

## Appendix 1. Interview Questions

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## Appendix 2. Respondent Transcript

### Name: Camille (Interviewee 1)

Q	Hello, what is your name?
A	Hello! My name is Camille Bedeau
Q	Okay, what is your nationality?
A	I'm French
Q	Okay, what is your current occupation?
A	I am a student at Kyungpook National University
Q	How long have you been collecting LEGO products?
A	I think since I was a child maybe 8 or 7 years old
Q	How much money have you spent on LEGO products?
A	I think it's more than \$1000 dollars maybe like \$1500 dollars
Q	Around how many products do you own?
A	I think 6 or 7 boxes
Q	Tell me your opinion about the statements mentioned
Q	This brand makes a strong impression on my visual sense or other senses
A	Yea I think it makes a strong impression on my visual senses. Because it's connected to my childhood memories. Yea, and it connects with that.
Q	Is it a happy memory?
A	Yea, it's a happy memories and memories of when I build that with my family like Christmas memories
Q	I find this brand interesting in a sensory way
A	Yea I think so because if you go to a store, LEGO store usually there are huge LEGO figurines or like a huge man made out of LEGO and some others and its impressive and I think visually its very interesting and also when you touched it, when you touched like the sensory sensitivity its also very interesting because you get to build your own with LEGO products
Q	So you get to be creative?
A	Yea, exactly

Q	This brand does not appeal to my senses
A	No, its not true because when you build LEGO products you have to use your hands, and when you have boxes with just small bricks, you can get creative and build whatever you want so it's also a creativity
Q	This brand induces feelings and sentiments
A	Yea, as I've told you. I feel happy when I have LEGOs I feel like I have core memories with LEGO product like key memories in my childhood and still today I have key memories with my boyfriend building LEGOs so its very very happy memories
Q	So, I do not have strong emotions for this brand
A	Nope.
Q	This brand is an emotional brand
A	Yea I think so because it's a brand as I've told you. I started having LEGOs when I was like 7 or 8 years old so I was a child, and as I grew up I still continue to collect LEGOs so its like I grew with LEGOs
Q	I engage in physical actions and behaviors when I use this brand
A	Yes, because you have to build the bricks yourself and sometimes with huge LEGOs you really have to move around and make huge movements
Q	Wow, okay. This brand results in bodily experiences
A	Yea, once again, because you have to use your hands
Q	So, the statement this brand is not action-oriented is..
A	Not true.
Q	I engage in a lot of thinking when I encounter this brand.
A	Yea because some of the LEGOs like for example some houses there are some parts that are really tricky to get sometimes even as an adult. So yes, sometimes. But also, when you have like you know just bricks, you can like not think and just let your creativity goes. So, both. You can in a way you cannot think at all and just let yourself be creative and in another way you can also think a lot when you are stuck.
Q	So its fun and challenging
A	Yea!

Q	This brand does not make me think
A	No, its not true. Sometimes you are stuck and you have to think a lot
Q	This brand stimulates my curiosity and problem solving.
A	Yea, because when I was little I didn't have a lot of LEGOs so I had to reuse some of them to build new things. So I had to find a way for example how to go from a house to make it to a spaceship for example.
Q	So even small LEGOs can make you even more creative.
A	Yea, exactly.
Q	So are you going to buy or continue collecting LEGO products in the future?
A	Yea, with my boyfriend we want to buy the ... you know, the Harry potter one and we want to make it at our home so yea I definitely going to continue to buy LEGO products
Q	So maybe you are going to buy for your kids also?
A	Yea, definitely and also I will give the LEGOs I already have to my kids because they are complete and I still have the notice, so we can just dismantle them and give them to build
Q	So did your parents also play LEGO?
A	My parents I don't think so, but I know that some of my older cousins who are now like 40 when they are young they played LEGO because I inherited some of their LEGOs as well
Q	Does building a LEGO makes a brand experience for you?
Q	Yea, for me it's really about the creating a moment around building LEGO and not only just putting the bricks on top of another it could be like a moment with your friends.
A	Okay! thank you very much for your time, it is the end of the interview!

**Name: Marvin Schaefer (Interviewee II)**

Q	Hello, what is you name?
A	My name is Marvin Schaefer
Q	How old are you?

