

Marketing Strategies Based on Consumer Behavior-Taking Lego as an Example

Ailun Lu *

Fisher College, Ohio state university, Columbu, Ohio, 43201, America

* Corresponding Author Email: Lu.2456@osu.edu

Abstract. As one of the most successful toy company, LEGO adopted various of marketing strategies and is an good example for other companies in this industry to learn from. This research delves into the marketing strategies employed by Lego and their impact on consumer behavior. The study aims to investigate the effectiveness of Lego's marketing initiatives, analyze consumer preferences, and provide valuable insights for improving future marketing efforts. According to the analysis result, LEGO has done well in digital marketing, customer engagement, and experiential marketing and events. Hence, these aspects can also be referenced by other companies in the same industry.

Keywords: marketing strategy; customer behavior; case study; LEGO.

1. Introduction

The increasingly fierce competition in the toy industry has led to an increasing demand for interactive and educational toys, prompting toy companies to explore innovative marketing methods. Understanding consumer behavior is crucial for developing effective marketing strategies. Consumer behavior refers to the behavior and decision-making process exhibited by individuals or groups when selecting, purchasing, using, and evaluating products and services. By deeply understanding consumers' needs, preferences, psychology, and behavior, companies can better meet their expectations, provide personalized products and services, and adopt more targeted marketing methods, thereby increasing the probability of successful marketing and increasing sales. As one of the most well-known companies in toy companies, LEGO's marketing strategy is worth exploring and learning from. Therefore, This research will take LEGO as an example and analyze Lego's marketing strategy, consumer engagement, and their impact on consumer decision-making. By addressing these aspects, the study aims to shed light on effective marketing practices and their role in shaping consumer preferences and choices.

2. Brief introduction to Lego

2.1. LEGO's background

LEGO Group is a Danish toy manufacturing company founded in 1932 [1]. It was initially established by Ole Kirk Christiansen, producing wooden toys and wooden bricks [1]. Over time and with technological advancements, the company shifted its focus to utilizing plastic materials, particularly with the introduction of its iconic plastic brick series in 1963 [1]. These plastic bricks featured an interlocking design, allowing children to easily build, dismantle, and reconstruct various models [1]. This innovative design quickly gained popularity among consumers. As time passed, LEGO Group continued to expand its product line, venturing into different themes and licensed content, such as Star Wars, Harry Potter, and Marvel Super Heroes, catering to diverse age groups and consumer interests. Moreover, the company ventured into entertainment projects like LEGOLand and LEGO movies, further extending its brand influence. LEGO Group has maintained steady growth in terms of performance and sales. According to information from the company's official website, its products are distributed worldwide, and the LEGO brick series has become one of the globally renowned brands. Additionally, LEGO Group actively promotes sustainable development, striving to

reduce its environmental impact through initiatives like using eco-friendly materials and advocating for a circular economy [1]. Overall, LEGO Group has established a strong brand position through continuous innovation, expanding product lines, and a commitment to sustainability, achieving significant success in the global toy market. In 2022, The LEGO Group achieved impressive financial results, surpassing the performance of the toy market and expanding its market share [2]. The company reported a remarkable 17 percent growth in revenue for the full year, reaching DKK 64.6 billion compared to the previous year, considering the influence of foreign currency exchange rates [2]. This outstanding performance was driven by the high demand for its product portfolio, successful collaborations with retailers both online and in physical stores, a strong e-commerce platform, and a reliable global supply chain network.

2.2. Target Audience Analysis

According to the product age display on the LEGO official website, the youngest products are targeted at children aged 1.5, and there are also products targeting adults [1]. Thus, it can be seen that LEGO has a refined division of customer groups and develop products tailored to the characteristics of each age group. For children, LEGO offers toys for a variety of ages and interests, including simple blocks, themed sets and video games. Lego also attracts children's attention through partnerships with well-known brands such as Disney and Marvel [3]. For parents, Lego highlights the educational and developmental value of its products, as well as its safety and sustainability [3]. In addition, Lego offers family activity advice and educational resources to help parents play with their children with Lego [3]. For adult fans, Lego offers a variety of themes and collectibles, such as Star Wars and Harry Potter, as well as limited and remastered products [3]. Lego also has communities and events for adult fans to help them share and display their collectibles [3].

2.3. Brand Image and Perception

Regarding the perception of the Lego brand, consumers usually perceive it as a high quality, innovative and interesting brand [4]. Lego's products and marketing campaigns highlight its relationship with education and development, as well as its commitment to sustainability and social responsibility, which help to enhance the brand's image [4]. However, Lego also faces challenges in maintaining a consistent brand identity [4]. As Lego works with different brands and well-known ips, as well as product line expansions for different audiences, Lego needs to ensure that its brand image is consistent across various marketing campaigns [4]. Therefore, Lego needs to continue to focus on the development and perception of its brand image and ensure that its marketing activities are consistent with its core values and brand identity.

