

Prof Liezl-Marié van der Westhuizen

Profile

Liezl-Marié van der Westhuizen joined the Department of Business Management in January 2025 as Associate Professor. She is passionate about research, loves teaching and holds a Y-rating from the National Research Foundation. Her research interest relates to consumer relationships with products, brands and services. She is an experienced supervisor that enjoys engagement with postgraduate students. She has also developed and coordinated multiple industry projects for training purposes.

Education

Degree	Field of study	Academic institution
PhD (Marketing Management)	Services Marketing and Relationship Marketing	North-West University

Academic career

- Associate Professor, Stellenbosch University, 2025-present
- Associate Professor, University of Pretoria, 2022-2024
- Lecturer and Senior Lecturer, University of Pretoria, 04/2014-2021
- Junior Lecturer and Lecturer, North-West University, 01/2010-03/2014

Awards

Emerald Literati Award, Commended Paper 2019

van der Westhuizen, L. 2018. Brand loyalty: Exploring self-brand connection and brand experience. *Journal of Product and Brand Management*, 27(2):172-184. Available from: <https://doi.org/10.1108/JPBM-07-2016-1281>

Also Cited as *one of the most influential papers on brand loyalty between 2000 and 2020* in Parris, D.L. & Guzman, F. 2023. Evolving brand boundaries and expectations: looking back on brand equity, brand loyalty, and brand image research to move forward. *Journal of Product & Brand Management*, 32(2):191-234.

Visiting Iso Lomso Scholar at the Stellenbosch Institute for Advanced Study (STIAS) 2019.
(<https://stias.ac.za/fellows/liezl-marie-van-der-westhuizen/>)

Best Paper at the 2019 Winter American Marketing Association (AMA) in the Marketing and Consumption Around the World track

van der Westhuizen, L., Coulter, R.A. & Martin, K.D. 2019. Consumption for well-being: The Izikhothane phenomena. Abstracted in conference proceedings. 2019 Winter American Marketing Association, Austin, Texas. Date: 22-24 February 2019.

Association for Consumer Research, Transformative Consumer Research Grant, Sheth Foundation (vulnerable consumer initiative) Tier 2 Funding 2018

Consumption before Well-being: The Izikhothane Problem. (See: <https://www.acrwebsite.org/assets/PDFs/tcr2018awards.pdf>)

Stephan and Pierre Viljoen Award 2015

Membership of scientific and professional organisations

- Member of the Association for Consumer Research.
- Member of the Southern African Institute for Management Sciences.

Contact details

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Research

Journal Articles

Kühn, S.W. & van der Westhuizen, L. (2024 early cite). Exploring how South African handicraft entrepreneurs can use self-schema and brand love to foster positive word-of-mouth from customers. *Journal of Research in Marketing and Entrepreneurship*, 1474-5201. Available at: <https://doi.org/10.1108/JRME-06-2023-0097>

Wiese, M. & van der Westhuizen, L. (2024 early cite). Impact of planned power outages (load shedding) on consumers in developing countries: Evidence from South Africa. *Energy Policy*. Available at: <https://doi.org/10.1016/j.enpol.2024.114033>

Du Plessis, L., Jordaan, Y. & Van der Westhuizen, L. (2024 early cite). Psychological needs and financial well-being: The role of consumer spending self-control. *Journal of Financial Services Marketing*. Available at: <https://doi.org/10.1057/s41264-024-00270-y>

van der Westhuizen, L.-M. & Kuhn, S.W. 2024. Handmade clothing consumption as a means of self-expression, *Journal of Fashion Marketing and Management*, 28(4):759-774. Available at: <https://doi.org/10.1108/JFMM-07-2021-0175>

Verbeek, J., van der Westhuizen, L., & Wiese, M. 2024. Potential donors' gender and prosocial behaviour: a brand anthropomorphism lens, *Voluntary Sector Review*, 15(2):210-230. Available at: <https://doi.org/10.1332/204080521X16902156143965>

Wiese, M. & Van Der Westhuizen, L. 2023. Public coping discourse in response to government health crisis communication, *Corporate Communications: An International Journal*, 28(7):44-67. Available at: <https://doi.org/10.1108/CCIJ-07-2022-0089>

van der Westhuizen, L. 2018. Brand loyalty: Exploring self-brand connection and brand experience. *Journal of Product and Brand Management*, 27(2):172-184. Available at: <https://doi.org/10.1108/JPBM-07-2016-1281>

