

**UNIVERSITY OF ECONOMICS AND MANAGEMENT**

**Nárožní 2600/9a, 158 00 Praha 5**

# **DIPLOMA THESIS**



**MASTER OF BUSINESS ADMINISTRATION**

# UNIVERSITY OF ECONOMICS AND MANAGEMENT

Nárožní 2600/9a, 158 00 Praha 5

## TITLE OF DIPLOMA THESIS

Policies of Donald Trump and their impact on Mexican consumers' perception of US brands

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## STUDENT'S DECLARATION

I declare that this Diploma thesis is my own work, and the bibliography contains all the literature that I have referred to in writing of the thesis.

I am aware of the fact that this work will be published in accordance with the §47b of the Higher Education Act, and I agree with that publication, regardless of the result of the defended thesis.

I declare that the information I used in the thesis come from legitimate sources, ie. in particular that it is not subject to state, professional or business secrets or other confidential sources, which I wouldn't have the rights to use or publish.

Date and Place: September 1<sup>st</sup>, 2017 in Prague, Czech Republic

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## SUMMARY

### 1. Main objective:

The main objective of the thesis is to give recommendations to the marketing teams of the US brands that operate in Mexico in order to create strategies and advertising campaigns that will help to face external political and sociological factors that can impact on the sales of the products.

### 2. Research methods:

A qualitative and quantitative researches were conducted, the first one was related to the deep analysis 100 tweets in which selected hashtags were used in order to know the feelings and thoughts of the consumers, the second research was based on a survey answered by 112 people in order to know their consumption habits, consumers' perception about US brands and Donald Trump's policies and speeches impact on the performance of the US brands in Mexico.

### 3. Result of research:

The result revealed that the consumers won't stop consuming US brands due to Donald Trump's policies or speeches, however, the consumers would stop buying products from those companies that support Donald Trump activities.

### 4. Conclusions and recommendation:

Although the result of the investigation showed that there is no tendency for consumers to decrease consumption of US products, brands must be aware of external social, economic and political impacts that may reduce their sales or damage their reputation

## KEYWORDS

Consumer behaviour  
Consumer relationship  
US brands  
Advertising campaigns  
Donald Trump

## JEL CLASSIFICATION

M310 Marketing.  
M370 Advertising.  
M380 Marketing and Advertising: Government Policy and Regulation

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## 1. Introduction.

The world is changing all the time, every minute, every second, we are experiencing changes that impact the life of all population based on ideological but economical factors too, because of that, the new political figures have been appeared in the world promising to change status quo in order to get supposed economical benefits for their own countries and people, no matter if these policies incite hate, racism, protectionism or even isolation. This is a challenge in order to develop new advertising campaigns and marketing strategies for several brands, it has to change according to societies needs and ideologies but also based on how these economical and ideological policies, in every country, can impact the performance of the brands around the world.

A particular case is the economical and social relationship between United States of America and Mexico since their creation as independent nations, being the first conflict the Texas independence from Mexico and the following annexation to the United States in 1845 (History.com,2017) it originated the Mexican-American war, after that war, Mexico had to cede the current territories of California, New Mexico, Arizona, Texas, part of Colorado and Utah to the United States once the Guadalupe-Hidalgo treaty was signed.(History.com,2017)

In the following years, United States had more interventions related to the politics of Mexico, The US government supported the Mexican president, Benito Juárez, during the war against France due the Mexican government didn't external debt and the nation was experiencing a civil war between liberals and conservatives, the last ones supported the French invasion of Mexico because they disagreed about the reforms promulgated. The French invasion created the second Mexican empire, Napoleon III offered to Ferdinand Maximilian the crown of the new Mexican empire. The US government had in that time a lot of interests in Mexico and the intervention of a powerful European country could decrease the power of the United States in Mexico. Because of that, the government of Benito Juárez achieve to restore the republic with the economic and military support of the United States.

Despite the Mexican-American war and the foreign interventions, the relationship between Mexico and United States have been strong, mostly in economic matters. During 1940 the commercial exchange increased, it made that some US companies started to operate in Mexico, especially retail stores. J. Moreno explains in his book "Yankee don't go home" the successful opening of the first Sears store in Mexico City in 1947, despite of the nationalism and the rejection of the US traditions, a lot of people were waiting outside in order to go in and buy a lot of US brands goods.

The commercial exchange continued growing, and it reached 20,628 millions of dollars in 1988 (United States Census Bureau,2016). When Carlos Salinas de Gortari, know as a liberal technocrat in favor of the globalization and the free trade that could help to increase Mexico's GDP and decrease the poverty, became president of Mexico, he started the negotiation in order to create the North America Free Trade Agreement in which, Mexico, United States and Canada will be part of it. So one of the most important and biggest economic bloc in exchange volume terms was created.

During the United States presidential election in 2016, in his campaign, Donald Trump emphasized the importance to re-negotiate the North America Free Trade Agreement because

of, in his point of view, it was unfair for the United States and it was causing that a lot of factories were moving from United States to Mexico, furthermore, He proposed to build a wall in the border with Mexico in order to stop illegal immigration calling the Mexicans that live in United States as rapists and drug traffickers(BBC,2016)

Donald Trump became the president No.45 of the United States (The White House,2017), it caused a depreciation of the Mexican peso due the risk that the recently elected president would cancel the North America Free Trade Agreement that means 88% of the Mexican exportations to the United States (Davis/Aker,2006, p.158) and it would cause a deep economic recession in Mexico.

The hate discourses of Donald Trump were listened by the Mexicans who called to boycott US brands that are operating in Mexico like Starbucks, McDonalds and Walmart.

The main objective of this thesis is to show how the Donald Trump's policies impact in the perception of the Mexican consumers about US brands based on an analysis of comments, hashtags and trends in social media and also a survey that will be run to a specific group of the population who are consumers of those brands.

The partial objectives are:

- Know the perception of the Mexican consumers about the mentioned brands
- Define the impact of Donald Trump's policies and messages against Mexico in the sales of the mentioned brands
- Evaluate and analyze the comments, tweets, hashtags, trends and survey results in order to draw conclusions about the real impact of Donald Trump's policies and messages so it will help to develop and improve marketing strategies of the US brands that are operating in Mexico.
- Give recommendations in order to create marketing strategies and advertising campaigns related to these products and how to face in a better way economic and political issues that can impact their sales.

Here is a short overview of the structure and content of the diploma thesis.

This thesis examines in first place the Mexican nationalism and behaviour of the consumer during the last century showing information about the Mexican traditions and how the Mexicans have been influenced by this traditions regarding the way to purchase products and services, in second place, some advertising campaigns related to US products in Mexico will be analysed in order to understand the context and marketing strategies that those brands have implemented in order to rise the sales and brand awareness in the Mexican market.

Also, relevant information about Donald Trump's presidential campaign and his attacks against Mexico will be shown. Donald Trump criticized North American Free Trade Agreement, illegal immigration, drugs trafficking and the Mexican citizens who live in United States.

The brands to be research are McDonalds, the most important US fast food restaurants chain, Starbucks Coffee that operates 602 cafeterias in Mexico (Grupo Alsea,2016) and Walmart, one of the most important supermarkets chains, of which, a lot of Mexicans businesses depend on.



## 2. Theoretical and methodological part.

The objective of this chapter is to provide theoretical and methodological of basic terms and context that will support this work, following the study of the Mexican nationalism and the consumer behavior in order to understand how the Mexicans are influenced by the advertising campaigns and the feelings about Donald Trump's policies related to Mexico.

### 2.1 Mexican nationalism and consumer behavior

Mexico is a country built by the mixture of indigenous and European races, because of that, even if the people think about the typical Mexican stereotype of a man wearing a sombrero and poncho meanwhile is sleeping next to a cactus, it's possible to find people totally different about appearance, it's possible to find white, brown, blonde, brunettes and of course indigenous people. Anyway the Mexican nationalism is part of the people that were born in this country, due to all the existing traditions like music, dance, or the strange way to celebrate the death. Gavin O' Toole define in his book *The Reinvention of Mexico*, that the Mexican nationalism started some years before the Mexican Revolution in 1910 due to the economic modernization process during the government of Porfirio Díaz, however, during the Mexican Revolution, the Mexican nationalism became stronger and it was consolidated in the Constitution of 1917 where the basis about the defense of the national sovereignty and the natural resources were established, in this Constitution was established that the Mexicans are the owners of all natural resources and the foreigners cannot take advantage of them. (O'Toole,2010, p.25). It took more relevance when the General Lázaro Cardenas del Río, who served to the Mexican army, became president of Mexico in 1934, he proposed and fulfilled the oil expropriation due to a labor conflict between employees related to the oil and foreign companies. It was taken by the citizens and public opinion as a wise move in order to throw out the foreign companies that abused of the natural resources and good will of the people.

The government was supported by the society, because of that, the people started to collect money in order to help the government to pay the compensations to the foreign companies. The people donated money, jewels and even chickens, cows and other animals (Pérez Rosales, 2009; p.284).

The oil was during a lot of years, the symbol of the Mexican nationalism and a lot of political figures used this topic in order to defend some politics and ideologies arguing that the oil and all the natural resources in Mexico, have to be used for the welfare of the people and all the economic resources obtained should be used in social programs related to education and feeding poor people. (Vicenteño,2016)

In spite of this rooted nationalism, the idealization and aspiration of US products have always existed. During a lot of years, some people thought that the US products had better quality than the Mexican products, because of that, the wealth Mexican families used to travel to the United States in order to buy clothes and other goods, however, it has an effect in the mid-income and low-income families that didn't have the opportunity to travel to the United States or pay high

prices for the US products that were sold in department stores. It provoked the creation of “Fayuca” markets, in this places, the traders used to sell some US products like Converse shoes, Levi’s jeans and even Budweiser beer, all this products were smuggled from the United States in order to avoid pay taxes, because of that, the prices were very low compared to the prices in the department store due to no taxes were paid for this products (Becerril,2016) Of course, it happened before the creation of the North America Free Trade Agreement, it provoked that the invisible wall between the three countries that blocked the trade disappeared. It was not only beneficial for the Mexican consumers, as of the agreement started, the US products were more affordable and the products were sold in all the department store in all over Mexico. It was beneficial for the industries in the 3 countries due to the trade between the countries that are part of the agreement grew 128% from the agreement started, it means that the trade grew from 297.000 millions of dollars in 1994 to 676.000 millions of dollars in 2000. The 3 nations trade 1.800 millions of dollars every day. (Pontificia Universidad Católica del Ecuador, 2016).

In order to be aware of the importance and scale of the North America Free Trade Agreement, it will be compared with the beginning of the European Union. In 1990, The European Union was established and 12 countries used to be part of it, in that time, 345 million of people were part of this free trade market with a value of 6 trillion US dollars, but when the North America Free Trade Agreement started in January 1<sup>st</sup> 1994. The biggest free trade region was created, with almost 400 million people and 8 trillion US dollars of goods production. (Salinas de Gortari, 2000, p. 406).

Table 1 US and Mexico Trade in Goods (1985-2007)

Year	In billion US Dollars	
	US to Mexico Exports	Mexico to US Exports
1985	13.6	19.1
1993	41.6	39.9
2001	111.3	135.9
2007	136.5	210.8

Source: Foreign Trade Division, US Census Bureau

The North America Free Trade Agreement increased the foreign investments in Mexico, it allowed the creation of jobs in sustained growth, and new technologies in order to produce more goods in a better way and face the new competitors, the Mexican industries had to have the best technologies to face the changes (Salinas de Gortari,2000, p. 416), of course, because of the new jobs, the Mexican consumers obtained the new US products that were available in every department store in an easier way than some years before, however, it didn’t last forever, in December 1994, after the government change from President Salinas de Gortari to President Zedillo, one of the most stable economies in the world felt down based on the publication BusinessWeek Magazine, due to devaluation of Mexican peso by 50% in just one month (Foreign Policy, 2016) and the exhaustion of the international reserves, so a lot of enterprises went into bankruptcy because they couldn’t pay the credits to the banks and the banks out of money, had to be rescued by the Mexican government and avoid a worst collapse of the Mexican economy and banking sector. In 1995, the Mexican GDP decreased 7%, an

unemployment rate of 6% and annual inflation of 35% (Centro de Estudios de las Finanzas Públicas, 2003).