A	I am 24 years old
Q	What is your nationality?
A	I am from Germany and I am German
Q	Okay, what is your current occupation?
A	I am a student of business administration
Q	Where are you studying?
A	I am studying in Germany at University of Darmstadt
Q	How long have you been collecting LEGO products?
A	I think I have been collecting LEGO products since I am younger, like 5 or 6 years old. Maybe even younger. Around 20 years ago.
Q	How much money have you spent on LEGO products
A	Me personally maybe 400 euros but a lot of LEGO things I got gifted so I didn't pay money for it but all my LEGO worth would be at least 1000 euro, maybe 1500 euro.
Q	That's a lot! Now tell me your opinion about the statements mentioned
A	This brand makes a strong impression on my visual sense or other senses
Q	I agree!
A	Why?
Q	I usually moved a lot when I build or play with LEGO. But now I just collect it, I just build and then I put it in my shelf. But when I was younger, I was playing a lot and moving a lot too with LEGO because I like to walk at different spaces. Moving from one table to another filled with LEGO.
A	I find this brand interesting in a sensory way
Q	Yes. If I go to the store in Germany, I live near to a famous youtuber in the city and he collects LEGO. He has a small store but with high quality products and I went there a few times and was stunned in awe. He even have old collections of LEGO products.
A	This brand does not appeal to my senses
Q	I strongly disagree
A	Next question is this brand induces feelings and sentiments

Q	I would agree. I have really positive opinion on LEGO and really positive feelings about LEGO. Because I had a lot, and have spent a lot of time building LEGO. So it is like nostalgic thing. If I buy a new LEGO set and because I had a lot of them already, I always have a feeling of looking forward to build and assemble it and put it in my shelf and flex it to my friends. They would recognize my LEGO collections and brings joy and pride for me.
A	I do not have strong emotions for this brand
Q	I would have to be honest about one thing. The quality of later products have been decreasing for some time now and I don't agree with a lot of things the brand is doing. The product in the past are great and I am still using it to this day. But you can see if you buy a new set that the quality is decreasing.
A	This brand is an emotional brand
Q	Yea. 100%. I spent a lot of my childhood with this brand and since they were heavily invested in Star Wars, it was really emotional for me. Like playing with the products and looking forward to playing it whenever I get back home looking at the product.
A	If you have children one day, would you buy them LEGO also?
Q	100%. Since I still have some LEGO sets in Germany I would probably disassemble them and then build them again. Just because it's a nostalgic thing for me. Once I build this when I was younger, now my son or daughter can build this too. It brings me joy to think about this.
A	I engage in physical actions and behaviors when I use this brand
Q	As an adult probably not but when I was younger, I moved from table to table to play with LEGO but after I assembled it I continue to play with it. I think is a great way to enhance imaginations of a child.
A	This brand results in bodily experiences
Q	Same as before
A	This brand is not action oriented
Q	It depends on the imagination of the person playing with it, some play with it some just collect it.

A	I engage in a lot of thinking when I encounter this brand
Q	Yes, when I see a new LEGO set, I can imagine myself building it. For example, when I see an odd shape in the cover, I would think how can I build this. I just try to imagine how I can build this, for example a round shaped. LEGO is like flat, square, and have edges. How can you build something round out of things that are mostly flat, have edges, and not round at all.
A	This brand does not make me think
Q	100% disagree, makes me think a lot.
A	This brand stimulates..
Q	100% agree. I think it is a great way to build curiosity of course if the interest is already there. If I don't have an interest in some LEGO set I wouldn't think to much about it. In my case, it was like LEGO Star Wars, I see, and looking at it, and my mind is working. How do I build this? How is the shape formed? And should I really buy it?
A	In the future will you continue to buy and collect LEGO's?
Q	I hope to do so but it became really expensive. That is something I don't really agree with because I am the consumer. But if there is a really good set then I will probably buy it. Even right now I am thinking of buying a Star Wars set.
A	Do you inherit any LEGO products?
Q	No I don't, it was just me.
A	Thank you very much for your time
Q	You are welcome!

**Name: Mee Jun (Interviewee III)**

Q	What is your name?
A	My name is Mee Jun
Q	What is your nationality?
A	South Korea
Q	How old are you?

