

## THE PERSPECTIVE OF MEXICAN CONSUMERS ON THE IMAGE OF BRAZIL

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*The objective of the research study was to identify the dimensions (beliefs, feelings and intentions of behavior) that Mexican consumers associate with the image of Brazil. For that, a qualitative research was carried out and in-depth interviews were carried out, together with 22 students from the National Autonomous University of Mexico. The technique chosen in the interviews was ZMET. It can be concluded that the main beliefs of the participants in relation to Brazil are associated with culture, economics, politics, geography, symbols, characters with international recognition and the population in general of the country, demonstrated a desire to study, work and visit Brazil.*

**KEY WORDS:** *Beliefs, feelings, Mexico, image of Brazil.*