



Postgraduate Seminar Series

MIB Topic Defence Seminar–To Cherish and To Hold: Structure Maintenance Behavior in Product Set Consumption

- **Date:** 22 April 2026
- **Time:** 15:20 PM - 16:35 PM
- **Venue:** SEK108
- **Presenter:** Ms HUANG Kerong, MPhil Student of Marketing and International Business

Abstract:

Structured product sets (e.g., gift boxes, figure toy series) are widely used in the marketplace. Prior research has shown that such structure enhances perceived value and facilitates purchase decisions. However, little is known about how product structure influences consumption after purchase. This research investigates when and why product set structure discourages consumption. We propose that meaningful structure creates additional possession value, such that consuming individual components is perceived as breaking the integrity of the whole and inducing greater anticipated loss in possession value. As a result, consumers become reluctant to consume and instead preserve the set, a phenomenon we term “structure maintenance behavior”. We test this framework using a multi-method approach, including laboratory experiments, surveys, and secondary data. This research contributes by shifting attention from pre-purchase benefits to post-purchase consequences of product structure.

All are welcome

Contact:

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