A	I am 24 in international age, and 25 in Korean age
Q	What is your current occupation?
A	I am an undergraduate student in Kyungpook National University
Q	How long have you been collecting LEGO products?
A	Starting from 2007, so it has been 15 years
Q	How much money have you spent on LEGO products?
A	I can say more than 1.500.000 KRW
Q	Tell me your opinion about the statements mentioned
Q	This brand makes a strong impression on my visual sense or other
A	Of course, the visual one are really important for me to decide what kind of product I wanted to buy.
Q	I find this brand interesting in a sensory way
A	The reason why I like this product is because I can see how it works by building this and how the system is using the LEGO products.
Q	This brand does not appeal to my senses
A	Nope. Disagree.
Q	This brand induces feelings
A	Because I started collecting LEGO when I was young, so whenever I see LEGO products are displayed in my room, it brought the memories when I was making it when I was young.
Q	Did you make it with your family?
A	My family sorted out the LEGO pieces for me and I make build it, because sorting it out making it easier for me to build it. So I can say I build it with my family.
Q	I do not have strong emotions for this brand
A	Not really, because these days LEGO are expensive. If I can buy two imitation version of LEGO I think I would consider it.
Q	This brand emotional
A	Yes. When I see it I feel I really want to buy that new product, I want to build and display it in my room.
Q	I engage in physical actions and behaviors when I use this brand



A	Yea, because I play with them, rebuild them, and make my own models.
Q	This brand results in bodily experiences
A	Yes because I consider the model of the product. I only buy car, machines, or creator products that I can play with the functions.
Q	This brand is not action-oriented
A	Kind of, because after I make it I would play with it for an hour and I display them because I don't want to destroy it by mistake.
Q	I engage in a lot of thinking when I encounter this brand.
A	Yes. I think of how it works and the functions of the product
Q	I engage in a lot of thinking when I encounter this brand.
A	When I follow the instructions yes I didn't, but when I am making my own creations it makes me think. When I make it I just need to follow the instructions to finish it but after that I can think of how I can play with it.
Q	This brand stimulates my curiosity and problem solving.
A	Yes, all the instructions are printed in 2-dimensional way so it requires me to make it from 2 dimensional to 3-dimensional like how to place it, where should I put it, and what would the sequence be.
Q	Will you continue to buy and collect LEGO in the future?
A	Yes.
Q	If you have children will you buy them LEGO?
A	Depends on the product because it is expensive. If one day I have extra money, I would buy it for them.
Q	Thank you very much for your time, this is the end of the interview.
A	Alright, you are welcome.

**Name: Megad Irfan (Interviewee IV)**

Q	Hello, what is your name?
A	Hello my name is Megad Irfan
Q	How old are you?
A	I am 23 this year
Q	What is your nationality?

A	I am Malaysian
Q	What is your current occupation?
A	Right now I am working as a marketing for an e-commerce company. I graduated last year.
Q	How long have you been collecting LEGO products?
A	I have been collecting LEGO since I was 4 years old
Q	How much money have you spent on LEGO products?
A	I cannot exactly remember but it is over 5.000 MYR
Q	Tell me your opinion about the statements mentioned
Q	This brand makes a strong impression on my visual sense or other senses
A	Visual yes it does, because of how colourful this LEGO bricks are and because of how LEGO bricks can be styled in any way you want. It is removeable and not necessarily one shaped. So it does give a strong impression in my visual sense.
Q	I find this brand interesting in a sensory way
A	Yes it is, because of the colours.
Q	This brand does not appeal to my senses
A	False. It definitely does.
Q	This brand induces feelings
A	Yes, sentimental in a way that LEGO has been part of my childhood since I was 4 years old and its my go to childhood toy. So now when I see it not only is it an iconic product, it definitely is something sentimental to me, because it is my favourite toy and I still collect LEGO now
Q	Why do you still collect LEGO until now?
A	LEGO is not exactly made for one age group. If you see it, there are products made for elder crowds. Especially all those harder buildings. So now when I have the money to buy those adult products because adults LEGO set is more expensive than children's I buy the adult products.
Q	I do not have strong emotions for this brand

A	I disagree, I have strong emotions for this brand because I grew up with it. So it has been part of my childhood and it shaped who I am today in the way that I think and act.
Q	This brand is an emotional brand
A	In a way yes
Q	I engage in physical actions and behaviors when I use this brand
A	Yes because building it requires physical actions
Q	When you build LEGO how do you feel?
A	I feel focused and when I am done, the feeling of satisfaction is there.
Q	This brand results in bodily experiences
A	Yea
Q	This brand is not action-oriented
A	False
Q	I engage in a lot of thinking when I encounter this brand.
A	Definitely, especially when I want to build something out of the box, not following the instructions. Of course I need to think.
Q	Do you make your own LEGO creations when you are a child or even until now?
A	When I was younger of course, because I have the time that are the most important factor of building a LEGO. Because you don't have an instruction, so you need to have plan a, b, and c and the steps to build it. Now when I am older, I don't have time to build things out of the instructions, so I build according to the manual.
Q	Does not make me think
A	False
Q	This brand stimulates my curiosity and problem solving.
A	Yes. Problem solving because sometimes you miss one or two steps from the instruction, so you have to solve it, by going back and find which part of the instruction did I miss.
Q	What kind of LEGO products do you collect?

