

MARKETING COLLOQUIA

Spring 2025 - Abstract

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Where: 741 JMHH

When: 12:00 PM to 1:20 PM

IMPOSSIBLE EXPECTATIONS FOR THE POOR

People often believe poor individuals should do various things to improve their lives (e.g., work longer hours, sell certain possessions). It is possible that these beliefs are just matters of opinion (about which people can agree or disagree). This project asks whether these beliefs are formed in a way that might lead to inconsistent or impossible expectations for the poor (but not the rich). That is, some of these beliefs might not just be matters of opinion but might be matters of possibility. I describe a simple psychological process that leads people to form inconsistent and impossible expectations for the poor. I then show that these expectations can drive harsher judgments about the poor, and these expectations can affect support for different poverty alleviation programs.