



Position: Research Chair/Professor
Section: Exotic Leather Research
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E-mail: helena.deklerk@up.ac.za
Location: Old Agriculture building, Room 3-7

Academic qualifications

- PhD
- MSc Home Economics (Socio–psychological aspects of clothing) Cum Laude
- BSc Hons. Home Economics
- BSc Home Economics

NRF rating

C3

Academic and professional experience

- Head of Department: Department Consumer Science, University of Pretoria, from 2000 to September 2014
- Associate Professor: Department of Consumer Science, University of Pretoria, since 1993
- Permanent full-time lecturer in Clothing and Textiles: Department Consumer Science, University of Pretoria since 1986
- Full-time lecturer in Clothing and Textiles: Department Consumer Science, University of Pretoria from 1979 to 1985
- Permanent full-time lecturer in Clothing and Textiles: Department Consumer Science, University of Pretoria from 1972 to 1977
- Home Economics extension officer: Department National Education, 1972

Research interests

- Socio-psychological aspects of clothing
- Clothing consumer behaviour
- Apparel quality, sizing and fit

Academic memberships

- Member of the South African Association for Family Ecology and Consumer Science (SAAFECS)
- Member of the Academy of Marketing Science (AMS)
- Member of the International Textile and Apparel Association (ITAA)
- Member of the Association for Consumer Research (ACR)

Completed post-graduate projects

2017

APUNDA, E.A.

PhD

Thesis - A curriculum model for intervention in the skills training of custom tailoring apprenticeships in Kenya.

2015

MAKHANYA, B.

PhD

Thesis – A comparison between the body shape characteristics, body cathexis, apparel fit preferences and perceived fit problems of young African and Caucasian women in South Africa.

2012

VAN DER SPUY, H.H.

PhD

Thesis – Life stages and transitions that can be associated with a high risk of excessive weight gain in men.

2009

MASON, M.

PhD

Thesis - An explication of the problems with apparel fit experienced by female Kenyan consumers in terms of their unique body shape characteristics.

2009

LUBBE, S.J.

PhD

Thesis - 'n Kwalitatiewe studie na die rol van massa-toename in die vroeë-adolessente dogter se belewenis van die self.

2008

DONOGHUE, S.

PhD

Thesis - An explanation of consumer complaint behaviour concerning performance failure of major electrical household appliances.

2006

RETIEF, A.

PhD

Thesis - The development of an online guide for the assessment of apparel textile quality.

2015

MAGWAZI, N.N.

M Consumer Science

Research Dissertation – The influence of the mass media on young African and Caucasian women’s body image.

2014

MAKOPO, M.

M Consumer Science

Research Dissertation – An exploration of urban professional women’s quality preferences for custom-made apparel products.

2014

NJAGI, R.K.

M Consumer Science

Research Dissertation - : An exploration of the clothing quality evaluation criteria used by young male consumers.

2014

MULLER, C.

M Consumer Science

Research Dissertation - An explanation of consumers’ post-complaint behavioral responses concerning performance failure of major household appliances.

2014

VERMAAK, M.

M Consumer Science

Research Dissertation - The role of the fitting room in apparel quality evaluation by Mzansi Youth female consumers.

2012

MUTHAMBI, A.

M Consumer Science

Research Dissertation - The development of a grading system and size specifications for South African women with triangular shaped bodies.

2012

MABUZA, L.

M Consumer Science

Research Dissertation - Body shape analysis of Swazi female consumers to improve the size and fit characteristics of body forms for apparel manufacturing.

2011

JASON, D.

M Consumer Science

Research Dissertation - Needs and problems of fuller figure South African working women with regard to branded apparel.

2011

GREBE, C.

M Consumer Science

Research Dissertation Cum Laude - Black Diamonds' social comparison and reflected appraisals of fashion magazine images.

2010

NKAMBULE, M.T.

M Consumer Science

Research Dissertation - Apparel sizing and fit preferences and problems of plus-size Swazi women.

2010

NDLANGAMANDLA, S.B.

M Consumer Science

Research Dissertaion – The development of a prototype uniform for high school girls in Swaziland.

2010

SMITH, M.

