

# Conclusion

People have beliefs about countries and these beliefs create an image that can be used to attract more people to a product by making the product more attractive with features related with the country that best matches the product. Foreign branding is a strategy that could help increasing sales in a variety of different industries and products within these industries.

Analyzing the country of Mexico, it was found that Germans associate Mexico with hedonic products more than anything else. When they think on Mexico, they think of a beach with warm weather, friendly people, and a place to have fun. They also think in the current problems from Mexico like the drug dealing, corruption crime, and insecurity. When they think of products, almost all of them think of food, especially food related with corn. They don't think of an industrial manufacturing country.

Mexicans brands and companies are not very popular in Germany and not all the Germans think that German branded products produced in Mexico have the same quality as those produced in Germany. However the Germans that were in Mexico have a more positive image of the country. For the non-food products, taking account the four dimensions of Country Image, Mexico is not very good rated but it is also not poorly rated. For being a Latin-American country it is very well rated in comparison to Colombia and Brazil.

The Mexican landscape is very diluted in German minds. Germans don't associate it with other landscapes than a desert. However, they think of Mexican beaches, but not in Mexican mountains, forest, or rainforest. They also do not know all of the different kinds of cities that can be found in Mexico. The people that have been to the country have a very different view of how the country is and have a better knowledge of that country.

Most of the Germans like “Mexican food” a lot, but they do not know what it really is. They confuse the Mexican cuisine with the popular Tex-Mex cuisine and even sometimes with Spanish cuisine.

The hypotheses of this work are listed below.

Table 5.1: Hypotheses

Hypotheses	Results	Support
H1: The image of Mexico will change if an individual visits the country.	The image of Mexico changes if the person has been to the country	Supported
H2: Some countries have a stronger presence than others in people minds. Mexico has a strong presence in German minds.	Some countries have a stronger presence in German minds like England, Brazil and India. Respondents didn't have the option of Mexico.	Partially supported
H3a: Germans associate Mexico with words like Sombrero, beach, drugs, corruption, and party.	Germans associate Mexico with words related to beach and sun, drugs and crime, food and drinks and Party and friendliness	Supported
H3b: Germans think that Mexicans are friendly, open minded, lazy, and corrupt people.	Germans think that Mexicans are friendly, open minded and corrupt. They also think that they are happy people and well-behaved	Supported
H3c: Germans think that Mexico consists only of desserts and most likely has poor cities.	Most of the Germans don't associate any other landscape to Mexico than desert and they do not have a clear idea of Mexican cities	Partially supported
H4a: Germans associate Mexico with hedonic products or services, specialty food, like corn, beans, chili and Tequila.	Germans associate Mexico with hedonic products. Most of them food and specially corn related products. They also relate Mexico with tourism.	Supported
H4b: Germans are not familiar with Mexican brands and companies.	Germans don't know Mexican products. Some of them think that foreign branded products are Mexican products.	Supported
H4c: Germans like “Mexican food”.	Germans like the Mexican food a lot.	Supported
H4d: Germans do not know real Mexican food. They confuse it with Tex-Mex food.	Germans don't know what is Mexican food and what is Tex-Mex food. They think that all the dishes are Mexican.	Supported
H5: Germans rating are the same for German branded products	Not all the Germans agree that the German branded	Not Supported

made in Germany and German branded products from Mexico.	products from Germany and the German branded products from Mexico have the same quality.	
H6: The image of Mexico has been diluted because of the foreign branding.	The image of Mexico has been diluted but not only because of the Foreign branding. The Media and other sources of general knowledge influence in the dilution a lot.	Partially supported

Source: own creation

All the media including television, cinema, news, etc., and other sources of general knowledge influence the peoples' perceptions of a country a lot. Sometimes the images that these channels promote are far from the reality or exaggerate it. Also, the constant repetition of some aspects make an image stronger just like marketing does with advertising and if someone is being bombarded with some information at some point the individual thinks only of that.

Because of the influence of all the media and because marketers are using the same image that people already have over and over again, the image of Mexico is diluted. The excessive use of stereotypes and the misconceptions about the country have damaged the image of Mexico. Even though this image of Mexico is unreal, marketers use it to make more attractive the products of non-Mexican brands because customers hold that image and they tie together the hedonic image of the country with the product.