

**ADULT CONSUMER PERCEPTION OF LEGO TOY COMPANY:  
BRAND EXPERIENCE AND MARKET ANALYSIS**

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**ABSTRACT**

A toy company called LEGO which is known around the globe rises its brand by selling renowned toys for children for years. Like every company, LEGO met its' obstacles and hit rock bottom in the early '20s. Amid their crisis, they save their company by expanding their target market to the adult segment. To this day LEGO company brand value keeps on rising and their targeted segment market expands even to specific groups of people. This research aims to find customers' perspectives on LEGO as an all-age toy through brand experience and market analysis on an international level. The factors observed in this research are sensory, affective, behavioral, and intellectual dimensions of the brand experience. The methodology used in this research is a qualitative approach that extracts data using semi-structured in-depth interviews to gain adults' perspectives regarding LEGO company from around the world.

Keywords: LEGO company, Brand, Toys, Customers, Behaviour.