M Consumer Science

Research Dissertation - Professional women's use of quality indicators during evaluation of career wear.

2010

ISAAC, B.

M Consumer Science

Research Dissertation - An investigation of the interplay of consumers' appraisals, emotions and complaint behavior concerning dissatisfactory major household appliances in Botswana.

2006

STRYDOM, S.

M Consumer Science

Research Dissertation - An evaluation of South African clothing related population measures and sizing systems.

2005

TSELEPIS, T.J.

M Consumer Science

Thesis - Die rol van intrinsieke en ekstrinsieke faktore in die vroeë-adolescente dogter se evaluering van die pas vlan klere.

2003

VAN DER SPUY, H.H.

M consumer Science

Research Dissertation Cum Laude - 'n Verkennende studie na die vroulike adolessent met anoreksia nervosa se belewenis van haar self.

2003

LUBBE, S.J.

M Consumer Science

Research Dissertation - Die rol van estetika in die beoordeling van kledingprodukkwaliteit.

2003

JACBOS, B.M.

M Consumer Science

Research Dissertation Cum Laude - Professional South African women's adoption of the internet for apparel purchasing.

2003

KLEYNHANS, H.

M Consumer Science

Coursework Dissertation - Leisure tourists' satisfaction regarding their meal experience at Lesedi Cultural Village.

2001

AMPOUSAH, L.

M-Tech Fashion Design and Technology

The physically disabled woman's problems with clothes.

1996

MALHERBE, E.

B Home Econ Hons

Script - Die invloed van die verkoopsdame se voorkoms op die besluitnemingsproses van die verbruiker.

1995

VELLEMAN, A.K.

B Home Econ Hons

Script - Dames se gebruik van die Klerewinkelaansig as simbool van bepaalde kenmerke van die winkel.

1995

SAUERMANN, I.C.

B Home Econ Hons

Script - Dames se gebruik van spreekkamerinterieur as simbool van bepaalde kenmerke van die geneesheer se mediese praktyk.

Current post-graduate projects

ZIETSMAN, D.

M Consumer Science

Research Dissertation - The relevance of ethical value perceptions and supply chain information to international tourists considering purchasing exotic leather products.

FERREIRA, A.

M Consumer Science

Research Dissertation - The role of luxury value perceptions in Eastern and Western tourists' preference for specific attributes of an online social media presence for exotic leather accessories.

TROLLOPE, C.

M Consumer Science

Research Dissertation - The relevance of international tourists' luxury value perceptions in their adoption of selected elements of an exotic leather accessories marketing mix: A sustainable marketing approach.