The Mexican consumer behavior depends on different factors like economy, wages, unemployment but also advertising and marketing. Every day a lot of companies spend large amounts of money and invest to develop the best advertising campaigns in order to increase the sales of their products or even launch a product in successful way. In the following chapter, the best advertising campaigns for US products in Mexico will be shown.

### 2.1.1 Cultural values, The US impact on the Mexican culture.

Cultural factors facilitate not only to know the distinctive features that make human groups and population settlements different within the same geographic and social space, but also to understand, through them, how historical development has occurred, its most significant trends, this makes it possible to explain the links established between the actions of individuals and groups about the social dynamics. Cultural factors are not dimensions, nor elements, are determining conditions as they report essentialities of human behavior. Aspects such as religiosity, customs and traditions bring a set of meanings that can not be overlooked in the studies of communities.

The migratory movements of the United States and Mexico tend towards to eliminate the differences between living standards in regions, through their effects on supply conditions, labor demand and the levels of socioeconomic development of the regions involved. On the other hand, it is expected to find more incentives to seek higher incomes or simply seek better living conditions (Carrillo,2009). Benefits that the citizens from these two nations seeks for their own interests.

Mexican culture, like all cultures, is a set of own and foreign experiences, a mixture of national and international, a fusion of native and foreign elements, the Mexican case is not the exception of miscegenation.

The US culture have been introduced to Mexico several years ago. It began to colonize the middle class, but now the social and political behavior as economic is to imitate to the United States. Through the media imposed a lifestyle very typical of the United States, which was set as an example for the middle class who dreamed of being American. Because of the stereotype that had already been imposed, they wanted to speak English quickly, so they saw in the United States a sign of democracy and freedom(Carceaga,2007).

Mexican culture has been influenced by the Mexican-American culture, this fact has produced a conflict within the Mexican culture.

The personal values of every of those cultures are different, there are clear contrasts that make the people to identify themselves differently. Many people have independently transformed the style of culture that combines values. Mexican culture has contributed to the elements of its culture such as language, music, folklore, architecture, food and customs (Diego,2012)

The Mexican culture was based on an authoritarianism characterized by the Mexican system. The option in the present the Mexican television, has put to work to realize a hegemonic culture within the country but this one has been found.

In contradictions to being linked with American culture. They are often violently opposed to their cultural values and forms of coexistence, making communication an instrument of mastery and communication to influence Mexican culture (Bartra, 2007).

Mexico is a country with many customs and traditions, however, the United States has influenced in its culture provoking some changes and imitations by Mexicans, specifically, the American pop culture that is the one that exports the most, like the way of dressing, Food, music, television, films and technology (Dominguez, 2008).

Foreign culture has made some Mexicans feel inferior and have the need to imitate another from a developed country and lose the sense of their own culture. There are Mexicans who have lived in the United States and when they return back to Mexico, they do not feel comfortable, they do not know their traditions, their language, they have lost the Mexican identity and they have assimilated the American culture. (Dominguez, 2008)

The influence of the United States has reached all social statuses in a certain way, the Mexican lower class drinks Coca Cola, the middle class consumes soft drinks, food, watches Hollywood movies, American television and consumes technology. The modern upper-class, consumes a lot of US products, those are the Mexicans, who play golf, spent their time in casinos, own a luxury car and in some cases a private jet, travel on vacation to Miami, their children study abroad, have fun and party in Las Vegas. 66 Because the Mexican upper-class demands a better quality of life and better business, sometimes it prefers the US way of living (Dominguez, 2008).

### 2.1.2 Mexican families as a consumer.

Currently, in the Mexican society, the purchase process, from decision making and even the purchase action itself, is the responsibility of the housewife, who despite being the one who makes the decision, this is affected in the first place by the family demands and second to the money available for it. In this context, the children influence on the buying habits, recreation and dynamics of the family. In the other hand, the Mexican man is a less participatory consumer in the purchases, because even some purchases of articles of personal use are decided and realized by the housewife. His behavior is different in what concerns the purchase of services or drinks where he has more interference. However, the influence of the family on the pattern of consumption is not only limited to the core as such, dad, mom and children, but also the extended family; Parents in-law, brothers or sisters-in-law. For the Mexican people, it is very important to have family approval and to feel accepted. The people worry about "What the others will say", a situation that is accentuated in more closed societies such as the small towns or countryside, and manifests itself even more in lower social classes.

The family influence is the cultural factor, which comprises the values, perceptions, desires and basic behavior of a member of society, which are learned through the family. In Mexico there are deeply rooted cultural values, as an example of what has already been mentioned about the importance of the family, the masculine / feminine roles, the influence of the children, which have been transmitted from generation to generation to the present day. These values must be known and dimensioned to facilitate communication with the consumer.

Eva Conraud Koellner, professor in International Trade faculty at the University of Guanajuato, synthesized the profile of the contemporary Mexican consumer in the following fifteen key points:

1. A reduction of the Mexican family members has been produced. The families are smaller (3 people) and individualistic.

According to data from the National Population Council, the demographic transition has contributed to modify the scenario in which families and individuals are formed and developed. The number of households has increased significantly in recent years, increasing by 13.52% from 2005 to 2010, in addition to the fact that households have experienced a reduction in their average size, which in 2010 was 3.9 inhabitants per household.

2. Mexican consumers travel more. The culture of fusion emerges as a result of geographical and cultural miscegenation.

3. The Internet has endowed Mexico with unlimited power.

According to the Mexican Internet Association, Mexican Internet users spend an average of 301 minutes connected to the day, according to their study of "Habits of Internet Users in Mexico2013", which is an increase of 28.63% compared to the previous year. This same study mentions the search for information as the second main activity to be performed online, only preceded by the electronic mail (AMIPCI,2105).

4. individual self-realization.

5. New Mexican consumers are individualistic but seek new levels of belonging.

6.The new Mexican consumer wants to be unique and to be treated as an individual.

This is also reflected in the Mexican consumer profile established by Banesto, Comercio Exterior, which is a portal dedicated to the internationalization of companies established in Spain, which indicates that Mexicans expect to be treated individually and prefer the places where they can experience a personalized service.

7. Products of limited series, customized and tailor-made products have a good perception through the Mexican consumers.

8. Marketing will be based on lifestyles.

9. The new Mexican consumer is paradoxical and versatile. It can be compulsive and reflective at the same time, wasteful and thrifty.

10. New postmodern aspirations appear such as the reduction of time (we want everything fast), health, body worship, leisure and nature.

11. The new consumer wants to be heard, wants to be taken into account.

12. The era of the "transaction" company-client changed to the era of the "relationship" client-company.

13. The companies face a new active consumer who is not limited to receive offers but seeks them, distributes them, a "pro consumer" or an "e-influencer" in the case of online environments.

14. The Mexican people enjoy looking for quality products at the lowest prices. It is a kind of game whose results are worthy of pride and are transmitted to friends and acquaintances.

15. The consumer is an expert buyer; he is highly qualified as he considers the exercise of buying as essential to modern life.

The current Mexican consumer, as a result of the commercial opening of Mexico, is changing its patterns of consumption towards a model increasingly similar to the United States model. Their traditional cultural personalities compete with the effects of globalization and there is an evolution in their purchasing decision process towards an increasingly demanding behavior in terms of diversity, quality and product information available in the market. The easy way to look for information, combined with the exponentiation of the offer of products and services offered by a globalized society, generates consumption habits as diverse as the range of products that are accessed. This is why, although generalizations can be accepted to talk about a "Mexican consumer profile".

## 2.2 Advertising campaigns of US products in Mexico

During the Twentieth century in Mexico, several changes helped it to its modernization, where the modern and colonial buildings co-existed in the same place. From 1940 to 1970, Mexico followed the United States tendencies in respect of modernization and industrialization patterns. During 1930's, a lot of important events took place like World War II and the Cold War. The political and social movements that went to the industrialization of the country, had some impact on the crisis of the corporatism and presidential systems, not mentioning social outbreaks and syndicates and 1968 movement repressions. Mexico changed radically about social, economic and culture matters. From farming to urban activities, from country people to workmen (Meyer, 2002).

The 1940's advertising in Mexico was focused on the welfare that enjoyed the Mexican families that used to live in the urban zones, showing the countryside as irrational and restricted by ancient traditions, due to that, unbranded products or non-commercial activities were considered as poverty symbols (Moreno,2003,p. 112) The advertising showed certain aspirational tone, so that the industrial development was a symbol of modernity, the most important was to have a lot of goods that increased the Mexican families standard of living. In order to go into that world of modernity and prosperity, it had to have some shades of the US

culture that some Mexican families started to adopt, the advertising campaigns communicate some messages that mixed the Mexican traditions with the global tendencies, in particular with US tendencies (Moreno, 2003,p. 113) it was a weird incident because, in Mexico, an anti-american feeling has existed since 1847, as it was mentioned, United States took the half of the territory of the independent Mexico so the Americans are considered as invaders that “stole” the territory that belong to all the Mexicans.

The advertising campaigns promoted the capitalism and the American way of living, at the same time, the Mexican nationalism against the Americans, like a horse of Troy, making a reference about the Iliad, the US capitalism was penetrating Mexico through the revolutionary nationalism, the people started to drink Coca Cola and buy in Sears, at the same time, eat tacos and celebrate the day of the death (Moreno, 2003, p. 113).

The ads in the 1940’s used to compare the modernity and the old-fashioned, showing the modernity as something significantly better, the US brands were adopting step by step this strategy in order to show that the modernity was related to the wealthy and away from the apparent poverty of the countryside. The modernity was the base of the advertising during the 20<sup>th</sup> century in Mexico, but also the happiness that provoked having brand famous products, like Coca Cola, its advertising campaigns showed that in every happy moment of the life, a bottle of Coca Cola is close to you. (See picture 1)

Picture 1 Coca Cola print ad in Mexico 1970



Source: Blog Humor y Publicidad

Due to the industrialization, a lot of products that used to be considered as luxury products were affordable for the middle class, the home appliances were part of this kind of products, the ads contained messages about comparison, so if you have an iron or a brand new washing machine you will be happy because you will have something that someone else probably doesn’t have. It was called Consumer Democracy (Moreno, 2003,p. 147) At the same time, the products were

more personalized based on the people, and the ads were more personalized too, in the case of the women, the message was related to liberate them from the domestic duties or make them easier than before, typical domestic duties like wash the clothes or cook would be easier with a Tappan oven or a General Electric washing machine, so the happiness meant spend time with the family instead of spend time washing clothes.

## 2.2.1 Ads in Mexico 1980's

In 80's, Mexico was experiencing severe economic problems, a recession in 1982,1983 and 1986, the Mexican GDP decreased -0.6%, -4.2% and -3.8 consecutively, the annual inflation rate was too high, 101% in 1983 to 131% in 1987. The currency rate about the dollar changed from 0.12 Mexican pesos per dollar to 2.72 Mexican pesos for dollar, it means a depreciation of 1793% from 1983 to 1988. In those years the Gini coefficient changed from 0.501 in 1984 to 0.549 in 1989, it means that only 10% of the families, the richest ones, concentrated almost 50% of the national income (Cordero, 2010).

