**Poverty and Restrictions in Consumption: The Lived Experience of Colonia Residents**

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**ABSTRACT**

The study of impoverished consumers is consistent with the "call to arms" voiced by Firat and Dholakia (1982) for macro marketing scholars to investigate consumption among different socioeconomic classes. The present research continues and extends the work done in social marketing (Andreasen, 1994), retailing in poor communities (Alwitt & Donley, 1997), and impoverished consumer behavior (Hill & Stephens, 1997). An ethnographic study of Colonia residents is used to understand the lived experience of impoverishment. Residents' narratives highlight purchasing challenges, problems in housing, water, and medical services. Recommendations are offered for government, promotoras, and non-government agencies.

Keywords: Macro marketing, Culture, Poverty, Impoverished consumers, Hispanic, Consumer Behavior