Publications in peer-reviewed or refereed journals

- DE KLERK, H.M. & STEPHENSON, M. 2017. Females' luxury value perceptions and product preferences. *Journal of Fashion Marketing and Management*. Submitted.
- KEARNS, M., DE KLERK, H.M. & REDWOOD, M. 2017. Controversial luxury, ethical concerns and environmentally significant behaviour. *International Journal of Retail and Distribution Management*. Submitted.
- APUNDA, E. & DE KLERK, H.M. 2017 Skills development in the informatl sector in Kenya: The case of custom-tailors. *Journal of Education and Work*. Online.
- VERMAAK, M. & DE KLERK, H.M. 2017. Fitting room or selling room? Millennial female consumers' dressing room experiences. *International Journal of Consumer Studies*. 41 (1): 11-18. Click [here](#) for article.
- MAKOPO, M., DE KLERK, H.M., & DONOGUE, S. 2016. Customer satisfaction and complaint behaviour: The case of small custom made businesses. *South African Journal of Business Review*. 20:183-207. Click [here](#) for article.
- MUTHAMBI, A., DE KLERK, H.M. & MASTAMET-MASON, A. 2016. Sizing for ethnicity in multi-cultural societies – Part II: Validation of the size specifications for young South African women. *South African Journal for Family Ecology and Consumer Sciences*. 44:1-6. Click [here](#) for article.
- MUTHAMBI, A., DE KLERK, H.M. & MASTAMET-MASON, A. 2015. Sizing for ethnicity in multi-cultural societies – Part I: Development of size specifications for young South African women. *South African Journal for Family Ecology and Consumer Sciences*. 43:62-72. Awarded Best Paper. Click [here](#) for article.
- DONOGHUE, S., STRYDOM, N., ANDREWS, L., PENTECOST, R. & DE KLERK, H.M. 2016. Differences between Black and White South Africans in product failure attributions, anger and complaint behaviour. *International Journal of Consumer Studies*, 40:257-267. Click [here](#) for article.
- MAKOPO, M.M., DE KLERK, H.M. & DONOGHUE, S. 2016. Customer satisfaction and complaint behaviour: the case of small custom-made clothing businesses. *Southern African Business Review*, 20:183-207. Click [here](#) for article.
- MUTHAMBI, M., DE KLERK, H.M. & MASTAMET-MASON, A. 2016. Sizing for ethnicity in multi-cultural societies: validation of the size specifications for young South African Women of African descent. *Journal of Family Ecology and Consumer Sciences*, 44:1-10. Click [here](#) for article.
- VAN DER SPUY, H.H., DE KLERK, H.M., VOGEL, H.M. & WENHOLDT, F.A.M. 2015. Strategies men use to cope with stress caused by severe obesity: a qualitative study. *Journal of Pshycology*, 6(1):76-86.
- VAN DER SPUY, H.H., DE KLERK, H.M., VOGEL, H.M. & WENHOLDT, F.A.M. 2014. The meaning of food for obese men. *Journal of Family Ecology and Consumer Sciences*, 42:59-69. Click [here](#) for article.
- DE KLERK, HM, MABUZA, LL & ADAMSKI K. 2014. Body shape versus body form: A comparison of the body shapes of female Swazi consumers with those of body forms used in apparel manufacturing. *Journal of Family Ecology and Consumer Sciences*, 42:85-101. Click [here](#) for article.
- MAKHANYA, B.P., DE KLERK, H.M., ADAMSKI, K. & MASTAMET-MASON, A. 2014. Ethnicity, body shape differences and female consumers' apparel fit problems. *International Journal of Consumer Studies*, 38: 183-191. Click [here](#) for article.
- DONOGHUE, S. & DE KLERK, H.M. 2013. Consumers' anger and coping strategies following appraisals of appliance failure. *International Journal of Consumer Studies*, 37:214-221. Click [here](#) for article.
- MASTAMET-MASON, A., DE KLERK, H.M. & ASHDOWN, SP. 2012. Identification of a unique African female body shape. *International Journal for Clothing Science and Technology*, 5(2):105-116. Click [here](#) for article.