Anyway, some international companies like Ford, advertise some of their most expensive products like the Ford Mustang (see picture 2).

Picture 2 Ford Mustang print ad in Mexico 1980



Source: [www.fordhistory.blogspot.com](http://www.fordhistory.blogspot.com)

The background in this ad shows a lot of colors in other to call for the attention of the consumer, then we have two images of the car, one of the front and the second one of lateral side, so it's very important in order to know the product, but this a very know product because it's one of the most important cars of Ford, then the word "Excitante" that means "Exciting" in Spanish, it's the most important message because it means that driving this car will be exciting for the owner, then the text "brave, dynamic and adventurous, Just for them that are looking for the most exciting things and makes it part of their lifestyle. Ford Mustang 1981, the one and only sport car in Mexico. Exciting".



### 2.2.2 Ads in Mexico 1990's

In 90's during the presidency of Carlos Salinas de Gortari, Mexico experienced a lot of changes, the economic growth was a tendency, the GDP had a sustained average growth of 3.91%, reaching 5.1% in 1990, anyway the Mexican peso – US dollar exchange changed from 2.46 Mexican pesos per dollar to 3.37 in 1994, the annual inflation rate decreased from 20% to 6% in 1994, it's a very important point, because in 1983 the annual inflation rate was 131%, in 1993 the North America Free Trade Agreement started so it helped to increase the GDP in Mexico. (Cordero, 2010).

The Mexican economy had a recovery and all the people had a new hope that the things would be different this time, and the most important people in order to drive the change were the young people, so Pepsi launched the campaign called "Generation Next", this campaign was directed for those people that didn't want the conventional things and are part of a new generation, in USA, this brand used some celebrities like Spice Girls and Michael Jackson for its advertising campaigns, but in the case of Mexico and Latin America, the brand used the international Argentinian model Valeria Massa and the Puerto Rican singer Ricky Martin (see picture 3)

Picture 3 Pepsi Generation Next ad in Mexico in 1998



Source: [www.valeriamazzatop.blogspot.com/](http://www.valeriamazzatop.blogspot.com/)

The color blue is predominant due to this color is characteristic of the brand Pepsi, the characters showed are Latin American celebrities with a successful career so it communicates that those celebrities support the consumption of the product, these celebrities are smiling so the message is that they are happy while they are drinking Pepsi, at the same time, they hold two Pepsi cans on their hands, showing the product in a direct way. Below the characters, their names are placed in order to make it more recognizable by the consumers

### 2.2.3 Ads in Mexico 2000's

After the economic crisis in Mexico in 1994 also called as "Tequila effect crisis" the economic recovery was continuous in the following years, the Mexican GDP grew 6.6% in 2000,

however, this is not the most important success in that year in Mexico. The most important success was that Vicente Fox Quesada, presidency candidate of National Action Party was elected as president and he become the first president of this party after 70 years government of Institutional Revolutionary Party.

President Fox promoted some activities related to low income self-employment, not efficient and low productivity. During that government, the human development program called “Oportunidades” was created in order to reduce the poverty.

The Mexican oil exports increased, in millions of Mexican pesos, from 147 406 in 2001 to 277 738 in 2004 and then to 410 382 in 2006. The US Dollar – Mexican peso exchange rate changed from 9.34 to 11.24 Mexican pesos per dollar, it means that the Mexican currency experienced a 20.80% devaluation(Cordero,2010).

The annual inflation rate decreased, from 6.36% in 2001 to 3.6% in 2006

The US brands have tried to adapt their products and advertising campaign to the customs and traditions of Mexico, however, all the time the traditions have to be respected but it seemed that McDonalds didn’t understand that when the campaign “Los Tamales son del pasado” in English, the tamales are in the past, was launched. This print ad (see picture 4) communicates that the tamales, a typical Mexican dish, are old fashioned. All the people started to criticize the campaign, so the brand had to apologized because of that.

Picture 4 McDonald’s McBurrito advertising campaign in 2015.



Source: [www.marketingdirecto.com](http://www.marketingdirecto.com)

This ad shows the text “the tamales are in the past, McBurrito a la Mexicana, it’s wrapped too” then an image of the McBurrito in the center and McDonalds logo in the bottom left-hand corner.

All the campaigns showed in this chapter are linked in some way to the Mexican or Latin American people, it doesn’t matter if the country is experiencing an economic crisis, the US brands have been there creating ads in order to sell their products in the Mexican market. It’s important to understand the customs and traditions when an advertising agency is creating an advertising campaign and the marketing managers that approve this campaigns have to be aware about how the consumer will behave about it, some marketing departments test this advertising

campaign before its launching in focus groups in order to know the feelings and behavior of a small group so they can change the campaign based on it.

### 2.3 President Trump: First policies related to Mexico

The relationship between Mexico and the United States of America have been part of the contemporary history of Mexico. The almost 3000 kilometers length border is not only a space that two nations share. Actually, all the political, economic, social and cultural events in United States impact the Mexican organizations and institutions. For example, the US economic worsening, a change in perspective of what the US government think about Mexico, a binational agenda related to border security and illegal immigration are signs of how the relationship with one of the most powerful countries in the world has been damaged.

However, that proverbial phrase, the glass is half full or half empty can be used in order to understand the US-Mexico relationship, it has been one of the most important challenges about Mexican external policies, in some way a lot of jobs depend on the exportations to US, about 80% just to be clear but in the other hand, one of the most important problems in Mexico is provoked by the US people and it's the drug trafficking, based on the report of the National Institute on Drug Abuse, there are about 22.5 million people in United States that have consumed illegal drugs in 2011 (DrugsFacts,2013) and Mexico is a major drug producing and transit country, is the main foreign supplier of marijuana and a major supplier of methamphetamine to the United States. Although Mexico accounts for only a small share of worldwide heroin production. The State Department estimates that 90% of cocaine entering the United States transits Mexico. In 2006, the National Drug Intelligence Center estimated that Mexican and Colombian drug trafficking organizations annually generate between \$8.3 and \$24.9 billion in wholesale drug earning in the United States (Rosen, 2009).

Donald Trump was very clear at the moment that he launched his campaign in order to run for the presidency of the United States; the tycoon decided to focus his actions to criticize the US-Mexico relationship, not only about economic matters, this criticism included a lot of issues, the most famous one was the construction of border wall between both nations. Mexico was not the only nation criticized by him but it was the most criticized one. The story started in an unusual way by the US presidential elections, but at the end, the republican candidate won the election and he became the president of the United States. His victory unleashed a lot of questions about the actions that Donald Trump will take and the possible repercussions, in short and long term, that can happen after the implementations of the policies that will start the United States.

Donald Trump managed a rational political marketing strategy during his campaign. The controversy as an action in order to generate news generating kept him dominating the information agenda and, at the same time, consolidate his personal brand.

Furthermore, Trump remained strong with its campaign slogan to strengthen its strategy of attracting and retaining the American nationalist population. With his "Make America Great

Again". He also got the indecisive vote, which opted for the one who handled a campaign with a clearer message.

The electoral campaign was undoubtedly a media battle, in which social networks played an important role in attracting an undecided voter and it was underestimated in the polls. In addition, with the fact that the path in order to be the president of the United States was handled with a solid marketing strategy and directed by a businessman who is a showman too.

Trump bet on the controversy to control the headlines of the media and managed to impose itself with force to the benevolent and conciliatory speech of Hillary Clinton.

For Donald Trump, the social networks have been the most important channels to communicate their messages about his policies, thoughts, proposals and threats. On January 26<sup>th</sup>, 2017, Donald Trump published a message on Twitter addressed to the Mexican President Enrique Peña Nieto, with whom would have a meeting in Washington D.C, to discuss topics of common interest. In the message, Donald Trump threatened the Mexican president that if Mexico wouldn't pay the wall, it would be better to cancel the meeting, two days later, the Mexican president cancelled the meeting and published a message in the same social network about his decision of cancelling the upcoming meeting.

### 2.3.1 Commercial policies

As Donald Trump promised during his campaign, some days after he became president of the United States, he announced that he signed an executive order to take out the United States of the Trans-Pacific Partnership Agreement (TPP), a commercial agreement that involved 11 countries bordering the Pacific Ocean. Mexico is the second most important commercial partner for the United States about exportations just after Canada. The 15.9% for the US exports goes to Mexico (US Trade Representative, 2016)

The commercial deficit of the United States with Mexico was 65,900 millions of US dollars in 2016. The automotive sector deficit was the biggest one reaching 53,800 millions of US dollars. Because of that Donald Trump criticized it and Ford canceled an investment of 1,600 millions of US dollars in Mexico, it would have been used to build a factory in the Mexican state of San Luis Potosi, instead of it, the money was invested in the Ford's Factory in Michigan(BBC,2017) Shoemakers, automakers and retail giants face upsetting their international operations now that President Donald Trump is proceeding with a drastic revision of US trade policy.

Its decision to withdraw the United States from the Trans-Pacific Economic Cooperation Agreement (TPP) and its commitment to renegotiate the North American Free Trade Agreement (NAFTA) are forcing companies to rethink supply chains and capital investments in a new era of protectionist policies. Trump's decisions weigh heavily on importers such as Nike Inc. and Ford Motor Co. as Donald Trump seeks to boost domestic production and create jobs in the United States.

During his campaign, Trump routinely ridiculed trade deals for "killing jobs", called the TPP "a potential disaster" and said that NAFTA was one of the worst deals in history. The president

has said he will prevent US jobs from being outsourced abroad and has threatened to impose punitive import duties.

Renegotiating NAFTA could have far-reaching implications for the automotive industry, which imported passenger cars for nearly \$ 80 billion and auto parts from Canada and Mexico to the United States for about \$ 68 billion by 2015. (Trade.gov, 2016) That is about 44 percent Imported vehicles and 47 percent of auto parts, according to the International Trade Bureau.

Automakers postponed investments until they know how the US-Mexico trade relationship will be, the additional costs could make the \$ 1 billion that automakers invest in each new assembly plant is too risky until executives know what Trump wants to do.

Automakers have been a frequent target of criticism from Trump, which threatened General Motors Co. with a "big border tax" on cars made in Mexico. The company subsequently announced a US investment plan. As mentioned before, Ford also canceled plans to build a new plant in Mexico and said it would create 700 new jobs in the United States instead

If Trump withdraws the US from NAFTA, which it can do under Article 2205 of that treaty, trade relations between Mexico and the United States would be governed by their commitments to the WTO. In this organization, the import tariffs committed by the EU are, on average, 3.3% in the industrial sector, and 4.8% in the agricultural sector. In the industrial sector, 47% of tariffs are at zero level, and in the agricultural sector, 30% is in that condition. These tariffs are those that the US could legally apply to Mexico, to leave NAFTA.

Consequently, the US manufacturers that develop their operations under the NAFTA should now consider how to better deal with this process. At a minimum, any company operating under NAFTA must examine its supply chains and begin to assess the possibility of making adjustments. Based on a document published by Baker McKenzie, every company related to that agreement has to think about the following questions:

- If significant changes are introduced in NAFTA, how will the final price of products manufactured at the company's facilities in Mexico be affected?
- What would be the final price of products manufactured in Mexico compared to products manufactured in countries such as China or other countries adhering to the free trade agreement?
- Who is the importer registered for customs purposes? (Technically, that party would be obliged to bear the import tariffs that may be imposed, if any).
- Is the company minimizing the value of the products to the extent allowed?

- Could tariffs be avoided by using free trade zones, customs warehouses, maquiladoras, temporary importation under bond, the American Goods Returned Program or the return of tariffs?
- Would it be appropriate for the company to start requesting the adoption of commercial precautionary measures?