3. LEGO's Marketing Strategies

3.1. Digital Marketing

Lego promotes its products to target audiences through digital channels such as search engine marketing, social media advertising, and email marketing. Today company insiders refer to these characteristics as "LEGO DNA" [5]. Website design is one of the core of LEGO's digital marketing strategy. Lego's website is designed to be concise and easy to navigate, categorizes products clearly, provides detailed descriptions and high-quality pictures, so that consumers can easily find the products they need. In addition, Lego also offers online purchase options with free shipping services, as well as membership programs that offer more benefits and discounts to consumers. These e-commerce initiatives provide consumers with a more convenient shopping experience and also enhance brand loyalty. In addition, Lego has done a very good job of advertising online. They advertise their products widely on social media and post a large number of video content on YouTube, attracting a large number of potential customers. In addition, they use online advertising platforms such as Google AdWords in order to reach more potential customers. Finally, Lego integrates digital elements into its physical products, such as augmented reality experiences and mobile apps. These

digital elements provide consumers with a better shopping experience and make it easier for them to interact with the brand. Overall, Lego's digital marketing strategy has been very successful, engaging consumers in a number of ways and providing them with a premium shopping experience.

In summary, Lego's website and mobile app also provide online shopping and interactive experiences that facilitate consumers to learn about and purchase its products anytime and anywhere [6].

3.2. Social Media Engagement

LEGO has accounts on various social media platforms and actively publishes content on them, including Facebook, Twitter, Instagram and YouTube, among others. On these platforms, Lego engages fans by posting interesting and useful content, such as product introductions, modeling tips, and event information. In addition, they work with influencers to promote their brands and products through the power of influencers. These collaborations typically include influencers Posting images or videos of Lego products on social media, as well as hosting or attending events for Lego [7]. Furthermore, LEGO encouraged fans to share their Lego modeling creations and show them off on social media. In addition, Lego holds regular modelling competitions where fans are encouraged to submit their modelling creations and interact with other fans. These activities not only increase fan loyalty to the Lego brand, but also create a large amount of user-generated content for Lego, facilitating consumer interaction and community building [7].

3.3. Experiential Marketing and Events

Lego connects with consumers and provides interactive experiences, both offline and online, through a variety of experiential marketing activities, such as displays at malls and events, modeling contests, and brand collaborations. These events provide opportunities for consumers to interact with Lego products, enabling them to better understand Lego products and brands, and interact with other fans [8]. The impact of these experiential marketing activities on consumer engagement and brand loyalty is highly significant. By participating in these events, consumers are able to better understand Lego products and brands and interact with other fans. These activities create memorable experiences for consumers that make them more willing to purchase Lego products and introduce the brand to their friends and family. In addition, these activities have created a large amount of user-generated content for Lego, facilitating consumer interaction and community building [8].

4. Suggestions to Other Companies

From the above analysis, it can be seen that LEGO has a wide influence on social media, which is also the reason why it can successfully attract more customers in the online age. Moreover, LEGO will regularly hold interactive activities to enhance customer engagement and enhance customer loyalty. Therefore, this article suggests that other companies can also learn from LEGO's approach and increase the usage rate of social media. However, when using social media for promotion and advertisement, it is also important to note that different social media may have different user groups. It is recommended to choose social media that is more in line with the customer group of this product for advertising and promotion. In addition, if you want to hold offline activities, you also need to pay attention to local customs and laws and regulations. In densely populated areas, you should pay attention to the arrangement of offline activities and maintain the safety of fans participating in the activities.

5. Conclusion

In conclusion, understanding consumer behavior is crucial for developing effective marketing strategies in the toy industry. By deeply understanding consumers' needs, preferences, psychology, and behavior, companies can better meet their expectations, provide personalized products and

services, and adopt more targeted marketing methods, thereby increasing the probability of successful marketing and increasing sales. LEGO Group is a successful example of a company that has achieved significant growth in sales by expanding its product line, maintaining a strong brand position, and adopting innovative marketing methods. LEGO's digital marketing strategy, social media presence, and experiential marketing activities have all contributed to its success in engaging consumers and enhancing brand loyalty. Other companies can learn from LEGO's approach and increase their usage of social media and enhance customer engagement and loyalty through experiential marketing activities. However, it is important to note that different social media platforms may have different user groups, and companies should choose social media that is more in line with their target audience for advertising and promotion. Companies should also pay attention to local customs and laws and regulations when holding offline activities to ensure the safety of fans participating in the activities.

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