- DONOGHUE, S., DE KLERK, H.M., ISAAC, B. 2012. Emerging consumers' appraisals, emotions and complaint behaviour concerning product performance failure. *Journal of Family Ecology and Consumer Sciences*, 40:1-21. Click [here](#) for article.
- SMITH, M., DE KLERK, H.M. & FLETCHER, L. 2011. Professional women's evaluation of the quality of career wear. *Journal of Family Ecology and Consumer Sciences*, 39: 33-46. Click [here](#) for article.
- STRYDOM, M. & DE KLERK, H.M. 2010. The key to good fit: Body measurement problems specific to key dimensions. *Journal of Family Ecology and Consumer Sciences*, 38:74-83. Click [here](#) for article.
- JACOBS, B.M. & DE KLERK, H.M. 2010. Online apparel shopping behaviour of South African professional women: the role of consumers' apparel shopping scripts. *International Journal of Consumer Studies*, 34(3). Click [here](#) for article.
- DONOGHUE, S. & DE KLERK, H.M. 2009. The right to be heard and to be understood: a conceptual framework for consumer protection in emerging economies. *International Journal of Consumer Studies*, 33(4):456-467. Click [here](#) for article.
- LUBBE, S.J. & DE KLERK, H.M. 2009. The early adolescent girl's experience of weight gain: A symbolic interactionism and life-course conceptual framework. *Journal of Family Ecology and Consumer Sciences*, 37:1-11. Click [here](#) for article.
- DE KLERK, H.M. & LUBBE, S. 2008. Female consumers' evaluation of apparel quality. *International Journal of Fashion Marketing and Management*, 12(1):36-50.
- MASTAMET-MASON, A., DE KLERK, H.M., ASHDOWN, S. & SOMMERVILLE, J. 2008. Consumers' knowledge on sizing and fit issues: A solution to successful apparel selection in developing countries. *International Journal of Consumer Studies*, 32:267-284.
- MASTAMET-MASON, A. & DE KLERK, H.M. 2008. Sizing and fit research at grassroots level: A methodology for the identification of unique body shapes in African developing countries. *Journal of Family Ecology and Consumer Sciences*, 36:9-21. Click [here](#) for article.
- JACOBS, B. & DE KLERK, H.M. 2008. Internet apparel shopping behaviour: The role of consumers' purchasing scripts. *International Journal of Consumer Studies*, 34:3. Click [here](#) for article.
- DE KLERK, H.M. & LUBBE, S. 2008. In the eye of the beholder: Aesthetics and consumers' evaluation of apparel quality. *Journal of Family Ecology and Consumer Sciences*, 37:1-11. Click [here](#) for article.
- DONOGHUE, S., DE KLERK, H.M., & EHLERS, L. 2008. Consumers' perception of the functional and symbolic performance failure of major electrical household appliances. *Journal of Family Ecology and Consumer Sciences*, 36:40-48. Click [here](#) for article.
- DE KLERK, H.M. & TSELEPIS, T. 2007. The early adolescent female consumer: Expectations, evaluation and satisfaction with fit as part of the appreciation of clothing quality. *International Journal of Fashion Marketing and Management*, 11(3):413-428.
- JACOBS, B., DE KLERK, H.M. & VAN HEERDEN, C. 2007. Understanding apparel consumers, behaviour on the internet. Perceived risks and risk reduction strategies used by South African consumers in adopting the internet for apparel purchasing. *Journal of Family Ecology and Consumer Sciences*, 35:47-58. Click [here](#) for article.
- DONOGHUE, S. & DE KLERK, H.M. 2006. Dissatisfied consumers' complaint behaviour concerning product failure of major electrical household appliances – a conceptual framework. *Journal of Family Ecology and Consumer Sciences* 34:41-55. Awarded best paper 2005-2006. Click [here](#) for article.
- STRYDOM, M. & DE KLERK, H.M. 2006. The South African clothing industry: problems experienced with body measurements. *Journal of Family Ecology and Consumer Sciences*, 34:80-89. Click [here](#) for article.
- DE KLERK, H.M. & LUBBE, S. 2004. The role of aesthetics in consumers' evaluation of apparel quality: A conceptual framework. *Journal of Family Ecology and Consumer Sciences*, 32:1-7. Click [here](#) for article.
- TSELEPIS, T. & DE KLERK, H.M. 2004. Early adolescent girls' expectations about the fit of clothes. *Journal of Family Ecology and Consumer Sciences*, 32:83-93. Awarded best paper 2004-2005. Click [here](#) for article.