If Donald Trump decides to withdraw the US from NAFTA, he has to get the congress approval and then notify to Mexico and Canada six months in advance of its ending and that the current import tariffs remain for a period of twelve months after the end of the agreement, so that, the United States could not impose an import tariff before 2019.

### 2.3.2 Immigration policies

Donald Trump during his campaign criticized the illegal immigration in the United States from Mexico and other Latin American countries, it is called “American dreams” by the people who is escaping from poverty and criminal gangs in their countries.

One of the Donald Trump’s campaign promises that made nervous a lot of people in and out the United States was the massive deportation of illegal immigrants that live in this country, after the economic recession started to be more stable. The Mexicans are the majority of the illegal immigrants in the United States, being the 52% of total. Anyway the Mexicans living illegal in this country decreased from 6.4 million in 2009 to 5.8 millions of people in 2014

A document in [www.assets.donaldjtrump.com](http://www.assets.donaldjtrump.com) shows the three core principles of Donald Trump immigration plan, this an extract of this document:

*When politicians talk about “immigration reform” they mean: amnesty, cheap labor and open borders. The Schumer-Rubio immigration bill was nothing more than a giveaway to the corporate patrons who run both parties. Real immigration reform puts the needs of working people first – not wealthy globetrotting donors. We are the only country in the world whose immigration system puts the needs of other nations ahead of our own. That must change. Here are the three core principles of real immigration reform:*

- 1. A nation without borders is not a nation. There must be a wall across the southern border.*
- 2. A nation without laws is not a nation. Laws passed in accordance with our Constitutional system of government must be enforced.*
- 3. A nation that does not serve its own citizens is not a nation. Any immigration plan must improve jobs, wages and security for all Americans. (Assets Donald J. Trump,2015)*

So, the most important topic related to Mexico about the immigration is the construction of the border wall that Donald Trump assures that Mexico will pay. Trump proposed a physical barrier made by concrete in 1,609 kilometers of the border with Mexico, it means that it will cover the half of the boundary of 3200 kilometers length. A survey launched in August 2016 by Pew Research Center revealed that 61% of the Americans disagree about the construction of wall all

along the border. A more recent survey launched in January 2017 asked to the people to sort, by priority, eight possible proposals to reform the immigration in the United States and the construction of the border wall was the less popular. Only 40% of the survey respondents think that the border wall is something very important to consider, Overall, 46% of whites favor building a wall along the U.S. border with Mexico, while a similar share (52%) say they are opposed. By contrast, large majorities of blacks (86%) and Hispanics (83%) say they oppose building the wall. Opposition to the wall is widespread among young adults younger than 30. By 78% to 20%, more adults under 30 oppose than favor a wall. About two-thirds (65%) of those ages 30-49 also oppose a wall. Views among those ages 50 and older are more divided, with opposition narrowly outweighing support for a border wall. (Pew,2017).

### 3. Analytical part

In the majority of the countries around the world, the president is elected by the people in a democratic way, in the case of Mexico and United States every six and four years, indeed, every propagandistic strategy is different in every country because it's based on the people needs and what the voters want to hear, sometimes the politicians do promises that cannot be fulfilled, however, the people from their countries believe in them, a lot of this promises are related to a better way of living, in the case of Donald Trump who became president of the United States due to the way to elect the presidents through the electoral college. Each state has a number of electors in the electoral college proportionate to its population: the sum of its number of senators (always two) and representatives in the House. Technically, Americans on election day cast votes for electors, not the candidates themselves, although in most cases the electors' names are not on the ballot. California, the most populous state, has 55 electoral votes. A few small states and the District of Columbia have only three. Today, the electoral college has 538 electors, and in all but two states, Maine and Nebraska, all of the state's electors are awarded to the winner of the popular vote within that state. A candidate needs to win 270 electoral votes - half of the total plus one - to win the White House. Part of a presidential candidate's grand strategy entails drawing a map of states the candidate can and must win to gather 270 electoral votes(BBC,2016).

The decision of the president of the United States, Donald Trump to start the construction of the wall in the Mexican border that he plans that Mexico will pay, it caused that a lot of Mexican citizen started action against US brands, so a lot of boycotts were promoted and the people showed their rejection though WhatsApp and other social networks.

A lot of Mexicans, for example, started to change their WhatsApp profile picture for an image of the Mexican flag and promote the consumption of products made in Mexico

Besides this actions, some people urged across social media to stop buying US products or boycott some companies like Walmart, Coca Cola and Starbucks, they used the hashtag #AdiosStarbucks, it means in English "Bye Starbucks"

The Mexican company Alsea, that operates Starbucks cafeterias and other US restaurants in Mexico, issued a press release in order to defend this brands, in this press release specified that

the company is 100% Mexican owned and it generates more than 44,000 jobs in Mexico, only Starbucks generates 7,000 jobs

The Mexican tycoon Carlos Slim, one of the richest men in the world, says this about the boycott "I think that it's wrong, these companies generate jobs and contribute to the economy, it's a mistake to think about boycotting these companies because of that"

Due to it's hard to define the reach of these boycotts and efforts in order to affect a US brand in Mexico because of the Mexican nationalism, it's important to think about that when a new marketing strategy is about to be implemented in order to avoid a decrease in sales, in order to solve this problem, a comments and tweets analysis after that a survey was conducted.

### 3.1 Methods

In this subchapter, the methodology used in this research is shown in order to explain how the objectives mentioned before were achieved. The research types used were qualitative and quantitative.

This research is based in the casual approach, this kind of approach indicates cause and effect related to variables. It has been considered desirable to carry out an initial qualitative research due to there is not a lot of information or experience related to how the policies and speeches of Donald Trump affect US brands in Mexico. Specifically, data was collected from the comments using the hashtags #AdiosStarbucks #AdiosMcDonalds #AdiosWalmart #AdiosProductosGringos, those hashtags were chosen due to the boycott launched in social media, particularly in Twitter, where a lot of users tried to persuade the people to stop buying products of those brands. In the case #AdiósStarbucks, it reached the historical record of 610,000 impressions, and it was mentioned by 519,000 Twitter accounts (Merca 2.0, 2017) The comments were analyzed and sorted in order to know the feelings and behavior of the consumers about US brands during different times, the first analysis took place the week when Donald Trump was elected as president of the United States, the second analysis took place the week when the trend against US products began. This data will be compared with the financial reports of every company in order to know if the sales decreased during those months.

In order to achieve the quantitative research, information has been obtained through a structured questionnaire, which has been distributed through the Internet, (social media and electronic mail, among the universe of study it was sent to people that consume the brands researched frequently.

The survey was launched in order to know about consumers feelings and behavior related to this boycott campaigns and if their preferences and perception changed because of Donald Trump policies and statements about US brands, also this survey had the objective to know more about how the US brands can be more close to the Mexican consumers based on product adaptation, local advertising campaigns or any other marketing activity that can be considered in order to create marketing plans, marketing strategies or crisis management related to these products.



As it's mentioned in the introduction, the brands analyzed are Walmart, McDonalds and Starbucks, this brands have a strong presence in Mexico. At the same time, the results will show how the Mexican consumers associate this brands with American way of living

### 3.1.1 Hashtags and tweet analysis.

In Mexico there are 35.3 million monthly active Twitter users, 10 years after the social network was created, Mexico is the second most important market in Latin America; Only behind Brazil, with 40.7 million users and above Argentina, with 11.8 million users.(Expansion, 2016)

Twitter has become a communication channel for companies, since it allows focusing on a specific target, in addition to being related to other advertising platforms, such as television, reinforcing brand positioning. Due to 62 percent of users use the social network while watching television, which have an interaction around content on the screen and advertisers, a situation that advertisers are taking advantage of.(Muy interesante.es, 2016)

The company said that Twitter influences people's buying cycle, with 85 percent of users following brands and companies in the network, where 39 percent have bought a product of the brands followed.

The hashtags and tweets analysis would be from the extraction of 25 tweets of every hashtag in a defined period of time, the extraction would be in a random way in order to avoid an impartial selection about the content of each tweet, after that, every tweet will be analyzed and it will be sorted by variables, the variables will be:

- Nationalism: If the tweet contains any nationalist message in order to encourage people to consume mexican products, protect Mexican jobs or Mexican dignity
- Mocking: If the tweet contains any message related to jokes, memes or use rude language.
- Complains: If the tweet contains any message complaining about the US brands or products related to the hashtag.
- Boycott support: If the tweet contains any message related to support or encourage the boycott against US brands.

### 3.1.2 Questionnaire.

The questions for this questionnaire were designed in order to obtain detailed information about the perception and consumption of US brands products by the participators. The questions are segmented in 3 part, the first part is about the consumption frequency of some US brands in order to identify frequent consumers of US products and insights about consumption, the second one is related to perception about this brands by the participators when they are consuming their products and find out the reputation about the US brands and which messages have to be communicated to the clients, the purpose of the third part is to obtain information about the

feelings of the consumers and how it impacts the sales of US brands that operate in Mexico when Donald Trump as president of the United States speaks against Mexico or execute policies against this country.

### 3.1.3 Population and sample description.

In order to complement analyzed data from the videos, the questionnaire has been sent to 380 people using Google Forms platform. The sample was set using the Confidence Interval Theory.

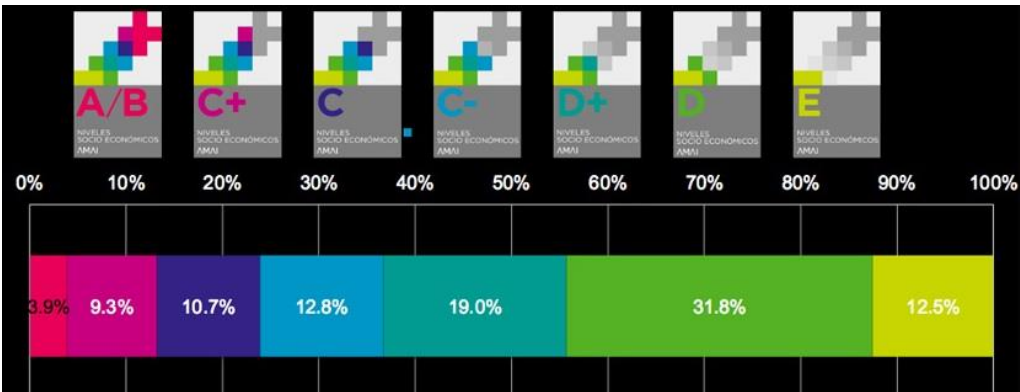
The sample is set by 4 parameters:

- Confidence level (91%)
- Margin of error (9%)
- Size of the universe (27.6 Million)
- Heterogeneity (The diversity of the universe, the usual is 50%)

According to the last report of the Instituto Nacional de Estadística y Geografía (National Institute of Statistics and Geography) the population of Mexico is 119.6 million people (Encuesta Intercensal,2016) and based on the Mexican population socioeconomic level distribution (see picture 5) so in order to calculate the sample, only socioeconomic levels C and C+ will be taken in account.

This research requires 89 online surveys applied to men and women between 18 to 45 years old, socioeconomic level C and C+ living in Mexico.

Picture 5 Socioeconomic levels in Mexico shown as a chart.



(Source: AMAI data, <http://nse.amai.org/data/>,2014)

## 3.2 US brands to be researched in Mexico

The brands researched in this document were chosen due to their importance in the economic level and the origin of these companies that were founded in the United States, these companies have a lot of years operating in Mexico, however, these companies don't operate in an independent way because they are operated by third party companies, in some cases Mexican companies that own the image and products rights. Anyway these companies have to follow the marketing strategies and advertising campaigns from the global headquarters and at the same time, the local marketing teams can develop new products based on every market and their own local advertising campaigns.

