

DR NC SONNENBERG



Position: Head of Section/Lecturer
Section: Clothing Retail Management
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Academic qualifications

- B Home Economics
- M Consumer Science (Interior Merchandise Management)
- PhD

Academic and professional experience

- Undergraduate teaching at the University of Pretoria since 2006
- Post graduate teaching at the University of Pretoria since 2007
- External Examiner for North West University since 2007
- Undergraduate teaching at North-West University from 2003 to 2006
- Post graduate teaching at North-West University from 2003 to 2006

Current subjects

Undergraduate

- Design Principles
- Seminar
- Interior Planning
- Interior Merchandise project

Postgraduate

- Interior Merchandise

Research interests

- Consumer behaviour
- Interior merchandise
- Retailing
- Sustainable consumption

Academic memberships

- EXCO Member of the South African Association for Family Ecology and Consumer Science (SAAFECs)
- Member of Association for Consumer Research (ACR)

Completed post-graduate projects

2014

FEIRREIRA, D.

M Consumer Science

An exploratory investigation into Tshwane post odern consumers' consciousness and practices that relate to sustainable food procurement.

2013

BOTHA, L.

M Consumer Science

Research Dissertation – Emerging female consumers' use of diagnostic cues in evaluating apparel assortment of South African department stores.

2013

MEYER, J.

M Consumer Science

Research Dissertation – The role of values, beliefs and norms in female consumers' apparel disposal behaviour.

2011

MOMBERG, D.

M Consumer Science

Research Dissertation - Exploring the role of knowledge and information on young female consumers' choice of environmentally friendly apparel

2006

VISSER, S

M Consumer Science

Research Dissertation - A South African study of children consumers' cognition of colour and graphics in cereal box labeling and packaging.

2005

Van der Merwe, X

M Consumer Science

Research Dissertation - A South African study of the influence of shelf-edge labeling on urban consumers' grocery shopping behaviour.

Current post-graduate projects

CHRISTIE, L.

PhD Environmental Sciences

Investigation of affluent consumers' cognitive evaluation and selection of white goods in an emerging economy to determine subjective well-being.

KACHALE, M.

PhD Consumer Science

An exploratory investigation of Malawi households' energy usage amidst concerns of climate change.

MOMBERG, D.

PhD Consumer Science

A taxonomy of environmental knowledge that relate to South African consumers' pro-environmental apparel acquisitions.

TALJAARD, H.

M Consumer Science

Research Dissertation – South African male consumers' intentions towards pro-environmental apparel acquisitions.

VAN BELKUM, M.

M Consumer Science

Research Dissertation – South African male consumers' evaluation of clothing speciality stores' product assortment.

BEZUIDENHOUD, M.L.

M Consumer Science

Research Dissertation – A case study of office occupants' environmental consciousness and practices in the context of a Green-Star-SA certified building.

Research outputs

Publications in peer reviewed or refereed journals

- SONNENBERG, N.C., ERASMUS, A.C. & SCHREUDER, A. 2014. Pro-environmental motivation and intent in the South African emerging market context. Journal of Environmental Psychology (currently in review).