- JACOBS, B.M. & DE KLERK, H.M. 2003. Development of a socio-cognitive model for examining consumers' adoption of the internet for the purchase of apparel. *South African Journal of Information Management*, 5(2):1-10.
- DE KLERK, H.M. & AMPOUSAH, L. 2003. The physically disabled woman's experience of self. *Disability and Rehabilitation*, 25(19):1132-1139.
- RETIEF, A. & DE KLERK, H.M. 2003. Development of a guide for the visual assessment of the quality of clothing textile products. *Journal of Family Ecology and Consumer Sciences*, 31:21-29. Click [here](#) for article
- VAN DER SPUY, H.H., DE KLERK, H.M. & KRUGER, R. 2003. The development of a social-cognitive model for a better understanding of the female adolescent suffering from anorexia nervosa. *Journal of Family Ecology and Consumer Sciences*, 31:30-40. Click [here](#) for article.
- DE KLERK, H.M. & AMPOUSAH, L. 2002. The physically disabled South African female consumer's problems in purchasing clothing. *International Journal of Consumer Studies*, 26(2):93-101.
- DE KOCK, P.D., DE KLERK, H.M. & LABUSCHAGNE, J.M.T. 2001. Legal attire: The internal reality externally expressed. *De Jure*, 3(34):534-538.
- DE KLERK, H.M. 1999. A social-psychological and cognitive approach to the development of a consumer's clothing decision-making model. *Journal of Family Ecology and Consumer Sciences*, 27(2):116-128. Click [here](#) for article.
- DE KLERK, H.M., VELLEMAN, A.K. & MALHERBE, E. 1998. The influence of the clothing store and saleslady's appearance on the decision-making process of the female consumer. *Journal of Family Ecology and Consumer Sciences*, 26(1):15-26. Click [here](#) for article.
- DE KLERK, H.M. & SAUERMAN, I.C. 1997. Consulting room interior as symbol of specific characteristics of the physician and medical practice. *Journal of Dietetics and Home Economics*, 25(1):11-18.
- DE KLERK, H.M. 1995. A social-psychological approach to the study of human behaviour within the field of Home Economics. *Journal of Dietetics and Home Economics*, 23(1):41-47.
- DE KLERK, H.M., BOTHA, P. & DE KOCK, L. 1994. An exploration of the role of personal appearance in high school pupils' perceptions of teachers. *Journal of Dietetics and Home Economics*, 22(1):55-58.
- DE KLERK, H.M. 1993. An investigation into qualitative research methods for the study of girls' clothing behaviour. *Journal of Dietetics and Home Economics*, 21(2):88-94.
- DE KLERK, H.M. 1993. The development of specific research methods for the study of girls' clothing behaviour. *Journal of Dietetics and Home Economics*, 21(2):95-100.
- DE KLERK, H.M. 1988. A comparison between clothing expectations and practices of sighted, visually impaired and blind high school girls. *Journal of Dietetics and Home Economics*, 16(2):53-57.
- DE KLERK, H.M. 1987. A comparison between urban and rural girls' attitude, interests and practices with regard to clothing and needlework. Transvaal. *Journal of Dietetics and Home Economics*, 15(1):10-16.
- DE KLERK, H.M. 1986. Change in clothing and needlework attitudes and interests of standard six girls in urban Transvaal. *Journal of Dietetics and Home Economics*, 14(2):48-52.
- DE KLERK, H.M. 1985. Clothing and needlework interests of standard six and seven girls in urban Transvaal. *Journal of Dietetics and Home Economics*, 13(1):14-17.
- DE KLERK, H.M. 1984. Clothing and needlework practices of schoolgirls in urban Transvaal. *Journal of Dietetics and Home Economics*, 12(3):86-89.
- DE KLERK, H.M. 1982. Attitudes of Standard six and seven girls in Transvaal regarding clothing and needlework. *Journal for Dietetics and Home Economics*, 10(3):130-132.

Conference contributions

International

2016

Conference: 24th International Conference on Recent Advances in Retailing and Services Science, Burnaby, Canada

Organiser: European Institute of Retailing and Services Studies

Research Paper:

- KEARNS, M., REDWOOD, M. & DE KLERK, H.M. Controversial luxury, ethical attitudes and environmentally significant behaviour.

2015

Conference: 23rd International Conference on Recent Advances in Retailing and Services Science, Edinburgh, Scotland

Organiser: European Institute of Retailing and Services Studies

Research Paper:

- DE KLERK, H.M. & STEPHENSON, M. The magic of luxury: Affluent female consumers' value perceptions.

2015

Conference: 22nd International Conference on Recent Advances in Retailing and Services Science, Montreal, Canada

Organiser: European Institute of Retailing and Services Studies

Research Paper:

- DE KLERK, H.M. & MAGWAZA, N. Young female consumers' product, purchase, advertising and consumption involvement in fashion clothing – implications for the retailer.

2014

Conference: 21st International Conference on Recent Advances in Retailing and Services Science, Bucharest, Romania

Organiser: European Institute of Retailing and Services Studies

Presentation:

- DE KLERK, H.M. & VERMAAK, M. Fitting room or selling room: The role of the fitting room experience in female consumers' apparel quality evaluation.