### 3.2.1 McDonald's.

McDonalds is one of the most emblematic American brands in the world, from its creation, it has experienced a lot of changes, like the implementation of a system of "assembly lines" like the one implemented by Henry Ford, in order to reduce the service time from 30 minutes to 30 seconds so the concept of "Fast food" was created, in the other hand. McDonalds has a sustainable growth, the brand had only one restaurant in 1940 when it was founded, until now it has 33,000 restaurants in more than 119 countries all over the world (McDonalds.com.mx, 2017)

In Mexico the brand is operated by the company Arcos Dorados since 2007, this is a master franchise for Latin America. McDonalds operates in Mexico since 1985, with more than 200 million of consumers every year. Mexico is one of the most important markets in the world for this brand. Now, there are more than 500 restaurants, desserts centers and McCafe in 87 cities in all around Mexico and employs 11,500 people (McDonalds.com.mx, 2017).

During the last years, McDonalds have adapted a lot of products in order to satisfy the needs of the Mexican consumers like McMuffin a la Mexicana, a muffin made with Mexican style omelet with onions, tomato and peppers, McBurrito a la Mexicana, made with scrambled eggs, onions, tomato, peppers wrapped in a tortilla and the season hamburger, Signature Guacamole made with guacamole and pico de gallo sauce. All these products are made with typical Mexican ingredients.

McDonalds has a consumer target very well specified due to the different characteristics and desires of the consumers, because of that, the market segmentation is very wide, children, young and old people can consume its products. Nowadays, the new trends are pushing the people to change their eating habits for healthy food, so this tendency can decrease the consumption of unhealthy fast food. McDonalds understood that and included new products to its menu like salads or low fat and carbs food. The target market includes people from 7 years old to 65 years old, but in the case of the youngest consumers, there is one of the best products created by McDonalds. The happy meal. However, the obesity is a problem that involves any country, specially developing countries like Mexico. Some studies show that the overweight and obesity can increase heart diseases, arteriosclerosis and diabetes mellitus, even in young people. Some data about childhood obesity shows that it has increased in Mexico during the last 10 years, the

national surveys from 1999 to 2006 show that the overweight and obesity in children between 5 to 11 years old increased almost 40%.

The obesity is currently known as the great epidemic of the 21<sup>st</sup> century, it affects women and men, adults, teenagers and children. So it has to be considered by the fast food brands that offer non-healthy meals.

Other market segment for McDonalds are teenagers from 14 to 20 years old, they are looking for a nice place with a fun environment and cheap food. The last market segment are the adults that are looking for a something quick to eat.

### 3.2.2 Starbucks

Starbucks started in 1971 when three academics, lovers of good coffees and exotic teas, English teacher Jerry Baldwin, history professor Zev Siegel and writer Gordon Bowker opened Starbucks Coffee, Tea and Spice in the tourist Seattle's Pikes Place Market. The three partners thought that in that city they could get clients that appreciate premium coffees and teas, as it happened in the area of San Francisco Bay. Each of them invested \$ 1,350 and got a bank loan for another \$ 5,000 to open the Pikes Place cafeteria. The inspirer and mentor of Starbucks in Seattle was a Dutch immigrant named Alfred Peet who opened Peet's Coffee and Tea in Berkeley, California, in 1966. Peet's shop specializes in imported coffees and teas, as well as to toast the coffee in a European style to get all its flavor. He advised customers to learn how to grind the beans and prepare their coffee at home.

Baldwin, Siegel, and Bowler were well acquainted with Peet's experience because they visited his shop on numerous occasions and listened carefully as he talked about the quality of the coffees and the importance of proper roasting techniques.

The Pikes Place store was decorated with modest motifs of handmade nautical motifs. One wall was dedicated coffee beans and another had shelves with products related to coffee. The establishment did not serve cups of freshly brewed coffee, but occasionally offered samples to taste the coffees. At first, Siegal was the only employee who got paid. The other two partners kept their day jobs, but came to the store at lunch or after work to help.

By the early 1980s, the company had four stores in the Seattle area and produced profits every year since its inception. Then, Zev Siegel fell prey to exhaustion and left the company to engage in other activities. Jerry Baldwin took over the day-to-day management of the company as general administrator; Gordon Bowker remained the owner, but spent most of his time in his advertising and design agency, a seminar he had founded, and Redhook Ale Brewery, a brewing micro-brewery.

In markets outside the Continental United States (including Hawaii), Starbucks pursued a two-pronged expansion strategy: one was to open operated coffee shops owned by the company and the other was to give a concession to a reputable local company with high capacity and retail sales knowledge in the country, so this company would be able to develop and operate new Starbucks coffees. In most countries, Starbucks used a local partner / dealer to help recruit talented individuals, establish relationships with suppliers, locate new coffee locations, and observe local market conditions.

Starbucks preferred to concession the cafeterias instead of owning them. In September 2009, there were coffees operated and licensed by Starbucks in 50 countries and the company was expecting to open 200 more around the world by 2010.

In 2002, 503 stores operated by the company and 264 licensed stores were opened in United States. It also entered new international markets: Austria, China, Mexico, Puerto Rico, Greece, Oman, Spain, Germany and Indonesia. 111 stores were opened by Starbucks and 299 licensed stores in international markets where there were others establishments. A strategic alliance was made with Grupo Vips to open stores in Spain.

Its arrival in Mexico involved a change in the world of coffee. Starbucks literally revolutionized the way thousands of people conceived drinking a good espresso or a cappuccino to transform it into an experience that goes beyond taste and involves a whole concept of social and aspirational status

For 14 years, Starbucks has been part of the lives of Mexicans and has also become one of the drivers of the country's most important coffee areas.

Starbucks' same-store sales dropped 9 percent in the first three months of 2017 at Alsea SAB, the company that operates the brand in Mexico, according to estimates from Valentin Mendoza, an analyst at Banorte-IXE. He estimated the decline based on conversations with the company and his own calculations. The drop is the first registered for an American brand in Mexico attributed to Trump since he was elected in November 2016 (Bloomberg.com,2017)

However, the Starbucks plan for Mexico includes 50 or 55 new cafeterias every year, in the last 10 years, the brand opened more than 490 new coffee shops, because of that, this is the most important business unit for Alsea, this company has the license to operate the brand until 2015 (El Universal, 2017)

### 3.2.3 Wal-Mart

Sam Walton founded the first Walmart Discount City Store in 1962 located in Rogers, Arkansas, but the history started in 1945 when Sam who was a former J.C. Penney employee purchased a branch of the Ben Franklin stores, we wanted to sell products at low prices to get a high-volume sales at low profit margin, anyway he experiences some troubles due to high lease prices and the money that he had to pay for the branch, but the real idea was related to find lower-cost suppliers than the other stores, so he saved a lot of money. The store had a surprising success, the sales increased 45% the first year, after 5 years, the store was generating \$250,000 US dollars in revenue, but the point was that he wasn't the owner of the place where the store was placed, unfortunately for him, he didn't reach an agreement for renewal so he had to change the store location, actually, this place is now the Walmart Museum. The first Walmart Discount City store was opened in 1962. Within its first five years, the company expanded to 24 stores across Arkansas and reached US\$12.6 million in sales. In 1968, it opened its first stores outside Arkansas, in Sikeston, Missouri and Claremore, Oklahoma. (Walmart.com,2017)

Walmart Stores started operations in Mexico in 1991 after partnering with Cifra business group, it was the company's first expansion outside the United States. As a result of that alliance, the

same year, the first Sam's Club emerged in Mexico and Walmart acquires 50% of the stock of the emblematic Aurrera stores. Aurrera supermarkets were founded in 1958 by Asturian entrepreneur Jerónimo Arango (in fact, "aurrera" means "ahead" and "good news" in the Basque language) In 1994, it expanded its business operations through the department store Suburbia (clothing, footwear and accessories) and supermarket chain Superama, 11 that previously belonged to the group Cifra. In 1997 the company became the main shareholder of Cifra and in 2000 Wal-Mart de Mexico, formally constituted by Bodega Aurrera, Walmart, Superama, Sam's Club, Suburbia and Vips, was formally constituted. In 2001, supermarkets Aurrera are converted to the format of Walmart Supercenter.(Walmart.com.mx)

Despite Donald Trump's threats to US companies that operate in Mexico, Walmart announced an investment of \$ 1.3 billion to strengthen and expand its logistics network in Mexico, which will not only improve the supply of its more than 2,300 stores in the country. A substantial part of the investment will be made in the next three years and will contemplate the construction of new distribution centers, as well as the expansion of existing ones, which will create more than 10 thousand new direct and permanent jobs in the country. (El Economista,2017).

In 2017, from April to June, the revenue of Walmart in Mexico and Central America grew 9.1 percent in the second quarter, adding 135 thousand 724 million Mexican pesos, compared to 124 thousand 352 million accumulated in the same period of 2016. Net income and operating cash flow grew above revenue during the second quarter of 2017, up 14.9 percent and 13.2 percent, respectively, compared to the same period in 2016. Based on the report sent to the Mexican Stock Exchange in July, 2017 passed from 5,871 million pesos in the second quarter of 2016 to 6,747 million pesos Weights in the same period of this year; While the operating flow went from 11 billion pesos to 12 thousand 466 million pesos.

The company detailed that April to June the sales to equal units in the Mexican market grew 7.2% While total revenues performed strongly at 8.1 percent growth compared to the same period last year.

By type of merchandise, clothing was the division that achieved the highest growth, followed by groceries and consumables and general merchandise.

The company emphasize that 53% of its self-service stores already operate as centers of excellence, bringing them 129 units, of which 858 are Bodega Aurrera stores, 208 Walmart stores and 63 Superama stores.

During the second quarter, Walmart Mexico and Central America opened 21 stores, of which 12 were in Mexico and nine in Central America; The new stores during this period contributed with 2.2% of the growth, whereas in the first quarter this percentage represented 1.9%. (Milenio,2017).

In September 2005, Walmart experienced some troubles about bribery, it happened when a former executive of Walmart de México sent an email to a lawyer at Walmart's headquarters, in this email, he explained how in it's rush to build stores, the company had paid bribes to obtain permits in virtually every corner of the country. In Mexico the permits in order to build any kind of constructions can take a lot of time, but it's a well-known practice that some construction companies have to pay bribes in order to get the permits on time and build as quick as possible. The former executive knew everything about that because he was in charge of obtaining constructions permits for Walmart Mexico.

Of course, it wasn't a good sign for the company, so some investigators were sent to Mexico City in order to find out what was happening, after some days, they found evidence of prevalent bribery. They found a paper trail of hundreds of suspect payments totaling more than \$24 million US dollars. They also discovered documents showing that Wal-Mart de Mexico's top executives not only knew about it, but had taken steps to cover them from Wal-Mart's headquarters in Bentonville, Ark. In a confidential report to his bosses, Wal-Mart's lead investigator, who is a former F.B.I. agent, summarized their findings this way: "There is reasonable suspicion to believe that Mexican and USA laws have been violated." (NY Times, 2012)

Based on a Newsweek report, Mexico is the most important market for Walmart outside the United States, about 25% of the company's stores are located in Mexico and Wal-Mart's imports rely on many products imported from Mexico with 2,379 stores, Wal-Mart is only the largest retail chain in Mexico, but animosity seemed to be building against it, as seen on Twitter under the hashtag #AdiosWalMart.

### 3.3 Social media consumers' messages analysis.

Social networks have become the new paradigm of communication for companies and brands. And not only because these types of media are part of the habits and new trends of consumers but because precisely, it is through these types of channels where companies can begin to build their reputation online learning of how much the users think about their brands.

Building and managing the reputation of a brand is undoubtedly a laborious process that requires a lot of attention and a continuous and constant work. However, thanks to the media and social networks, brands now have tools through which to connect with users and consumers to establish more direct and personal links with which to modify favorably the perception they have about them.

