A true global citizen, Hector has gathered a diverse range of experiences throughout his life. Being raised in Germany by his Spanish parents, his multi-cultural identity has been shaped from an early age. At the age of eighteen Hector embarked into the next phase of his life, expanding his professional and personal profile at a global level. Since then Hector has lived, worked and studied in various countries such as Spain, Germany, Japan, South Korea, United States and the United Kingdom. Over the last fifteen years his professional portfolio has grown in various roles in marketing, education and corporate strategy. During this time Hector has worked on projects for small to medium sized businesses as well as large international companies such as Pepsi or Ford.

Hector is currently a Lecturer (Assistant Professor) in Marketing at The York Management School. He received his PhD in Marketing from the Bradford University School of Management without corrections. He also has a Postgraduate Diploma in Research Methods from the University of Bradford as well as a MBA and Bachelor of Science from California State University.
Investigating how individual level characteristics determine the relative effectiveness of authentic vs. aspirational branding strategies – A cross national study

(Currently under review at the Journal of Business Research)

Abstract

Research offers conflicting evidence with regard to the potential effectiveness of using authentic (focused on the actual self) versus aspirational branding (focused on the ideal self) strategies. This study extends previous research by modelling how four individual characteristics of value for cross-cultural market segmentation (an individual’s level of independence, interdependence, cosmopolitan orientation and local orientation) influence the actual and ideal self-congruity effects. The model is tested by using survey data from US (n=828) and Indian consumers (n=824). Findings show that the actual self-congruity effect on brand attitude is stronger than the ideal self-congruity effect for interdependents and locals. Conversely, the ideal self-congruity effect on brand attitude is stronger than the actual self-congruity effect for independents and cosmopolitans. The study offers practitioners suggestions on the use of authentic versus aspirational branding strategies in their brand communications in order to elicit most positive brand attitude among consumers depending on their individual characteristics.

Keywords: Self-congruity theory; Self-construals; Cosmopolitan orientation; Local orientation; Brand perceptions