- SONNENBERG, N.C., ERASMUS, A.C. & SCHREUDER, A. 2014. Consumers' preferences for eco-friendly appliances in an emerging market context: a conjoint- and cluster analysis. *International Journal of Consumer Studies*, 38:559-569. Click [here](#) for article.
- SONNENBERG, N.C., JACOBS, B. & MOMBERG, D. 2014. The role of information exposure in female students' evaluation and selection of eco-friendly apparel in the South African emerging economy. *Clothing and Textiles Research Journal*, 32(4):266-281. Click [here](#) for article.
- SONNENBERG, N.C. & ERASMUS, A.C. 2013. The development of a theoretical model to investigate factors associated with environmentally significant choice behaviour in the South African major household appliance market: an integrative conceptual approach. *Journal of Family Ecology and Consumer studies*, 41:71-84. Click [here](#) for article.
- DONOGHUE, S., ERASMUS, A.C. & SONNENBERG, N.C. 2012. Consumers in an emerging market's consideration of status factors when judging major household appliances. *NURTURE, Research Journal for Human Civilization*, 5.
- MOMBERG, D., JACOBS, B. & SONNENBERG, N.C. 2012. The role of environmental knowledge in young female consumers' evaluation and selection of apparel. *International Journal of Consumer Studies*, 36(4):408-415.
- SONNENBERG, N.C., ERASMUS, A.C. & DONOGHUE, S. 2011. Consumers' regard for sustainability issues when prioritising product choice criteria for major household appliances. *International Journal of Consumer Studies*, 35(2):153-163.
- SONNENBERG, N.C. & ERASMUS, A.C. 2008. Exploring the role of retailer image and store brands as extrinsic cues in young urban consumers' choice of interior textile products. *Latin America Advances in Consumer Research*, 2:71-76.
- VAN DER MERWE, X., SONNENBERG, N.C., VAN DER MERWE, D. & KEMPEN, E.L. 2008. Exploring the influence of shelf-edge signage on consumer decision-making in Gauteng. *Journal of Family Ecology and Consumer Sciences*, 36:81-95. Click [here](#) for article.
- KEMPEN, E., VAN DER MERWE, D. & SONNENBERG, N. 2006. The effect of fashion store layout and visual merchandising on female consumer walking patterns: a systems perspective. *Asia Pacific Advances in Consumer Research*, 7:38-39.
- SONNENBERG, N. & VAN DER MERWE, D. 2006. An exploratory investigation into the role of shelf-edge signage in urban grocery consumers' decision-making behaviour. *Asia Pacific Advances in Consumer Research*, 7:48-49.
- SONNENBERG, N.C. & ERASMUS, A.C. 2005. An exploratory investigation into the role of extrinsic factors in consumer decision-making for soft furnishings. *Journal of Family Ecology and Consumer Science*, 33:10-19. Click [here](#) for article.

Conference contributions

Conference	Organiser	Year	Contribution	International/ National
ACR North America Chicago, Illinois	Association for Consumer Research (ACR)	2013	<u>Poster Presentation (Working paper):</u> SONNENBERG, N.C. & ERASMUS, A.C. Pro-environmental motivation and intent in an emerging market context.	International
11 th International SAAFECs and 6 th IFHE Africa Regional Conference Pretoria, South Africa	South African Association for Family Ecology and Consumer Sciences (SAAFECs) and International Federation for Home Economics (IFHE)	2013	<u>Research Paper:</u> MOMBERG, D., JACOBS, B.M. & SONNENBERG, N.C. Contextual barriers prohibiting young female consumers from making pro- environmental apparel choices	International

Conference	Organiser	Year	Contribution	International/ National
			<u>Research Paper:</u> SONNENBERG, N.C., ERASMUS, A.C. & DONOGHUE, S. Evidence-based design solutions for a student healthcare facility. <u>Conference Organizing Committee:</u> Reviewing of abstracts and compilation of conference proceedings.	
19 th International conference on recent advances in retailing and services science Vienna, Austria	European Institute of Retailing and Service Studies (EIRASS)	2012	<u>Research Paper:</u> ERASMUS, A.C., DONOGHUE, S. & SONNENBERG, N.C. Juggling product characteristics when choosing complex household technology. <u>Research Paper:</u> ERASMUS, A.C., SONNENBERG, N.C. & DONOGHUE, S. The complex interplay of consumers' brand perceptions and brand positioning.	International
5 th International Consumer Sciences Research Conference Bonn, Germany	Consumer11	2011	<u>Research Paper:</u> ERASMUS, A.C., DONOGHUE, S. & SONNENBERG, N.C. South African consumers' consideration of environmental issues when purchasing major household appliances.	International
10 th International SAAFECS Conference Pretoria, South Africa	South African Association for Family Ecology and Consumer Science (SAAFECS)	2011	<u>Member of conference organising committee:</u> Reviewing and compilation of conference proceedings. <u>Session chair:</u> Consumer related topics <u>Research Paper:</u> SONNENBERG, N.C., ERASMUS, A.C. & DONOGHUE, S. The pertinence of environmental aspects during consumers' evaluation of major household appliances. <u>Research Paper:</u> ERASMUS, A.C., DONOGHUE, S. & SONNENBERG, N.C. The importance of status related product features in consumers' choice of major household appliances. <u>Research Paper:</u> MOMBERG, D., JACOBS, B.M. & SONNENBERG, N.C. Exploring the impact of environmental knowledge on young South African females' evaluation and choice of environmentally friendly apparel.	International
ACR Latin American Conference	Association for Consumer Research (ACR)	2008	<u>Research Paper:</u> SONNENBERG, N.C. & ERASMUS, A.C. Exploring the role of retailer image and	International

