The Hidden Rise of the Motel Families: Macromarketing Perspectives on the Hidden Homeless

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Abstract

In this essay, the author explores a growing phenomenon across the United States: the increasing number of families turning to motels to provide housing for husbands, wives, and children. A macromarketing approach is used to ask what has happened to today’s families and the safety net of policies that ideally supports them in their times of need. Why are families living in places that are not intended for permanent residence? Are family policies flawed? Are the numbers of hidden homeless growing faster than anticipated? Are social systems incapable of keeping up with the overwhelming rise in families living in motels, cars, shelters, or on the street? Macromarketers are challenged to determine how to break or limit the cycle of homelessness for distressed families in the United States.

Keywords: Household, macromarketing, homelessness, consumer vulnerability