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Four Mexican Dreams

What will drive the Mexican Millennial to invest?

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Highlights

- The Mexican Dream of the Millennial generation (Generation Y) in Mexico was studied.
- Cultural drivers and values reflected in financial decisions were highlighted
- Four future images emerged: Following the North Americans, Muddling Through, La Telenovela and Going European.
- The core drivers of the Mexican Generation Y differ from the traditional cultural values
- Financial sector needs to take the value change into account in their strategic planning

Abstract: The American Dream is a well-researched concept, but what would be its equivalent for Mexico? We investigate the Mexican Dream for young adults (25 to 35 year old Mexicans). The aim of the study is to develop an understanding of the core values of young Mexican adults reflected in their consumer behavior in the financial sector. We implement a cross-cultural consumer behavior framework by David Luna, in order to consider factors like culture, and value systems to uncover the Mexican Dream for young Mexican adults. In order to gather data for this study, six focus group discussions of key informants were carried out in specific areas, such as

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