

THE VULNERABLE CONSUMER

REVIEW OF MARKETING RESEARCH

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REVIEW OF MARKETING RESEARCH VOLUME 21

**THE VULNERABLE
CONSUMER:
BEYOND THE POOR AND
THE ELDERLY**

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INVESTOR IN PEOPLE

CONTENTS

| | |
|---|-------------|
| <i>List of Figures and Tables</i> | <i>ix</i> |
| <i>About the Editor-in-Chief</i> | <i>xi</i> |
| <i>About the Editor</i> | <i>xiii</i> |
| <i>About the Contributors</i> | <i>xv</i> |
| <i>Introduction</i> | <i>xix</i> |
| | |
| The Vulnerable Consumer: Beyond the Poor and the Elderly <i>Angela Y. Lee</i> | <i>1</i> |
| | |
| Aging and Vulnerabilities in Consumer Information Processing <i>Aimee Drolet, Tayler Bergstrom and Ilana Brody</i> | <i>7</i> |
| | |
| Vulnerability and Consumer Poverty: An Explication of Consumption Adequacy <i>Ronald Paul Hill and Girish Ramani</i> | <i>25</i> |
| | |
| Not Knowing Who I Am: Implications for Materialism and Consumption Behaviors <i>Marsha L. Richins</i> | <i>49</i> |
| | |
| From Stigma to Scarcity: On Interpersonal and Cognitive Sources of Vulnerability for Consumers in Poverty <i>Nathan N. Cheek and Eldar Shafir</i> | <i>69</i> |
| | |
| The Yin and Yang of Hard Times: When Can States of Vulnerability Motivate Self-Improvement? <i>Kelly Goldsmith, Caroline Roux, Christopher Cannon and Ali Tezer</i> | <i>83</i> |

| | |
|--|-----|
| Marketplace Solutions to Motivational Threats: Helping Consumers With Four Distinct Types of Vulnerability | 97 |
| <i>Emily Nakkawita and E. Tory Higgins</i> | |
| Leaves in the Wind: Underdeveloped Thinking Systems Increase Vulnerability to Judgments Driven by Salient Stimuli | 113 |
| <i>Ryan Rahinel, Rohini Ahluwalia and Ashley S. Otto</i> | |
| “I Did Not Think of Myself as a ‘Customer’”: The Confluence of Intertwined Vulnerabilities Among Subsistence Consumers Through Marketplace Literacy | 133 |
| <i>Madhu Viswanathan, Lucy Joy Chase and Maria Jones</i> | |
| A Consumer Vulnerability Perspective on Eviction | 153 |
| <i>David Crockett, Lenita Davis and Casey Carder-Rockwell</i> | |
| <i>Index</i> | 167 |

LIST OF FIGURES AND TABLES

Vulnerability and Consumer Poverty: An Explication of Consumption Adequacy

| | | |
|-----------|--|----|
| Table 1. | Correlations. | 34 |
| Table 2a. | Outcome Variable: Life Satisfaction (Observations = 82,528, Countries = 59). | 35 |
| Fig. 1. | Interaction Plots: Life Satisfaction and Elements of Consumption Adequacy. Moderator: Shelter. (a) Medicine Outage \times Shelter on Life Satisfaction. (b) Cash Outage \times Shelter on Life Satisfaction. (c) Food Outage \times Shelter on Life Satisfaction. | 36 |
| Table 2b. | Outcome Variable: Happiness (Observations = 82,394, Countries = 59). | 37 |
| Fig. 2. | Interaction Plots: Happiness and Elements of Consumption Adequacy. Moderators: Shelter, Cash Outage. (a) Crime Exposure \times Shelter on Happiness. (b) Medicine Outage \times Shelter on Happiness. (c) Food Outage \times Shelter on Happiness. (d) Crime Exposure \times Cash Outage on Happiness. | 39 |
| Fig. 3. | Floodlight Analysis Using Johnson Neyman Plots. (a) JN plot: Life_Sat \sim Med*Shelter. (b) JN plot: Life_Hap \sim Med*Shelter. | 41 |

Not Knowing Who I Am: Implications for Materialism and Consumption Behaviors

| | | |
|---------|---|----|
| Fig. 1. | Processes Initiated by the Uncertainty Associated With Low SCC and the Consumption Response to These Processes. | 52 |
| Fig. 2. | How Materialism is Reinforced in Consumers With Low Self-Concept Clarity. | 61 |

The Yin and Yang of Hard Times: When Can States of Vulnerability Motivate Self-Improvement?

