

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1. Conclusion

The purpose of this research was to explore the factors that make LEGO-brand toys popular among adult segments at an international level despite it being originally made for young kids. The research was also aimed to make sure of the strategy used by the LEGO brand to attract adult consumers through collaboration with a brand that owns a large existing loyal market.

The study found that LEGO products indeed attract their consumers with brand experience covering sensory, affective, behavioral, and intellectual aspects. This research finds that nostalgic feelings are the red line that connects all respondents. It is one of the main reasons why they love this brand because the respondents have known and played LEGO from a young age and spent years growing up with it. This study finds that as age of LEGO player increases, their behaviour started to shift from being a LEGO player that played around with the sets as a toy and became LEGO collectors that build sets and display it on their shelves. Playing LEGO triggers the players brain to be think about creativity. Not only does LEGO triggers the creativity of children, but they continue to have the same effect even on adults regardless their age.

The adult LEGO collectors being interviewed collects products that are aimed at adult segments such as the collaboration sets and complex sets that are challenging to build. Regarding inheritance and loyalty, interviewed LEGO collectors will buy and inherit their sets for their future children and build them together to let their offsprings feel the same experience as they did. Though almost all respondent loves the LEGO brand, some are slowly losing their loyalty due to the increasing price range of the products.

5.2. Recommendation and Future Research

From the findings gained from this research, emerge several interesting topics that can be researched further. It can be dug deeper into the reason why the colors chosen by the LEGO company to paint their products attracted most of the respondents. Other research can also be done to investigate the effects of playing with LEGO products on adults. Does it spark creativity, maintain the use of intellect, or are there other benefits found in the research conducted. There is also a rising problem found regarding the market loyalty to the LEGO brand, that is the price. Research can be done to discover the influence of 4P Marketing Mix (product, price, promotion, and place) on the specific brand of LEGO. This research can also be conducted with more specific segments based on age, gender, and nationality to discover deeper findings and expand the knowledge the current research offers. Future research should also be conducted on the kid's segments and compare the perspective of each segment. Research covering this topic from the LEGO brand point of few can be conducted to gain a deeper understanding of their strategies in expanding target markets.