To properly build and manage their online reputation, companies collect and analyze all related information about their brands in the media and social networks, performing a continuous analysis and as part of the process to increase their visibility and influence on the different opinions and comments of the users, regardless of whether they are positive or not.

Nowadays, being part of this process could be considered almost an obligation for all companies and brands. And so, within an environment such as the internet where freedom of expression and diversity of opinions prevail, companies must pay attention to what is said about them and know what kind of strategies and tools to use to manage their own reputation.

Social networks have become one of the most useful resources for companies but they can also be one of the main threats and dangers if you do not really do good reputation management and monitoring. That's the reason of the current growth rate of the market for semantic monitoring and analysis tools that aim to help the people to manage all this information, clearly indicating the importance of these aspects for companies.

### 3.3.1 #AdiósStarbucks

Starbucks has a well defined target market due to all its products are considered as premium and expensive compared to its competitor's products, its consumers belong to the high and medium-high social classes, its consumers are very loyal and they can consume Starbucks products very often. The tweets analysis related to the hashtag #AdiosStarbucks obtained the following results based on the variables mentioned in the chapter –methods-.

Nationalist: 8	Mocking:13	Complain:3	Boycott support:8
No Nationalist:17	Non Mocking:12	Non-Complain:22	Non Boycott support:17

In this case, the sense of nationalism wasn't so high, it can be attributed to the fact that the high class consume a lot of US products and those consumers have a deep relationship with the United States due to they travel a lot to this country, however, several users made jokes about the boycott and they mocked about the idea to persuade the consumers to stop the consumption of US products or the boycott was communicated across a social network created in the United States. The tweets about complains were only a few, the users perceive the Starbucks products as high quality products, anyway the complains about the products were related that the products from Mexican cafeterias have the same quality but the half price. The majority of the users were against the boycott due to, in their point of view, the boycott can affect more the Mexican supply chains and jobs than the US corporations, they think that the brands are operated by Mexican companies that generate a lot of jobs for Mexican people.

The tweets analyzed were written in Spanish language, posted by users in Mexico from January 26<sup>th</sup> to January 30<sup>th</sup> 2017.

### 3.3.2 #AdiósMcDonalds

McDonald's is a brand with a large variety of products that can be consumed by people of any social class but this products are more consumed by medium and low income people that want to eat cheap food in the fastest possible way, compared to Starbucks, McDonalds products are not considered as high quality products. The tweets analysis related to the hashtag #AdiosStarbucks obtained the following results based on the variables mentioned in the chapter –methods-.

Nationalist: 11	Mocking:6	Complain:3	Boycott support:17
No Nationalist:14	Non Mocking:19	Non-Complain:22	Non Boycott support:8

In spite of the low income people don't have a close relationship with the United States due to they don't have the economic resources to travel or they don't fulfill the requirements in order to get a US visa needed as mexican citizen in order to go into the United States.

The tweets with content about Mexican nationalism were a little bit more than the hashtag related to Starbucks, it doesn't matter if there is a relationship with the United States, the sense



of nationalism is almost the same. The users were more serious about the messages related to McDonalds, the user didn't joke at all, it can be related to the complains about the product considered as junk food, the health issues cannot be considered as a joke, a lot of user complained about McDonalds products due to it's not healthy food and they blame this brand to collaborate to the obesity and other diseases. In this case, a lot of users supported the boycott but mainly because the brand doesn't have a good reputation.

### 3.3.2 #AdiósWalmart

Walmart is one of the largest supermarket chains in the world and in Mexico, a lot of products are sold in this stores. As mentioned before, the prices strategies is based on good deals with the suppliers so the products are cheaper than other places, the market target is medium income people but almost all the people can go to Walmart to buy anything, from groceries to electronic devices. The tweets analysis related to the hashtag #AdiosWalmart obtained the following results based on the variables mentioned in the chapter –methods-.

Nationalist: 10	Mocking:3	Complain:1	Boycott support:14
No Nationalist:15	Non Mocking:22	Non-Complain:24	Non Boycott support:11

Walmart is considered a US brand but at the same time, the people know that it generates a lot of jobs for the Mexicans and has a many Mexican companies as suppliers, in this case, the nationalist tweets were about to buy in Mexican supermarket chains instead of Walmart so the local suppliers don't have to depend on it, this is the hashtags that the users mocked the less, the most important point is that only one user complained about Walmart, the users accept that the products in Walmart are cheaper so they don't complain about that, the majority of the users supported the boycott in order to support local suppliers like butchereries, farmers markets, fruit shops and small groceries stores.

### 3.3.2 #AdiosProductosGringos

This is a particular case due to there is no brand involved at all, the hashtag is related to all the products that the users consider as US products or Made in USA, so some tweets mention brands that are not analyzed but the people consider important like Netflix or events like the Superbowl. The tweets analysis related to the hashtag #AdiosProductosGringos obtained the following results based on the variables mentioned in the chapter –methods-.

Nationalist: 9	Mocking:17	Complain:2	Boycott support:16
No Nationalist:16	Non Mocking:8	Non-Complain:23	Non Boycott support:9

A lot of users showed with their tweets the importance of the US brands in the Mexican economy, the users didn't post a lot nationalist tweets because of that. The jokes were related to the people that support the boycott but use several US products like iPhones or even the

social networks itself. The complains were very low due to the hashtag wasn't related to any product or specific brand. The majority of the users supported the boycott.

### 3.4 Survey results.

In this sub-chapter the findings will be briefly illustrated and explained in three stages in order to show detailed results. The numbers in square brackets refer to all single questions which are completely listed in the annex A2.

The percentage numbers will always refer to the total amount of 112 participants, all the questions were answered by all participants.

In order to know about the profile of every participant, three questions were asked in order to know their age, sex and education level, it showed that the majority of the participants, 32.1% are in the range from 35 to 44 years' old, 28.6% belong to the 45-60 years old and 21.4% from 25 to 34 years old, about the gender, the results are 57.1% women and 42.9% men. The majority of the participants got a bachelor degree, 71.4% assumed it. In order to show all the information available, the raw data is shown in the annex A3.

#### Stage 1: Consumption frequency of US brands (Questions 1 to 4)

The three questions of the first stage asked about the consumption frequency of US brands of the participants, the first question was a multi-choice type, so the participants could choose more than one option, 67.9% of them consume Coca Cola frequently, it's important to emphasize that in Mexico the consumption of Coca Cola is 180 liters per capita (elpais,2016), from the brands analyzed, 50% of the participants have bought groceries or any other product at Walmart, it's a normal rate considering that Walmart is not focused in a social target at all, their policies about low prices are attractive for the people, the less consumed brand is McDonald's, only 7.1%, we have to take in account that the tweet analysis revealed that the consumers don't consider McDonald's products as healthy food. [#001]. The second question revealed that the 50% of the participants consume the brands mentioned before at least once per week, it's very common that the Mexican families go to the supermarket once per week or go to the cafeterias on weekends, only 7.3% of the participants consume those products once every three months or less [#002]. The third question showed that from the brands researched, 71.4% of the participants consume Walmart products more frequently than the other brands, 28.6% of the participants consume Starbucks products more than Walmart or McDonalds products, it's important to emphasize that none mentioned McDonalds [#003].

#### Stage 2: Perception of US brands (Questions 5 to 7)

The three questions of the second stage asked about the perception of US brands of the participants. The first question revealed that 57.1% of the participants have a good perception about US Brands and only 3.7% have a bad perception, the US brands are considerate as companies that generate jobs for the people, pay taxes and in some cases are operated by Mexican companies[#005]. The second question showed that 60.7% of the participants think that Starbucks is the US brand with a better reputation than the other researched brands due to they have strategic alliance with local coffee producers and other social activities in order to be perceived as social responsible brand, only 3.6% think that McDonalds is the brand with the best reputation. [#006].The third question revealed 82.1% consider McDonalds as the brand

with worst perception, it's important to emphasize that the McDonald's products are not healthy and some people think that those products contribute to the childhood obesity, Most children, when they see a McDonald's, inevitably want a happy meal box with a toy. Toboggans, clowns and figures usually of children's films or action, incite the child to consume foods with high caloric content (CNN,2011). and only 3.6% think that Starbucks has a bad reputation [#007].

### Stage 3: Donald Trump's impact on US brands consumption.

In order to know the Donald Trump's influence and impact about the feelings of the consumers related to US brands, first is necessary to know if they are willing to stop US products consumption because of Donald Trump, the first revealed that 53.6% of the participators won't stop consuming US products because of the policies or any racist speech against Mexico, however, 25% of the participators will stop consuming US products because of that, it seems that there is a very thick line between stop consuming products of US brands and the people can change their minds very easy. [#008]. The results obtained from the second question showed that 46.8% will stop the consumption of the products of brands that support Donald Trump's policies or encourage any of their any of their actions, in the other hand, 28.6% of the participators won't stop the consumption of US brands, the third question is related if they would stop the consumption of US brands if they are willing to buy products of Mexican brands instead of US brands if the product fulfill all their needs and quality, the 96.4% confirmed that they will stop if they find a Mexican replacement product. It shows a great opportunity for the Mexican companies in order to develop new products in order to offer new options to the consumers.

### 3.5 Summary and recommendations.

The results of the investigation show that there is certain repudiation of the US brands due to the policies of Donald Trump, however, the Mexican consumer would not stop consuming the US products because of its policies, in general the US brands have a good reputation in Mexico.

The campaigns to boycott US products were not successful. Based on their sales indicator, none of these companies saw their position in the market deteriorated, because there are some products that definitely have no way of being replaced or because of consumer loyalty towards the brand.

In the case of Starbucks, Alsea, which is the company that operates the brand in Mexico, acknowledged that it had a negative impact for a short time on sales due to anti-American feeling, so the company carried out a campaign in which it showed that in the country the brand is operated by a 100% Mexican company and that 80% of its materials come from other Mexican companies. Even the company announced at the beginning of the year an investment for 430 million pesos for the development of Starbucks Mexico, with the opening of more than 50 stores and the generation of more than 600 direct jobs. Alsea Mexico sales in the first quarter of 2017 increased 8.1% to 5,574 mdp, according to its financial report. (Expansion, 2017)

About Walmart, the boycott also did not work since its sales grew 7.3%, while the operational flow reached 12.778 million pesos, which represented an increase of 7.6% over the previous year. (Expansion, 2017).

Based on the results obtained from the research, the following recommendations are made in order to avoid impacts on the perception of the brand and sales.

- Develop marketing strategies and public relations to communicate the contributions made by the company to the Mexican economy and the jobs it generates in order to support Mexican families.
- Create a crisis committee to make good decisions when there is an external problem that could threaten the reputation of the brand or its sales, this committee should be able to act in a systematic and immediate way.
- Implement active online listening in order to know any possible risk in social media on time so the companies can respond in a correct way, its worth mentioning that any rumor can be communicated very quickly in social media
- Calculate the impact, once the crisis is over, managers need to meet with their teams to quantify the impact and design a corporate recovery project.
- Restore the image, once the highest peak of the crisis passed, it is important that the companies have a recovery plan in which all the online/offline marketing and public relations strategies have to be involved.

#### 4. Conclusions.

The world is facing a globalization tendency, a lot of enterprises around the world are operating in other countries that are not their origin country, it has generated important revenues for this companies, but at the same time, those ones have to obey the laws and regulations in every country and their products have to accomplished the quality standards, however, the marketing and advertising strategies have to be adapted and developed based on every target market, society and consumers' needs, in the particular case of Mexico, which is a country with a lot of traditions and customs that the Mexicans feel proud despite the influence of the US culture and traditions, from the loss of the half the Mexican territory that was annexed to the United States after the Mexican-American war in 1847, the rivalry between Mexico and the United States has last nowadays, so some Mexicans perceive the Americans as invaders but, in the other hand, certainly admiration has existed in the Mexican population about the United States due to its economic evolution and its position as the richest country in the world, it has been related to the US products that are considered as better products than the Mexican ones, at the same time, the price of the US products is higher and those products can be purchased by the medium and medium/high income population that are looking for exclusivity and higher status.

