

Marketers pursue the shallow pocketed

[Finance](#), [Market](#)



Is the information being discussed in this article another example of colonialism? Why or why not? Identify two potential positives and two negatives direct marketing of the poor has on people and their economies. What theory of development is most applicable to the expansion of global markets to poor, low income, and indigenous communities? After reading the information in chapter 8 and the information in the article, "Marketers pursue the shallow pocketed", it is my conclusion that the information being discussed in this article is a clear example of colonialism.

As stated in the textbook, Colonialism tended to deprive a society not only of its wealth and freedom, but also of its very character, leaving the local people intellectually and morally disoriented (Fanon, 1963), this is a lot like the article which shows that marketing to the poor has become a very hot subject. Identify two potential positives and two negatives direct marketing of the poor has on people and their economies. One positive thing that direct marketing of the poor has on people and their economies is that the people will be able to purchase items they need and want at lower prices.

Another positive aspect of direct marketing is that the economy improves as more money is being spent. One of the negative aspects of direct marketing is that products will be provided in excess however the items may be of a lower quality, and the second negative aspect is that the poor people are being encouraged to purchase unnecessarily and perhaps overindulging in things that are not necessarily needed. RESOURCES: Nowak, B. , & Laird, P. , (2010), Cultural Anthropology- 8. 2: Modern States: Industrialization and the Global World: Economy Retrieved from <https://content.ashford.edu/books/AUANT101.10.2/sections/sec8.2>

<https://assignbuster.com/marketers-pursue-the-shallow-pocketed/>