

## Luca Toerien

### Profile

After graduating, Luca Toerien worked as a marketing researcher for an international marketing research company. During her time in the research industry, she was responsible for various quantitative and qualitative research projects that sought to bring consumer insights to FMCG clients. After gaining industry experience, she returned to academia at Stellenbosch University in 2013. Her areas of expertise are Marketing, Public health communication, Neuro-physiological research. She is currently registered as a PhD student at Stellenbosch University.

### Education

Year	Degree	Field of Study	Institution
2008	BCom	Marketing	Stellenbosch University
2009	BCom Hons	Marketing	Stellenbosch University
2010	MCom	Marketing	Stellenbosch University

### Membership of scientific and professional organisations

- Member of the Southern African Institute for Management Scientists (SAIMS)

### Contact details

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### Research

2019	Toerien, L. & Boshoff, M. 2019. Using a response latency approach to measure the influence of stage-of-change on responses to product warning labels. Delivered at South-African Institute for Management Scientists. 9 September, Port-Elizabeth (Gqeberha).  Toerien, L. 2019. Furthering fear-appeal models: Describing the role of decisional balance on EPPM Outcomes. Delivered at European Conference of Health Communication. 14 November, Zurich.
2017	Boshoff, C. & Toerien, L. 2017. Sub-conscious responses to fear appeal health warnings: an exploratory study of cigarette packaging. <i>South African Journal of Economic and Management Sciences</i> , 20(1):1-13.
2016	Toerien, L., Boshoff, C. & Bühner, S. 2016. The influence of different fear-appeal approaches and gender on young generation Y consumers' protection motivation responses. <i>Management Dynamics</i> , 25(4):19-33.
2015	van Huyssteen, L. & Boshoff, C. 2015. A neuromarketing perspective on graphic, fear-based cigarette warning labels. Delivered at South-African Institute for Management Scientists. 28 September, Cape Town.

2014	Boshoff, C., van Huyssteen, L. & Reyneke, M. 2014. The case for using neuro-physiological measures to better understand emotional responses and behaviour modification. Delivered at South-African Institute for Management Scientists. 16 September, Johannesburg.
2013	Terblanche-Smit, M., du Preez, R. & van Huyssteen, L. 2013. Advertising execution styles matter - a fear-based experiment on attitude, susceptibility, efficacy and behaviour. In: Campbell C., Ma J. (eds) Looking Forward, Looking Back: Drawing on the Past to Shape the Future of Marketing. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. Springer, Cham.
2011	Terblanche-Smit, M., du Preez, R. & van Huyssteen, L. 2011. The influence of advertising execution styles on attitude and behaviour: a fear-based, cross-cultural experiment. Delivered at International Conference on Research in Advertising. 23 June, Berlin.