A	I like to collect LEGO city and creator. I am more of the buildings type of guy and sometimes LEGO friends if they have interesting building sets. I also collect, LEGO marvel because I am a fan, but only those buildings one not the spaceships one.
Q	If you have children one day, will you buy them LEGOs?
A	Yes, I will buy them LEGO and give them mine.
Q	How many products do you own?
A	I think I own around 300 products. I use to buy them every month, and even on a weekly basis sometimes. Because it is something I really enjoy.
Q	Did you inherit some of your LEGO products?
A	Yea, my father is the one who introduce me to LEGO because he collected it when he was younger, so he gave me his older LEGO sets. The older products have different styles from the nowadays. But that is not the reason why I collected LEGO. It was because he bought me a LEGO set from Germany and it was why I started liking it because I don't just make one building with it but many buildings from just one set.
Q	Thank you very much for your time and answers
A	Yes sure, you are welcome

**Name: Adley (Interviewee V)**

Q	Hello, can you tell me your name?
A	My name is Adley, I am 30 years old, and I like to play games
Q	What is your nationality?
A	I am Indonesian
Q	What is your current occupation?
A	General contractor, I am self-employed
Q	Have you graduated from university?
A	Yes. I studied in Australia, majoring in biomedical science
Q	How long have you been collecting LEGO products
A	I started collecting when I was 20-21 years old. So it's been 10 years already

Q	How much money have you spent on LEGO products?
A	My total value of LEGO collection is around \$2000 so far
Q	Around how many products do you own?
A	It is around 20 products
Q	Tell me your opinion about the statements mentioned
Q	This brand makes a strong impression on my visual sense or other senses
A	Yes, I would say so because for me LEGO is about creativity. It is about constructing things with your hands and simulating your tactile senses, on top of that it is also full of colors which influence my visual senses. Its about physical and visual senses.
Q	I find this brand interesting in a sensory way
A	It stimulates me in tactile senses, and it has bright colours that brings fun and energetic vibes. It reminds me of the youth I am clinging on to.
Q	This brand does not appeal to my senses
A	That's a bit false
Q	This brand induces feelings
A	Yes, it makes me happy, because I use it as stress relief, and it also allows me to reminiscence about the past and remembers a happier and simpler time when I was a kid. It is sort of like a time machine for me to go back to when I was a kid.
Q	I do not have strong emotions for this brand
A	Yes, if there are other companies selling the same stuff as LEGO, I would still buy LEGO products because I have strong emotional attachments to LEGO. Compare to the other brands, I feel like LEGO holds value to the products that they sell. If one day I get bored with some of my sets, I can sell them second-hand and would still gain some of my capital back. Other brands don't have as much demand and collectors as LEGO.
Q	This brand is an emotional brand
A	In the brand specifically not really. But the products make me nostalgic about the past
Q	I engage in physical actions and behaviors when I use this brand

A	Yea because I am building stuff
Q	This brand results in bodily experiences
A	I build LEGO for stress relief, so when I finish building it, I take it apart and put it away or display it
Q	This brand is not action-oriented
A	It is definitely action-oriented
Q	I engage in a lot of thinking when I encounter this brand.
A	Yes, because you need to build it and be creative about it when you decided to go free hand.
Q	Did you still build something out of the instructions at your age?
A	Yea, if I feel like going wild I take random bricks and build something and take it apart again just for stress relief. But most of the time I follow the manual because I like the end result of what they make.
Q	This brand does not make me think
A	It is a yes and a no. When I am building, I can switch off my head and not think about anything else but building the LEGO set in front of me. But at the same time, I am thinking about how I build it.
Q	This brand stimulates my curiosity and problem solving.
A	Yes sometimes because it is all about building and your creativity. Sometimes when you want to make something you need to think, because it is all squares, it is just a bunch of blocks stuck together. So you need to think about how to make what you want
Q	If you have children, one day would you buy them LEGO?
A	Absolutely. There is no doubt. If not for them, I would still buy one for myself. I would disassemble some of them to be built together again, but not all of them.
Q	Alright, so this is the end of the interview, thank you so much for your time and answers
A	Alright, you are welcome