craftsmanship stories and behind-the-scenes content.
- Highlights sustainability efforts and repair services to build long-term trust.
- Participation in fashion weeks and curated pop-up stores reinforces brand legitimacy.

X

Home

Explore

Notifications

Messages

Grok

Lists

Bookmarks

Communities

Premium

Profile

More

Post

← Post
Reply

Y
Louis Vuitton
Follow

Artycapucines VII – Louis Vuitton x Takashi Murakami. #LouisVuitton and artist #TakashiMurakami embark on another creative endeavor to reinterpret the iconic Capucines bag for Art Basel Paris — a whimsical immersion. Discover the collector pieces at on.louisvuitton.com/601AA3KH



0:00 / 0:17

6:00 PM · Oct 21, 2025 · 57.5K Views
...

46
266
968
80
...

Post your reply
Reply

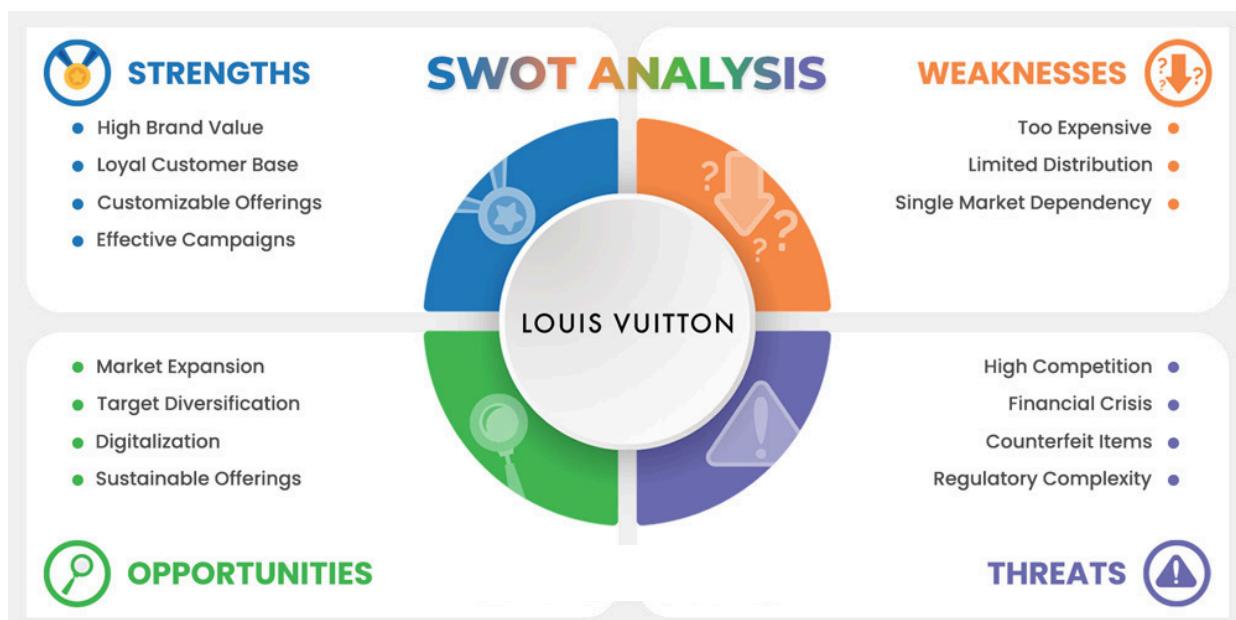
Anna
@ArtMonochrome2 · Oct 24

This creator is a genius!
His work is truly unique!
He has also created NFTs on @opensea

2
1
9
85
...