The Mexican consumer has to be considered as an entity not only as an individual due to some purchase decisions are not decided only for one person, it depends on the family members and close people like friends or co-workers, in addition, it's necessary to understand the different

types of consumers based on the country region, socioeconomic level and education level because of the marketing strategies and products have to be developed and implemented to satisfy the needs of every segment, because the consumer habits are totally different.

From Donald Trump started his campaign activities with a racist speech in which he called the Mexicans that live in the United States as rapists and drug traffickers, the anti-american feeling in Mexico increased because of that, the admiration that the Mexican society used to have to the United States has been disappearing and the people are supporting now the Mexican products compared to the US products, but the US companies that operate in Mexico generate thousands of jobs for the Mexicans so there is a discussion among the Mexican society in order to support a boycott against US brands and their products

The results of the research revealed that the Mexican use the social networks, among other things, to generate virtual protests against some brands and products, in the case of the problem analyzed, the call to boycott US brands in Mexico like Starbucks, McDonalds and Starbucks, the results were different based on every brand. In the case of Starbucks, the tweets analysis showed that the majority of the users mocked about the boycott because it would have an impact against the company, which is operated by a Mexican company, these users didn't support the boycott due to Starbucks has a better reputation compared to the other researched brands in this document and target market of Starbucks is medium and high income people that have a higher education level compared to the average population in Mexico. In the case of McDonalds, which is the brand that has more time in Mexico, is the brand that the survey participators consume the less and it has the worst reputation, however, this bad reputation is not because of Donald Trump, it's because the products are related to health issues like childhood obesity and heart diseases, due to it's an important issue, the users didn't mock about it and they supported the boycott against this brand. In the case of Walmart, the results show that is the brands that the majority of the survey participators consume due to the diversity products offered, it has a high rate of consumption and its policy of low prices didn't provoke complains about the brand, in spite of it's considered as a US brands, is accepted by the Mexican consumers.

The Mexican brands, in general, have a good reputation in Mexico and the consumers perceive them as companies that generate employment and investment, based on the survey results, the Mexican consumers won't stop the consumption of US brands products in Mexico because of the policies of Donald Trump but the tweet analysis showed that the majority of the users support the boycott against these brands, however, the Mexican people would stop consuming products from brands that support Donald Trump policies or activities.

The companies have to be aware about the dangerous issues and changes that can face because of external political, social and economic factors. The executives have to create and develop marketing and public relations strategies in order to avoid an important impact in the company's reputation that can lead to a sales and profitability decrease.

Appendices.

### A.1 Survey introduction page

The objective of this questionnaire is to obtain information in order to make a diploma thesis for a master in business administration. For this purpose, a study will be developed about your perception of US brands and how Donald Trump policies affect their consumption in Mexico. Your collaboration will be appreciated.

Your opinion is important, because of that, there are no right or wrong answers.

### A.2 Survey questions

¿What's your age? \*

18 - 25 years old

26 - 34 years old

35 - 44 years old

45 - 60 years old

More than 60 years old

¿What's your gender? \*

Female

Male

What's your education level?

Elementary

Middle school

High school

College

Master degree

Phd

From the following brands. Please choose the ones that consume frequently\*

McDonalds

Starbucks

Coca Cola

Walmart

How often do you consume the brands mentioned in the last question \*

Once per day

Once per week

Once per month

Once every three months or less

From the following brands, which one do you consume the most?

Starbucks

Walmart

McDonalds

How often do you consume of the Brand that you chose in the last question

Once per day

Once per week

Once per month

Once every three months or less

What's your perceptions about US Brands that operate in Mexico

Excellent

Very good

Good

Regular

Bad

Which one of the following brands has a better reputation for you?

McDonalds

Starbucks

Walmart

Which one of the following brands has a worst reputation for you?

McDonalds

Starbucks

Walmart

Would you stop consuming US brands products due to speeches or policies implemented by Donald Trump related to Mexico? \*

Yes

No

Maybe

Would you stop consuming products of a US brand that supported Donald Trump?

Yes

No

Maybe

Would you buy products of Mexican brands instead products of US brands if the products have the same characteristics and quality?

Yes

No

Maybe

### A3. Raw data

#### Tweets analysis. #AdiosStarbucks

Account	Content	Nationalism?	Mockery?	Complain about product or service	Supported the boycott
@ILLUMIVATO	Si quieren despedirse de las marcas americanas, deberán dejar las redes sociales y sus dispositivos electrónicos. #AdiosStarbucks	NO	YES	NO	No
@Gisadrix	La verdad, no promoveré #AdiosStarbucks porque casi no les compro. La marca es gringa pero aquí manejada por la sea, empresa mexicana.	NO	NO	NO	No
@soytupapa	#AdiosStarbucks y adiós a que me esté cambiando el hombre en cada café	NO	YES	YES	Yes
@mjcornejo	Ugh, me feedeño de las noticias de Trump. Que impotencia, bebemos reaccionar con dignidad. #AdiosStarbucks	YES	NO	NO	Yes
@georgeassassin	¿Acaso se han cuenta de lo pendiente que se ven publicando #AdiosStarbucks desde Facebook instalado en sus iPhones? ¿No ven la ironía?	NO	YES	NO	No
@Fabi_Ortiz03	¿No es sea traición a la patria pero no pienso dejar a Netflix LAT por ya saben que... #AdiosStarbucks	YES	YES	NO	No
@charlielontano	Amigos yo no puedo decir #AdiosStarbucks	NO	YES	NO	No
@azepeda	Leeré yitará que uses #AdiosStarbucks	NO	YES	NO	No
@VagoFlores	Si se empieza a usar la bandera mexicana en el servicio de Citybanamex. Los mexicanos #AdiosStarbucks. Los mexicanos #AdiosMcDonalds	YES	YES	NO	Yes
@ArturoDammArnal	#AdiosStarbucks. Los mexicanos #AdiosMcDonalds	NO	NO	YES	Yes
@Wakeup_alex	¿Supieran que ayer me tomé el último #AdiosStarbucks y #AdiosDrPepper?	NO	NO	NO	Yes
@pierrepetipu	#AdiosStarbucks. ¿Se va a la compañía 100% mexicana que puede usar la marca Starbucks hasta 2037 Starbucks gringa?	YES	NO	NO	No
@Randolphlic	¿Están poniendo sus banderitas, comiencen vendiendo iPhone sobrevaluado, haber si muchos nacionalistas #Adiosstarbucks #Adiosiphone	NO	YES	NO	No
elahoratom	#AdiosStarbucks. ¿Estaría dispuesto a consumir solo productos mexicanos (sin regatear)?	NO	YES	NO	No
Koenmajr20	Ay #AdiosStarbucks pero bien que andan mamando a un Año Nuevo Chino. No mamen señores sean congruentes	NO	YES	NO	No
Margonsie	Seamos conscientes que podemos ser miembros centro y sur América. Hay una oportunidad para nuestras exportaciones también. #AdiosStarbucks	YES	NO	NO	Yes
carlosrocacoco	¿Hay un #AdiosStarbucks también en el #Adios iPhone ya que igual es de USA? ¿ben usuarios de iPhone en México? ¿amblando EL	YES	NO	NO	No
Jerry_Figueroa	¡Hoy es mi primer día #AdiosStarbucks	NO	NO	NO	Yes
lilokaz	#AdiosStarbucks. Total ignorancia, para salvar la economía de nuestro país, hay que tener información, ejen enar sus redes de basura!	NO	NO	NO	No
Rxnx87	¡Hablan de un boicot a empresas gringas con #AdiosStarbucks porque seguramente en twitter, fb, snap, youtube etc se inventaron en Daxaca	NO	YES	NO	No
german_barajas	#AdiosStarbucks. ¿Te da de la empresa gringa sea en twitter, bajaja	NO	YES	NO	No
DonoT31	#AdiosStarbucks. ¿que pendiente... Pónganse a pensar en los miles de mexicanos que perderían su empleo... ¡nadamás hablan de pendejo!	YES	NO	NO	No
hellkat75	#AdiosStarbucks? ¿Quiero verlos en la #SuperBowl tragando ringles y tocata los queridos fantoches	NO	YES	NO	No
gruustavo	que también el hombre... ¡bueno es de que nació de la fetera sola de una vez #AdiosStarbucks por que era de la cafe	NO	NO	YES	Yes



# #AdiosWalmart

Account	Content	Nationalism?	Mockery?	Complain about product or service?	Supported the boycott
@whore_80	adiós@Madonna #hola@thalia #BuenViernes #adioswalma	NO	YES	NO	YES
@creativopro	#adioswalmart. #adiosveo.comprando iPhone jajajaja #adioswalmart. #adiosveo.comprando iPhone jajajaja #adioswalmart. #adiosveo.comprando iPhone jajajaja	NO	YES	NO	NO
@EggWithCharal	#AdiosStarbucks #AdiosWalmart etc. y cuando #AdiosiPhone #AdiosiPad, #AdiosTwitter estos son Mex?	NO	NO	NO	NO
@larita031	#AdiosStarbucks #adiossuperama #adiosbodegaaurera #adiossams #adioscostco #AdiosWalmart #AdiosCoca #AdiosP.D.	NO	NO	NO	YES
@janetheke	#AdiosTwitter #AdiosWhatsApp #mejor hasta aquí #ejamos #evolución #que #vivan los inventos de EUA	NO	NO	NO	NO
@ELTRIDELORA1	#AdiosWalmart #Consumo Productos Mexicanos ¡Vamos México! #AdiosMcDonalds #AdiosProductosGringos	YES	NO	NO	YES
@itzel_bracho	Si hay opciones Mexicanas que quieres usar comprar, Dale prioridad a consumir Mexicano #Adioswalmart	YES	NO	NO	YES
@veritoloka	Si van a hacer un #AdiosStarbucks también hagan un #AdiosSams #AdiosBK, #AdiosWalmart, #AdiosForever 21, #AdiosAdidas... ¿Verdad?!! Como en EUA, me encantan esas cosas que compramos que NO son de mi país #AdiosStarbucks #adioswalmart #poyemos a nuestro, que vale mucho	NO	NO	NO	NO
@FaustoBanuelos	¿Walmart en México emplea más de 230,000 personas? ¿Serán gringos todos? #ApoyaLoNacional #AdiosWalmart	NO	NO	NO	NO
@pausiel	Y sus trabajadores son Mexicanos que mantienen familias Mexicanas... #adioswalmart #AdiosStarbucks #AdiosProductosGringos comprare en el mercado y los impuestos 100% economía del país #adioswalmart #adiossamsclub #FUERAPEÑA	NO	NO	NO	NO
@IgneoDragon	Hay un lugar en el infierno para los que dicen que ya no consumirán Starbucks, Walmart, McDonald's, etc. #losinvitaLeer	YES	NO	NO	YES
@maferviente	Hay un lugar en el infierno para los que dicen que ya no consumirán Starbucks, Walmart, McDonald's, etc. #losinvitaLeer	NO	NO	NO	NO
@gutycookie	Algunas veces quisiera ir a comprar a Walmart, HEB, luego me acuerdo de Muro de Trump y de cómo pasa. #me voy al mercado. Mas barato y fresco.	YES	NO	NO	YES
@TonoEliasWG	#AdiosStarbucks #AdiosWalmart #mo #país apoyo a la cultura económica nacionalista!!! #adiosstarbucks, #adiosmcdonalds, #adiosburgerking, #adioswalmart un que #opa mexicana #ve #en #aja #a #primera #avada #posmemato	YES	NO	NO	YES
@CLeonPerea15	#AdiosStarbucks porque de por sí, de on la devaluación ya no podremos pagar esos precios de robo #AdiosMcDonalds #AdiosWalmart	NO	NO	YES	YES
@XTheFlyX	¡Voy a soñar MEGA EN DEJO en mi activismo de 21 varos, pero #AdiosWalmart, #hola Soriana, #barritos y #chedraui. ¡Vayanse a verga, putos!	NO	NO	NO	NO
@aespindolac	A la hora de las marcas americanas, no consumir puro nacional. #Mexicanos... ¡Huevo! #AdiosStarbucks #AdiosMacdonals #AdiosWalmart #EUA #Trump	YES	NO	NO	YES
@casleon23	Surtir la despesa, tomar café de beber una boda será considerado un acto político responsable #AdiosStarbucks #AdiosWalmart #AdiosMcDonalds	NO	NO	NO	YES
@adalbond	Si se decidieron por #AdiosStarbucks deberían agregar #AdiosNetflix #AdiosMcDonalds #AdiosWalmart #AdiosApple #AdiosFord	NO	NO	NO	NO
@GMalpicaMoral	#adioswalmart Van a comprar en Soriana con sobreprecios de más del 20%? ¿En serio?	NO	NO	NO	NO
@GMalpicaMoral	#adiosstarbucks #adioscocacola #adioswalmart ¿Por qué no dicen de los #phones, #twitter y #facebook? Dale, sean coherentes.	NO	YES	NO	NO
@EfraCrimson	Queridos Mexicanos, deja de consumir productos Estadounidenses, ¡no más café, y úntate madre! hipster. #AdiosStarbucks #AdiosWalmart	YES	NO	NO	YES
@MirenaPardo	¡Dignidad México! #adiosstarbucks #adiosmcdonalds #adiosforever 21 #adioswalmart #adiosh&m	YES	NO	NO	YES

