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*Consumer Desire Deprivation and Trajectories in Poverty: Implications for Human Flourishing and Social Enterprise*

Ongoing dialogue with social enterprise and poverty alleviation advocates suggest that the realm of human desire represents a critical factor for helping individuals escape chronic and even intergenerational poverty. Much of the research in marketing and consumer behavior fields shows how the marketplace plays an important role in shaping the character of human desire, albeit in contexts of affluence. As such, this study seeks to develop important insights into the market-mediated interactions of poverty with individuals' desires and life aspirations. Specifically, it aims to identify how prolonged hardship weakens or has a chilling effect on informants' healthful desires. Conversely, this study will also examine pathways - such as communication and advocacy strategies and investments for social enterprises - for fueling healthy desire and human flourishing.

The study will specify homelessness as a context where individuals live in a poverty trajectory and compare these experiences under two different marketplace contexts: United States and Colombia. To do so, inquiry will draw upon ethnographic methods including, observation, immersion experiences, depth interviews with (recurrent) homeless and/or those in need of social services in both countries.

The consumption themes being explored in both countries will include: positive desire trajectories that involve non-traditional advocates, the tensions between destructive (perceived as more powerful) and constructive capacities (less accessible) of consumer desire, (dis)satisfaction in social services, feelings of uncertainty and lacking the tools to desire, and feelings of shame/misunderstanding. These findings will be mined to develop insights into transformative and market-mediated activities, institutions, resources, and processes for co-creating, communicating, and motivating healthful consumer desire trajectories among the poor.

Beyond substantive insights, the research will explore interactions with important theories and constructs. Specifically, findings will be juxtaposed with notions of the capacity to aspire (Appadurai 2004), social navigation (Vigh 2009), i.e., how people in difficult or uncertain circumstances disentangle themselves and plot their escape towards better positions, and *sehnsucht* (Scheibe et al. 2007), which involves life longings and the struggle to cope with losses and unrealizable wishes.

The findings will be targeted toward the Journal of Consumer Research (top tier marketing and interdisciplinary journal in the field), the Journal of Public Policy in Marketing (also a very high impact interdisciplinary journal), as well as outlets such as the Stanford Social Innovation Review to disseminate findings among those who can fruitfully use the insights in their poverty alleviation work.