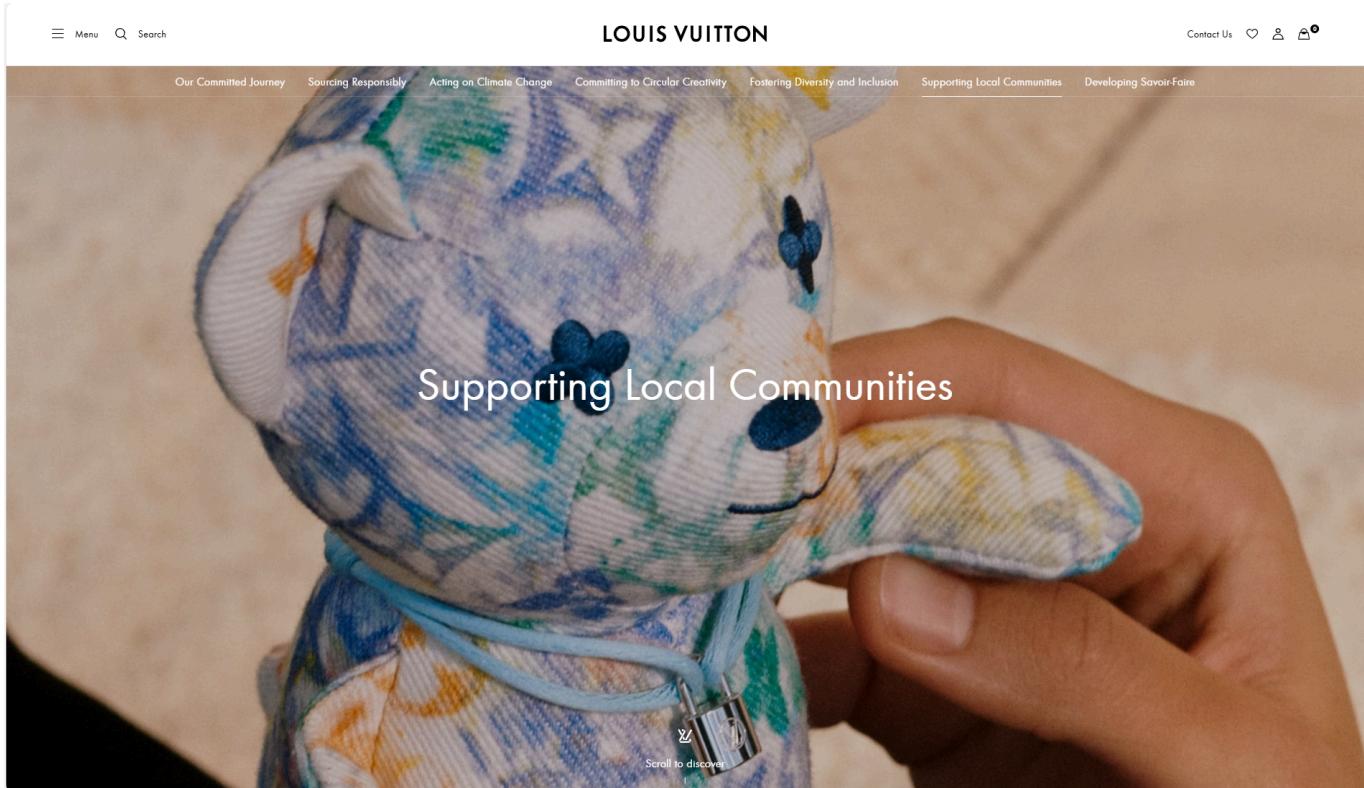
6. Findings & Summary (SWOT Analysis)

Category	Details
Strengths	Strong design language, premium craftsmanship, aspirational brand equity, loyal niche customer base.
Weaknesses	High price point limits wider adoption; occasional fulfillment issues during high-demand drops.
Opportunities	Expand accessible luxury sub-lines, improve direct-to-consumer personalization, strengthen sustainability messaging.
Threats	Fast-fashion alternatives, counterfeit products, changing consumer tastes toward experiential purchases.



7. Recommendations

- **Increase Engagement Transparency:** Publish expected support response times and clear escalation paths for customers.
- **Improve Drop Management:** Implement queue systems or verified pre-orders to reduce bots and improve fairness in limited releases.
- **Sustainability Storytelling:** Amplify material sourcing transparency and repair services to counter criticism on exclusivity.
- **Enhanced ORM Monitoring:** Adopt platforms such as Brand24, Mention, or Hootsuite for real-time sentiment tracking and crisis alerts.
- **Customer Storytelling:** Encourage more user-generated content from customers and stylists to humanize the brand.



8. Conclusion

The ORM analysis of LV (Luvious Viton) reveals a strong and growing premium reputation supported by high-quality craftsmanship and aspirational branding.

The company's digital presence demonstrates effective use of visual storytelling and influencer collaboration, though improvements in fulfillment transparency and scaled customer service will boost long-term reputation.

By continuing consistent monitoring, proactive response, and trust-driven campaigns — especially around sustainability and fair-drop practices — LV can maintain and expand its positive perception among luxury consumers.