# #AdiosMcDonalds

Account	Content	Nationalism?	Mockery?	Complain about product or service?	Supported the boycott
hierro2013	#AdiosStarbucks#AdiosEmpresas?	NO	NO	NO	YES
CONSUELOGC	#AdiosStarbucks#AdiosMcDonalds#HayQueAgregarmos #AdiosTwitter#AdiosRedesSociales,etc.	NO	NO	NO	YES
georgeassassin	#AdiosStarbucks#AdiosMcDonalds #AdiosWallMart#on TODO #memel #Anden #Chingar! #BuenMadre!!!	NO	YES	NO	YES
ismaqfer	#AdiosStarbucks#AdiosMcDonalds#AdiosCocaCola LoAmericano para los que dicen que son los mejores, pues para los yankees, yo no los quiero	YES	NO	YES	YES
Marissa_Qa	Bueno, #AdiosMcDonalds#TendriaQueSerUna normal de salud	NO	NO	YES	YES
lizzetis	#to2unidos#WalmartEsTrump#AdiosStarbucks #AdiosMcDonalds#AdiosCocaCola# Come sano no la basura que te da tu salud	NO	NO	YES	YES
negro_locoo	#AdiosStarbucks#Buena idea, pero tambien #AdiosMcDonalds#AdiosCocaCola#Implemente hagamos en #AdiosUSA	YES	NO	NO	YES
soyzoorr	#AdiosStarbucks#AdiosCocaCola#AdiosFord #AdiosMcDonalds#AdiosWallMart #AdiosBurgerKing#AdiosHamburguesas#Trump #AdiosCostco#HolaMexico	YES	NO	YES	YES
anestes100	Pero los contratan en locales mexicanos. De eso se trata, de beneficiar los negocios en México. #AdiosMcDonalds	YES	NO	NO	NO
voypotd12	#AdiosStarbucks#AdiosProductosGringos #AdiosMcDonalds#Somos tan pinches malinchistas que estos hashtags me hacen carcajear.	NO	YES	NO	NO
pepefierro	El #AdiosMcDonalds#AdiosStarbucks# tambien: #AdiosApple!!!	NO	NO	NO	YES
cannan493	#AdiosStarbucks#AdiosMcDonalds#sas franquicias son de los niños y empleados mexicanos, que la marca sea gringa es otra cosa	YES	NO	NO	NO
jorge_abraham21	#Podran decir #AdiosStarbucks#AdiosMcDonalds pero jamas iremos Adios a @NetflixLAT#Con eso no se juega.	NO	YES	NO	NO
timmador	#Comsumamos PRODUCTOS NACIONALES #OrgulloMexicano#AdiosStarbucks #AdiosProductosGringos#AdiosMcDonalds#Menos Tasty#MAS#acos	YES	YES	NO	YES
gregsanchezm	es que le jaja que sean gringos, estan sobre- valorados #AdiosStarbucks#AdiosProductosGringos #AdiosMcDonalds#AdiosCocaCola#esta por salud	YES	NO	YES	YES
rendonmorenoa	#AdiosMcDonalds#AdiosStarbucks#Me parece bien... Pero sigue siendo triste que los países se odien tanto	NO	NO	NO	YES
valeriafgreen	#AdiosMcDonalds#levantela mano quien ejara de ver NFL por la misma causa!	NO	YES	NO	NO
guicamsua	#No al consumo de productos de USA. Los mexicanos tenemos dignidad #AdiosProductosGringos#AdiosStarbucks #AdiosMcDonalds#VivaMexicoSinMuros	YES	NO	NO	YES
sentildgo	#AdiosMcDonalds#AdiosCocaCola#Adios#obesidad.	NO	NO	YES	YES
reginaldoaduen	#AdiosStarbucks#AdiosMcDonalds#AdiosCocaCola ese es el tipo de solidaridad que necesitamos, sin caer en gravios. #CompraLatino#BuyLatino	YES	NO	NO	YES
ponchocovy	Ni en Starbucks más @guicamsua!!! #AdiosStarbucks#AdiosProductosGringos #AdiosMcDonalds#FuckTrumpAlfonso	NO	NO	NO	YES
larasmaribel	#AdiosProductosGringos#AdiosMcDonalds #AdiosCocaCola#Solo en Unidos venceremos	YES	NO	YES	YES
googledios	#AdiosStarbucks#AdiosMcDonalds#jajaja#Pinches ridiculos!!!	NO	YES	NO	NO
antonioroques	#AdiosStarbucks#AdiosMcDonalds#NO solo tendra un impacto por usar la marca ya que la material prima es mexicana	YES	NO	NO	NO
poncho778	#Chairsofempiecenton#us2. das de #AdiosStarbucks#AdiosMcDonalds#ponganse a leer un poco de economia. Generan empleos, bienestar, etc	NO	NO	NO	NO

# #AdiosProductosGringos

Account	Content	Nationalism?	Mockery?	Complain about product or service?	Supported the boycott
@forumgourmet	Nos unimos a la iniciativa de evitar el consumo de productos #AdiosStarbucks #AdiosMcDonalds #Estadounidenses	NO	NO	NO	YES
@Hiroshige6	¿A qué andamos de proteccionistas? #AdiosProductosGringos: No pidan crédito en bancos extranjeros usen @yoteprestoCOM @Bankaool	NO	NO	NO	YES
@Fer_loyo	Hay que decir #AdiosProductosGringos como #Seguramete Twitter y Facebook son empresas europeas	NO	YES	NO	NO
@DemianSins	Hagamos un HT #Hingon para defender la dignidad de México y que se vuelva #Tmundial. #Abrazamexico #AdiosProductosGringos #MexicoUnido	YES	NO	NO	YES
@LaCartita	#AdiosProductosGringos: ¡No! ¡No! ¡Usual que se por sí no! trabajamos mucho en comida anglosajona. Nos enferma... a todos los mexicanos	NO	NO	YES	YES
@jeansstiletos	¡Motiven las marcas mexicanas! Ser mejores para que les comprendan por convicción y no por simpatía, ¡sí se puede! #AdiosProductosGringos	NO	NO	NO	YES
@QpasaMx	¡Ahora que estamos muy patrióticos! ¡Menos Netflix y más #Blimtel y tres? #AdiosProductosGringos #AdiosStarbucks #MexicoPrimero	NO	YES	NO	NO
@Alan_chiva	#AdiosProductosGringos: Ya dije, ¡imposible dejar de consumir todo lo gringo!	NO	NO	NO	NO
@OzkarBG	¡Yo apoyo la Producción Mexicana! ¡Por eso hoy me #Hingon! ¡dos! ¡tres! ¡pomos de la equidad nacional!!	YES	YES	NO	YES
@dariosanpe	¡aja! ¡aja!... ¡no crees poder hacerlo! #AdiosStarbucks #AdiosProductosGringos #primeromexicoRuben!	NO	YES	NO	NO
@RigoOrtizTV	#AdiosProductosGringos: ¡aja! ¡aja! ¡seal! twitter no aplica en facebook, youtube, entre otros.	NO	YES	NO	NO
@RigoOrtizTV	es que se ¡aja! ¡aja! ¡sean gringos, están sobre-valorados! #AdiosStarbucks #AdiosProductosGringos #AdiosMcDonalds #AdiosCocaCola #esta por salud	YES	NO	YES	YES
@luigibarbosa	#AdiosProductosGringos: ¡enemos! ¡odo lo que en México! ¡Consumamos más!	YES	NO	NO	YES
@meninamaluca5	¡Una oportunidad para rearmar el consumo con conciencia! #AdiosStarbucks #AdiosProductosGringos	NO	NO	NO	YES
@Jazzildo	Soy un patriota, un verdadero mexicano. ¡Grito de guerra! #AdiosStarbucks #AdiosProductosGringos	YES	NO	NO	YES
@hector_bio	#AdiosProductosGringos: ¡Para ellos todos somos iguales. ¡Y es verdad, ¡somos iguales y más humanos que ellos.	NO	NO	NO	YES
@JaimeMedinaDV	Oigan y que conste que para todos los que dicen #AdiosProductosGringos, ¡no los quiero ver en el Super Bowl que van a Coachella y eso	NO	YES	NO	NO
@lfcruzo	¡Trump es irracional, ¡no compramos PAD! ¡Vámonos a comprar a El Maluco. ¡Si local no ponerse! ¡Levis! ¡Pues! ¡Cocó! #AdiosProductosGringos	NO	NO	NO	YES
@Dianali940218	Hay que consumir productos hechos en nuestro país. #AdiosStarbucks #AdiosProductosGringos	YES	NO	NO	YES
@eduardgirardi	#AdiosProductosGringos: ¡cá! ¡enemos! ¡alidat	YES	NO	NO	YES
doc_rojiblanco7	¡Escriben! ¡Su! #AdiosProductosGringos... ¡Esperan! ¡on! ¡ansias! ¡Super Bowl!	NO	YES	NO	NO
@Isis_Estrada	¡Los mexicanos somos los principales consumidores de productos gringos. ¡Demostremos nuestro poder mayoritario! ¡Boycott! #AdiosProductosGringos	YES	NO	NO	YES
@RobertoHolguinB	A esto me refiero cuando hablo de NO promoverlo! #AdiosProductosGringos.	NO	NO	NO	NO
@OzkarBG	¡Yo apoyo la Producción Mexicana! ¡Por eso hoy me #Hingon! ¡dos! ¡tres! ¡pomos de la equidad nacional!!	YES	NO	NO	YES
@dariosanpe	¡aja! ¡aja!... ¡no crees poder hacerlo! #AdiosStarbucks #AdiosProductosGringos #primeromexicoRuben!	NO	YES	NO	NO



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