| | | |
|----------|--|----|
| Table 1. | The Effects of Resource Scarcity on Consumption (Cannon et al., 2019). | 86 |
|----------|--|----|

| | | |
|--|--|-----|
| Fig. 1. | The Effects of Resource Scarcity and Self-Improvement Benefit on Willingness to Pay. | 91 |
| Table 2. | Research Opportunities. | 94 |
| Marketplace Solutions to Motivational Threats: Helping Consumers With Four Distinct Types of Vulnerability | | |
| Table 1. | Motivated Activity Framework. | 101 |
| Leaves in the Wind: Underdeveloped Thinking Systems Increase Vulnerability to Judgments Driven by Salient Stimuli | | |
| Table 1. | Regression and Simple Slope Analyses in Study 1. | 119 |
| Table 2. | Anchor Values in Study 2. | 121 |
| Fig. 1. | Anchoring Effect by Experiential Processing and Rational Processing in Study 2. | 122 |
| Fig. 2. | Log Odds Ratio of Popcorn Choice in Movie Condition by Experiential Processing and Rational Processing in Study 3. | 124 |
| Fig. 3. | Number of Complements Chosen by Experiential Processing and Rational Processing in the High Salience Condition of Study 4. | 128 |
| “I Did Not Think of Myself as a ‘Customer’”: The Confluence of Intertwined Vulnerabilities Among Subsistence Consumers Through Marketplace Literacy | | |
| Fig. 1. | Intertwined Vulnerabilities in Subsistence Marketplaces. | 137 |
| Table 1. | Illustrative Examples of Work of Intertwined Vulnerabilities in Subsistence Marketplaces. | 138 |

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INTRODUCTION

OVERVIEW

Review of Marketing Research, now in its 21st volume, is a publication covering the important areas of marketing research with a more comprehensive state-of-the-art orientation. The chapters in this publication review the literature in a particular area, offer a critical commentary, develop an innovative framework, and discuss future developments, as well as present specific empirical studies. The first 20 volumes have featured some of the top researchers and scholars in our discipline who have reviewed an array of important topics. The response to the first 20 volumes has been truly gratifying, and we look forward to the impact of the 21st volume with great anticipation.

PUBLICATION MISSION

The purpose of this series is to provide current, comprehensive, state-of-the-art articles in review of marketing research. Wide-ranging paradigmatic or theoretical or substantive agendas are appropriate for this publication. This includes a wide range of theoretical perspectives, paradigms, data (qualitative, survey, experimental, ethnographic, secondary, etc.), and topics related to the study and explanation of marketing-related phenomenon. We reflect an eclectic mixture of theory, data, and research methods that is indicative of a publication driven by important theoretical and substantive problems. We seek studies that make important theoretical, substantive, empirical, methodological, measurement, and modeling contributions. Any topic that fits under the broad area of “marketing research” is relevant. In short, our mission is to publish the best reviews in the discipline.

Thus, this publication bridges the gap left by current marketing research publications. Current marketing research publications publish academic articles with a major constraint on the length. In contrast, *Review of Marketing Research* can publish much longer articles that are not only theoretically rigorous but also more expository, with a focus on implementing new marketing research concepts and procedures.

Articles in *Review of Marketing Research* should address the following issues.

- Critically review the existing literature.
- Summarize what we know about the subject – key findings.
- Present the main theories and frameworks.
- Review and give an exposition of key methodologies.

- Identify the gaps in literature.
- Present empirical studies (for empirical papers only).
- Discuss emerging trends and issues.
- Focus on international developments.
- Suggest directions for future theory development and testing.
- Recommend guidelines for implementing new procedures and concepts.

A FOCUS ON SPECIAL ISSUES

Since volume 8 published in 2011, *Review of Marketing Research* has a focus on special issues realizing that this is one of best ways to impact marketing scholarship in a specific area. The volume editors of all of the special issues have been top scholars. These special issues have focused on the following topics.

| Volume, Year | Topic | Volume Editors |
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| 8, 2011 | Marketing Legends | Naresh K. Malhotra |
| 9, 2012 | Toward a Better Understanding of the Role of Value in Markets and Marketing | Stephen L. Vargo and Robert F. Lusch |
| 10, 2013 | Regular Volume | Naresh K. Malhotra |
| 11, 2014 | Shopper Marketing and the Role of in-Store Marketing | Dhruv Grewal, Anne L. Roggeveen, and Jens Nordfält |
| 12, 2015 | Brand Meaning Management | Deborah J. Macinnis and C. Whan Park |
| 13, 2016 | Marketing in and for a Sustainable Society | Naresh K. Malhotra |
| 14, 2017 | Qualitative Consumer Research | Russell W. Belk |
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| 20, 2023 | Artificial Intelligence and Marketing | K. Sudhir and Olivier Toubia |

THIS VOLUME

This special issue focuses on the current state of the art of the literature on vulnerable consumers and thus provides a road map and agenda for future research in the field. Consumer vulnerabilities are defined very broadly to include not only scarcity of financial assets and materialistic resources but also a scarcity mindset, a lack of mental resources and self-knowledge, as well as the nonfulfillment of motivational needs. Together, the chapters in this volume lead to new insights, approaches, and directions for research on various aspects of the vulnerability of the consumer. It is hoped that collectively these chapters will substantially aid our efforts to theoretically conceptualize the constructs, collect data to empirically examine the measures, and formulate appropriate models to provide a broader arsenal of research methods as well as fertile areas for future research. I thank Angela Y. Lee for editing such an outstanding volume. The *Review of Marketing Research* continues its mission of systematically analyzing and presenting accumulated knowledge in the field of marketing as well as influencing future research by identifying areas that merit the attention of researchers.

Naresh K. Malhotra, Editor-in-Chief