- Wiese, M. & Kruger, L. 2016. Parental influence on consumer and purchase behaviour of Generation Y. *Journal of Consumer Sciences (Former Journal of Family Ecology and Consumer Sciences)*, 44:21-31. Available at: <https://www.ajol.info/index.php/jfec/article/view/143706>
- Kruger, L. 2016. Personality dimensions and service failure severity: A cross-sectional study in the cellular industry. *Southern African Business Review*, 20:159-182. Available at: <https://hdl.handle.net/10520/EJC190165>
- Kruger, L., & Mostert, P.G. 2016. The influence of relationship intention and population group on South African cell phone users' positive attitude towards complaining. *The Retail and Marketing Review*, 12(1):19-32. Available at: <https://hdl.handle.net/10520/EJC192128>
- Kruger, L., Mostert, P.G. & De Beer, L.T. 2015. Relationship intention and satisfaction following service recovery: The mediating role of perceptions of service recovery in the cell phone industry. *South African Journal of Economic and Management Sciences*, 18(4):608-628. Available at: <https://doi.org/10.4102/sajems.v18i4.1387>
- Kruger, L. & Mostert, P.G. 2015. The influence of cell phone users' relationship intentions on expectations and perceptions of service recovery. *South African Journal of Business Management*, 46(1):57-69. Available at: <https://doi.org/10.4102/sajbm.v46i1.83>
- Kruger, L. & Mostert, P.G. 2014. The influence of relationship intention on cell phone users' satisfaction, loyalty and retention after service recovery. *Management Dynamics*, 23(3):13-29. Available at: <https://hdl.handle.net/10520/EJC160165>
- Petzer, D.J., Mostert, P.G., Kruger, L. & Kühn, S.W. 2014. The dimensions of brand romance as predictors of brand loyalty among cell phone users. *South African Journal of Economic and Management Sciences*, 17(4):457-470. Available at: <https://doi.org/10.4102/sajems.v17i4.721>
- Kruger, L. & Mostert, P.G. 2014. The influence of relationship intention on cell phone users' attitudes towards complaining and complaint behaviour. *Southern African Business Review*, 18(2):35-64. Available at: <https://hdl.handle.net/10520/EJC157578>

Kruger, L. & Mostert, P.G. 2013. The influence of relationship intention on relationship length and contractual agreements: an exploratory study among South African cell phone users. *Journal of Contemporary Management*, 10:339-361. Available at:
<https://hdl.handle.net/10520/EJC144753>

Kruger, L., Kühn, S.W., Petzer, D.J. & Mostert, P.G. 2013. Investigating brand romance, brand attitude and brand loyalty in the cellphone industry. *Acta Commercii*, 13(1): 10 pages. Available at: <https://doi.org/10.4102/ac.v13i1.178>

Kruger, L. & Mostert, P.G. 2012. Young adults' relationship intentions towards their cell phone network operators. *South African Journal of Business Management*, 43(2):41-49. Available at: <https://doi.org/10.4102/sajbm.v43i2.182>

Popular Press Articles and Invited Seminar Talks

Van der Westhuizen, L., Coulter, R.A. & Martin, K.D. 2023. Izikhothane Conspicuous Ruin: Local subculture with global relevance. Inaugural EMS Research Day, 8 September 2023. *Future Africa*.

Wiese, M. & van der Westhuizen, L. 2023. Back to the basics of crisis communication: Give power to the people. In *Re.Search Issue 6. OPEN Unlocking the doors of opportunity*. Eds. Hoosain, S. & Menong, T. *Words'Worth*.

Van der Westhuizen, L. 2022. INTPART Project – Developing entrepreneurial mind-sets across cultures: A Norway South-Africa Collaboration. Funded by the Research Council of Norway. *Entrepreneurship Summer/Winter School*, 4-15 July 2022. *Future Africa*.

Coulter, R.A., Martin, K.D. & van der Westhuizen, L. 2022. Reconceptualizing Potlatch in Consumer Research: From Spectacle to Disruption. *Rocky Mountain High Conference*, March 25.

Kruger, L., Coulter, R. & Martin, K. 2017. Identity play and brand play on the Izikhothane journey. *University of Illinois*, 10 November 2017.

Kruger, L. & Wiese, M. 2017. Presentation on Student Social Responsibility and Community Engagement: A case from the Department of Marketing Management for the Faculty of Economic and Management Sciences, *University Social Responsibility Network*, 10 April 2017.

Quoted in: Slabbert, A. 2013. Siek Madiba bring glorie. *Rapport*, 27/07/2013.

Kruger L. 2011. The Consumer Protection Act and your rights. *Word & Action*, 415:25-28, Autumn.

Conference Papers

Van der Westhuizen, L. & van der Merwe, S.W. 2023. Possible enjoyment from Instagram: Exploring gender and Instagram account privacy settings. Abstracted in the Southern African Institute for Management Scientists Conference 2023. Akademia. Date: 11-13 September 2023.