Conference	Organiser	Year	Contribution	International/ National
Sao Paolo, Brazil			store brands as extrinsic cues in young urban consumers' choice of interior textile products.	
9 th International SAAFECS Conference Pretoria, South Africa	South African Association for Family Ecology and Consumer Science (SAAFECS)	2008	<p><u>Member of conference organising committee:</u> Reviewing and compilation of conference proceedings.</p> <p><u>Session chair:</u> Consumer related topics.</p> <p><u>Research Paper:</u> VAN DER MERWE, X., SONNENBERG, N.C., VAN DER MERWE, D. & KEMPEN, E.L. The informational input of shelf-edge signage in grocery consumers' decision-making processes.</p> <p><u>Research Paper:</u> SONNENBERG, N.C. & ERASMUS, A.C. The path to environmentally significant consumer behaviour: a comparison of models.</p>	International
AMC Strategic Customer Service Forum Sandton, South Africa	Africa Management Communications (AMC)	2006	<p><u>Research Paper:</u> MARX PIENAAR, N. & SONNENBERG, N.C. Understanding what makes your customer happy - customer service as an indication of service quality in South African supermarkets.</p> <p><u>Panel Discussion:</u> NAIDOO, P., MARX PIENAAR, N. & SONNENBERG, N.C. How to increase customer loyalty.</p>	National
ACR Asia-Pacific Conference Sydney, Australia	Association for Consumer Research (ACR)	2006	<p><u>Research Paper:</u> VAN DER MERWE, X., SONNENBERG, N.C. & VAN DER MERWE, D. An exploratory investigation into the role of shelf-edge signage in urban grocery consumers' decision-making behaviour.</p> <p><u>Research Paper:</u> KEMPEN, E.L., VAN DER MERWE, D. & SONNENBERG, N.C. The effect of fashion store layout and visual merchandising on female consumer walking patterns: a systems perspective.</p> <p><u>Doctoral Colloquium Presentation:</u> SONNENBERG, N.C. & ERASMUS, A.C. Confronting the paradox of environmentally responsible consumer behaviour in a third world context.</p>	International
ACR Latin America Conference	Association for Consumer Research	2006	<p><u>Poster:</u> VISSER, S., SONNENBERG, N.C. &</p>	International

Conference	Organiser	Year	Contribution	International/ National
Monterrey, Mexico	(ACR)		KEMPEN, E.L. A South African study of children consumers' cognition of colour and graphics in cereal box labelling and packaging.	
20th IFHE World Congress Kyoto, Japan	International Federation for Home Economics (IFHE)	2004	<u>Research Paper:</u> SONNENBERG, N.C. & ERASMUS, A.C. The influence of social acceptance on young urban consumers' choice of interior furnishings.	International
7th National SAAFECS Conference Western Cape, South Africa	South African Association for Family Ecology and Consumer Science (SAAFECS)	2003	<u>Research Paper:</u> SONNENBERG, N.C. & ERASMUS, A.C. Do extrinsics determine young urban consumers' choice of interior soft furnishings?	National