2013

Conference: 11th International SAAFECs Conference, Pretoria, South Africa

Organiser: South African Association for Family Ecology and Consumer Sciences (SAAFECs)

Presentation:

- MUTHAMBI, A., DE KLERK, H.M. & MASTAMET-MASON, A. Proposed sizing for young South African women of African descent with triangular shaped bodies.

2013

Conference: 20th International Conference on Recent Advances in Retailing and Services Science, Vienna, Austria

Organiser: European Institute of Retailing and Services Studies

Presentation:

- DE KLERK, H.M., SMITH, M., NKAMBULE, M. & JASON, D. Apparel quality: Targeting the female career market segment.

2012

Conference: 19th International Conference on Recent Advances in Retailing and Services Science, San Diego, USA

Organiser: European Institute of Retailing and Services Studies

Presentation:

- DE KLERK, H.M. & GREBE, C. Targeting generation Y Black Diamond market segment through fashion images.

2011

Conference: 18th International Conference on Recent Advances in Retailing and Services Science, San Diego, USA

Organiser: European Institute of Retailing and Services Studies

Presentation:

- DONOGHUE, S., DE KLERK, H.M & ISAAC, B. Emerging consumers' appraisals, emotions and complaint behaviour concerning dissatisfactory major household appliances.

2011

Conference: 10th International SAAFECs Conference, Pretoria, South Africa

Organiser: South African Association for Family Ecology and Consumer Sciences

Presentations:

- STRYDOM, M. & DE KLERK, H.M. Key to good fit: Measurement descriptions and problems experienced with key dimensions.
- MASTAMET-MASON, A. & DE KLERK, H.M. Persistent use of Western idealised body shape as a clothing design guide: What are apparel fit problems for the African body shape?
- ISAAC, B., DONOGHUE, S. & DE KLERK, H.M. Female consumers' complaint behaviour following appraisals of major household appliance performance failures – a Botswana perspective.

2010

Conference: 17th International conference on recent advances in retailing and services science, Istanbul, Turkey

Organiser: The European Institute of Retailing and Service Studies (EIRASS)

Presentation:

- DONOGHUE, S. & DE KLERK, H.M. Consumers appraisals of product performance failure: Understanding new consumer markets.

2009

Conference: International Textile and Apparel Association ITAA Annual Conference, Bellavue, USA

Organiser: International Textile and Apparel Association

Presentation:

- MASTAMET-MASON, A., DE KLERK, H.M. & ASHDOWN, S.P. A comparison between the Kenyan-African and Western distinctive body shapes.

2009

Conference: 4th International Consumer Sciences Research Conference, Edinburgh, Scotland

Organiser: UK Association for Home Economics and Consumer Studies

Presentations:

- DONOGHUE, S. & DE KLERK, H.M. An explanation of consumer complaint behaviour concerning performance failure of major electrical household appliances.
- KLEYNHANS, H., DU RAND, G.E. & DE KLERK, H.M. Consumer Satisfaction regarding the meal experience of leisure tourists at cultural villages.

2007

Conference: ITAA annual conference, Los Angeles, USA

Organiser: International Textile and Apparel Association

Session chair:

- DE KLERK, H.M. Clothing and textile consumer behaviour.

Presentation:

- RETIEF, A. & DE KLERK, H.M. The development of an online guide for the assessment of fabric quality.

Posters:

- TSELEPIS, T.J. & DE KLERK, H.M. Emotions and the young female consumer's evaluation of fit.
- MASTAMET-MASON, A. & DE KLERK, H.M. Consumers' knowledge on sizing issues: A solution to successful apparel selection in developing countries.

2006

Conference: ITAA Annual Conference, San Antonio, USA

Organiser: International Textile and Apparel Association

Presentation:

- JACOBS, B.M., DE KLERK, H.M. & VAN HEERDEN, C.H. Strategies for changing consumers' scripts for online apparel purchasing.

2005

Conference: ITAA Annual Conference, Washington DC, USA

Organiser: International Textile and Apparel Association

Presentations:

- JACOBS, B.M., DE KLERK, H.M. & VAN HEERDEN, C.H. A socio-cognitive model for the on-line decision-making of consumers to adopt the internet for purchasing apparel.
- DE KLERK, H.M., VAN DER SPUY, H.H. & KRUGER, R. The role of social stereotypes in the female adolescent with anorexia nervosa's experience of self.