Simelane, B.L., van der Westhuizen, L. & Ndoro, T.T.R. 2023. Progress in the Black African natural hair movement: A call to action for marketers to respond to the shift in drivers from socio-political to social media influencers. Abstracted in the Southern African Institute for Management Scientists Conference 2023. Akademia. Date: 11-13 September 2023.

Verbeek, J., van der Westhuizen, L. & Wiese, M. 2022. Pictures speak a thousand words – Exploring gendered brand spokes-characters. Conference proceedings full-length paper. Southern African Institute for Management Scientists Conference 2022. Mpekweni Beach Resort, Eastern Cape. Date: 11-13 September 2022.

van der Westhuizen, L., Coulter, R.A. & Martin, K.D. 2019. Brand consumption and destruction in the quest for fame. *JCR Special Issue Conference on the Future of Brands*, Center on Global Brand Leadership at Columbia Business School, New York. 5-7 Dec., 2019.

van der Westhuizen, L., Coulter, R.A. & Martin, K.D. 2019. Status consumption and a luxury-brand inspired subculture: Paradoxes of physical well-being for impoverished consumers. Abstracted in conference proceedings. 2019 Association for Consumer Research Annual Conference, Atlanta, Georgia. Date: 17-20 October 2019.

<https://www.acrwebsite.org/volumes/2551335/volumes/v47/NA-47>

- Verbeek, J., van der Westhuizen, L. & Wiese, M. 2019. Exploring the influence of gendered brand spokes-characters on varying degrees of brand anthropomorphism. Abstracted in conference proceedings. Southern African Institute for Management Scientists Conference 2019. Port Elizabeth. Date: 8-11 September 2019.
- van der Westhuizen, L., Coulter, R.A. & Martin, K.D. 2019. Consumption for well-being: The Izikhothane phenomena. Abstracted in conference proceedings. 2019 Winter American Marketing Association, Austin, Texas. Date: 22-24 February 2019.
- Kruger, L., Coulter, R.A. & Martin, K.D. 2017. Disruptive self-brand play: The Izikhothane journey. Abstracted in conference proceedings. Paper in Special session: *Brand journeys: Exploring the boundaries of consumer-brand relationships* at the Association of Consumer Research North American Conference 2017, San Diego, USA. Date: 26-29 October 2017.
- Kruger, L. 2016. For love of the brand and myself? An exploratory study of parents' vicarious consumption of toddler clothing brands. Abstracted in Conference Proceedings. *28th Southern African Institute for Management Scientists (SAIMS) Conference*. Date: 4-7 September 2016.
- Kruger, L. 2015. Self-verification is priceless: Identity as drive in consumption when spending power is limited. Abstracted in conference proceedings. Paper presented at the Annual Summer Global Business Conference (GBC). The Innovation Institute, Croatia. Date: 1-3 October.
- Kruger, L., P.G. Mostert & D.J. Petzer. 2014. Consumers' attitudes towards, and marketing-related beliefs regarding organic food. *Conference proceedings: Southern African Institute for Management Scientists (SAIMS) Conference 2014 (26th annual conference)*. ISBN 978-0-86970-784-5 (Expected to be an accredited conference.)
- Mostert, P.G., Petzer, D.J., Du Plessis, S.W. & Kruger, L. 2013. A gender perspective of brand loyalty in the South African cell phone industry. *Conference proceedings: Southern African Institute for Management Scientists (SAIMS) Conference 2013*. ISBN: 9780190408015.
- Kruger, L. & Mostert, P.G. 2013. The influence of relationship intention on cell phone users' satisfaction, loyalty and retention following service recovery. *Emerging Markets Conference*

Board (EMCB) Doctoral Consortium 17 to 18 July 2013. Hosted by the Nelson Mandela Metropolitan University (NMMU), South Africa (Port Elizabeth).

Kruger, L. & Mostert, P.G. 2012. Relationship intention: Customer behaviour after service failure and recovery within the cellular industry. *European Marketing Academy (EMAC) Doctoral Colloquium 20 to 22 May 2012.* Hosted by ISCTE, Portugal (Lisbon).

Kruger, L., Mostert, P.G. & Petzer, D.J. 2012. The importance of product attributes in decision-making: an exploratory study among vitamin consumers. *Conference proceedings: Southern African Institute for Management Scientists (SAIMS) Conference 2012.* ISBN:9780620542876

Kruger, L. & Mostert, P.G. 2011. The influence of selected demographic variables on young adults' relationship intentions towards their cell phone network operators. *Conference proceedings: Southern African Institute for Management Scientists (SAIMS) Conference 2011.* ISBN: 9781868407231.

Kruger, L. & Mostert, P.G. 2010. Testing the reliability of the Ten Item Personality Inventory (TIPI) measure within a South African context. *Conference proceedings: Southern African Institute for Management Scientists (SAIMS) Conference 2010.* ISBN: 9780868104652.