

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1. Research Design**

This research is conducted using a qualitative method to find differences and similarities between the data gathered and come to terms with the diversity found (Neuman, 2014). The data in this research will be collected using the qualitative data collection method that consists of extracted data from in-depth interviews. By using this method, the researcher aims to discover the real answers by enabling the source to answer according to their thoughts without limitations.

#### **3.2. Time and Location**

The primary data will be collected from adult LEGO product buyers from different countries around the world. The research will be held according to the interviewee's availability. Interviews will be done offline by doing face-to-face interviews or online through online media platforms such as Zoom, Instagram, and messaging apps.

#### **3.3. Data Collecting and Key Participants**

##### **3.3.1. Data collection method**

Primary data will be gained using observations and an in-depth interview with a semi-structured interview that is often used in qualitative research by organizing existing open-ended questions with ones that come up from the conversation between interviewee and interviewer (DiCicco-Bloom & Crabtree, 2006). This type of interview is chosen to obtain a full-scale and coherent understanding of the interviewees' point of view (Dawson, 2002). The interviewees will be given time and space to talk about their views regarding the topic. Secondary data will be collected from web pages, journals, books, and other literature resources.

The sampling method chosen for this research is *snowball sampling*, a process that starts with choosing sources that have passed specific terms, requiring data and pieces of information from sources, and identifying people around them that can be

interviewed about the topic studied using their network (Kumar, 2011). The *snowball sampling* method is chosen because of the advantage it gives which is to expand the research participants with the help of the relationship of the first participant to reach hard-to-reach groups (Vanderstoep & Johnston, 2009).

The place and time for the interview are adjusted according to the availability of the speaker. After reaching out through email for an introduction and giving a brief description of the research, the respondent and writer agreed on a time and place for the interview. The sub-list of interview questions can be found in the appendix below. Some procedures are done in each interview.

Interviewing process:

- a. Exchange greetings with the interviewees
- b. Make an introduction that explains the project and the research
- c. Give assurance about their data privacy
- d. Ask the respondent's agreement for the interview process to be voice recorded
- e. Explain briefly the flow and the interviewing method
- f. Interview starts
- g. Do a follow-up question according to their answer to gain deeper knowledge regarding their answers.

### **3.3.2. Key participants**

According to Hox & Boeije (2005), to make qualitative data sets valuable for future reanalysis, the interviews chosen must pass certain criteria. There are five interviewees chosen for this research. The criterion for conducting interviews was decided as follows: The respondent:

- age is around the range of 18-55 years old;
- know of LEGO and collect their products;
- loyal buyer of LEGO for at least 5 years;
- bachelor graduate or currently pursuing a bachelor's degree.

**Table 3.1 Respondents' profile**

| No. | Name                   | Nationality | Status        | Age | LEGO experience |
|-----|------------------------|-------------|---------------|-----|-----------------|
| 1   | Megad Irfan            | Malaysian   | Employee      | 23  | 19 years        |
| 2   | Marvin Schaefer        | Germany     | Undergraduate | 24  | 20 years        |
| 3   | Adley Tirtaprasidha H. | Indonesian  | Self-employed | 30  | 10 years        |
| 4   | Camille Bedeau         | French      | Undergraduate | 22  | 15 years        |
| 5   | Mee Jun                | Korean      | Undergraduate | 24  | 15 years        |

### **3.5. Data Analysis Method**

The information gained from participants through the interview will be observed by listening to the recording and developed into transcripts. The next step is to divide the data into main themes that are shown from the transcript notes and quoted it extensively in verbatim format (Kumar, 2011). The data will be analyzed using comparative analysis that allows the researcher to compare the variety of information given by the participants until the researcher are satisfied with the findings (Dawson, 2002). This data analyzing method will be used to help find the middle ground for the divided target participants.

#### **3.5.1. Finding Connection and Relation Between the Generated Data**

(Schutt & Chambliss, 2018) mentioned that studying relationships between findings is the core process of the data analysis process. This process will help the researcher find similarities between the data findings and find the core thing that makes LEGO company thrive to this day. Secondary data will also be used to deepen the findings found by the researcher.

#### **3.5.2. Ensuring Data Authentication, Taking Conclusions, and Reporting Findings**

To ensure the authenticity of the data gained, the interviewee will be rechecked according to each criterion and was briefed about the interview beforehand to ensure the interviewee's understanding of the topic discussed. Afterward, the researcher will examine the data several times to make sure it is valid and exact.