2005

Conference: Academy of Marketing Science Annual Conference, Tampa, USA

Organiser: Academy for Marketing Science

Presentation:

- DE KLERK, H.M., JACOBS, B.M. & VAN HEERDEN, C.H. Online evaluation of apparel products as part of female consumers' decision-making.

2004

Conference: ITAA Annual Conference, Portland, Oregon

Organiser: International Textile and Apparel Association

Presentation:

- DE KLERK, H.M. & LUBBE, S. The role of the emotional and cognitive dimensions of the aesthetic experience in consumers' evaluation of apparel quality.

2003

Conference: ITAA Annual Conference, Savannah, USA

Organiser: International Textile and Apparel Association

Presentation:

- JACOBS, B.M., DE KLERK, H.M. & VAN HEERDEN, C.H. The role of identified factors in professional women's adoption of the internet for apparel purchasing.

2003

Conference: 7th International SAAFECs Conference, Cape Town, Sout Africa

Organiser: South African Association for Family Ecology and Consumer Science (SAAFECs)

Presentation:

- RETIEF, A. & DE KLERK, H.M. Development of a conceptual framework for researching the on-line consumer's problems with the evaluation of clothing textiles.

2002

Conference: 14th Yearly Conference on Web Applications, Cape Town, South Africa

Organiser: Rand African University and Business School of the University of Stellenbosch

Presentation:

- JACOBS, B. & DE KLERK, H.M. The development of a socio-cognitive model for examining the adoption of consumers using the internet for the purchase of apparel.

2002

Conference: ITAA Annual Conference, New York, USA

Organiser: International Textile and Apparel Association

Poster:

- DE KLERK, H.M. & RETIEF, A. Teaching aesthetics to the part-time apparel student - an interactive technology in aesthetics for professionals in the clothing industry.

2001

Conference: KSCT/ITAA Joint World Conference, Seoul, Korea

Organiser: Korean Society of Clothing and Textiles and International Textile and Apparel Association

Presentation:

- DE KLERK, H.M. Teaching textiles to the in-store part-time apparel student – an interactive technology in textile science.

Poster:

- DE KLERK, H.M. & AMPOUSAH, L. Taking responsibility for the physically disabled consumer: A challenge for retailers and consumer advisors.

2000

Conference: 16th IFHE Congress 2000, Accra, Ghana

Organiser: International Federation for Home Economics (IFHE)

Poster:

- DE KLERK, H.M. & AMPOUSAH, L. The physically disabled clothing consumer.

1999

Conference: 16th International Consumer Studies and Home Economics Research Conference, Belfast, Ireland

Organiser: UK Association for Home Economics and Consumer Studies

Presentation:

- DE KLERK, H.M. The female clothing consumer's decision-making process.

Poster:

- DE KLERK, H.M. Socio-psychological and cognitive approach to the development of a clothing consumer's decision-making model.

1998

Conference: International Household and Family Research Conference, Helsinki, Finland

Organiser: International Federation for Home Economics

Presentation:

- DE KLERK, H.M. Environmental influences on the female consumer's decision-making process.

Poster:

- DE KLERK, H.M. Techniques for studying young consumers' problems with clothing.

1996

Conference: 15th International Home Economics and Consumer Studies Research Conference, London, UK

Organiser: UK Association for Home Economics and Consumer Studies

Presentation:

- DE KLERK, H.M. The institutionalized young consumer's problems with clothing.

National

2017

Conference: 1st SACIA conference, Pretoria, South Africa

Organiser: South African Crocodile Industry Association 2017

Presentation:

- DE KLERK, H.M. Finished product market analysis.

2008

Conference: 9th National SAAFECs Conference, Pretoria, South Africa

Organiser: South African Association for Family Ecology and Consumer Science (SAAFECs)

Presentations:

- DE KLERK, H.M. & TSELEPIS, T.J. What feels good must be good: The role of feelings in the young female consumer's evaluation of the fit of her clothes.
- RETIEF, A. & DE KLERK, H.M. The use of label information by female consumers when assessing the quality of clothing textile products.
- DONOGHUE, S., DE KLERK, H.M. & EHLERS, L. Consumers' perception of the functional and symbolic performance failure of major electrical household appliances.
- VAN DER SPUY, H.H., KRUGER, R. & DE KLERK, H.M. The effect of menarche onset on the development of eating disorders and its impact on certain health aspects of female adolescents.

2006

Conference: 8th National SAAFECs Conference, Cape Town, South Africa

Organiser: South African Association for Family Ecology and Consumer Science (SAAFECs)

Presentations:

- DE KLERK, H.M. & LUBBE, S. Aesthetics and the evaluation of Apparel Quality.
- RETIEF, A. & DE KLERK, H.M. The intrinsic physical and performance cues used by female consumers when assessing the quality of clothing textile products.
- TSELEPIS, T.J. & DE KLERK, H.M. A qualitative investigation into the early adolescent girl's evaluation of the fit of clothes.
- JACOBS, B.M., DE KLERK, H.M. & VAN HEERDEN, C.H. Consumers' expectations of purchasing apparel on the internet.
- STRYDOM, M. & DE KLERK, H.M. Sizing for a better fit: Exploring the role of key dimensions, fit testing and wear testing in the South African clothing industry.

2004

Conference: 17th National Nutrition Conference, Worcester, South Africa

Organiser: Association for Dietetics in South Africa and South African Nutrition Association

Presentation:

- VAN DER SPUY, H.H., DE KLERK, H.M. & KRUGER, R. The experience of the female adolescent with anorexia nervosa of her self.

2004

Conference: 6th Yearly Conference on Web Applications, Cape Town, South Africa

Organiser: Rand African University (RAU)

Presentation:

- JACOBS, B.M., DE KLERK, H.M. & VAN HEERDEN, C.H. The role of consumers' scripts in professional women's adoption of the internet for apparel purchasing in South Africa.

1999

Conference: 5th National SAAFECS Conference, Potchefstroom, South Africa

Organiser: South African Association for Family Ecology and Consumer Science (SAAFECS)

Presentation:

- DE KLERK, H.M. & AMPOUSAH, L. The physical disabled woman's problems with clothing.

Posters:

- DE KLERK, H.M. Environmental influences on the female clothing consumer's decision-making process.
- DE KLERK, H.M. A clothing consumer's decision-making model – a socio psychological and cognitive approach.

1993

Conference: 2nd National Home Economics Association Conference, Bloemfontein, South Africa

Organiser: Home Economics Association of South Africa (HEASA)

Workshop:

- DE KLERK, H.M. Qualitative clothing research with children.

Presentation:

- DE KLERK, H.M. Symbolic Interactionism as a perspective for the study of clothing.
- DE KLERK, H.M. The middle childhood girl's use of clothing and appearance as symbol of gender roles.

1991

Conference: 1st National HEASA Conference, Pretoria, South Africa

Organiser: Home Economics Association of South Africa (HEASA)

Presentation:

- DE KLERK, H.M. The development of qualitative measuring instruments for the study of clothing practices during the middle childhood years.

1989

Conference: 7th National SADHEA Conference, Potchefstroom, South Africa

Organiser: South African Dietetics and Home Economics Association (SADHEA)

Workshop co-presenter:

- DE KLERK, H.M. Teaching strategies for teaching clothing construction on tertiary level.

1987

Conference: 6th National SADHEA Conference, Stellenbosch, South Africa

Organiser: South African Dietetics and Home Economics Association (SADHEA)

Presentation:

- DE KLERK, H.M. A comparison between the clothing expectations and practices of sighted, visually impaired and blind high school girls.
- DE KLERK, H.M. Clothing construction on tertiary level.

1983

Conference: National Conference of the Department of Education, Pretoria, South Africa

Organiser: Department National Education

Presentation:

- DE KLERK, H.M. The Home Economist versus the consumer.

1977

Conference: 1st National SADHEA Conference, Stellenbosch, South Africa

Organiser: South African Dietetics and Home Economics Association (SADHEA)

Presentation:

- DE KLERK, H.M. Evaluation of Home Economics handbooks and syllabi.