



Journal Organizações & Sociedade

2021, 28(96), 73-106

© Authors 2021

DOI 10.1590/1984-92302021v28n9604EN

ISSN 1984-9230

www.revistaoes.ufba.br

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Received: 05/17/2019

Accepted: 05/21/2020

# Analysis of Scientific Production on Transformative Consumer Research and Transformative Service Research

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## Abstract

Transformative Consumer Research (TCR) has emerged to fill the gaps and overcome fragmentation in the field of consumer research in the well-being domain. This movement gave rise to Transformative Service Research (TSR), which is aimed at identifying and evaluating the well-being effects arising from the services. The objective of this paper was to map the scientific production on TCR and TSR, based on a bibliometric analysis and a content analysis of a sample consisting of 114 studies available in the Scopus, SciELO and SPELL databases. Our study offers a map of the most productive journals and authors, the most impactful studies and an analysis of thematic categories and some network analyses. The results show a slight increase in the interest on the topic, which indicates the need for intensified research in the field, especially focused on areas of study such as economic vulnerability, obesity, alcohol and drug consumption, individuals with physical disabilities, environmental practices, and adoption of sustainable strategies, technology and social services. In the Brazilian context, we identified the need to disseminate the themes in the academic field, that is, postgraduate programs in marketing area, scientific journals and conferences. Finally, our study is considered a call for a change in the perspectives of researchers and journal reviewers in the field of consumer studies.

**Keywords:** transformative consumer research; transformative service research; bibliometric analysis.

## Introduction

Consumption and quality of life are recurrent topics in academic research (e.g., Cohen, 2010; Flyvbjerg, 2001; Hilton, 2009; McGregor & Goldsmith, 1998). However, the amount and variety of studies on this topic indicates a field fragmentation. Although they discuss similar topics, studies often use different paradigms, theories and methods (Mick, Pettigrew, Pechmann, & Ozanne, 2012).

Considering the field fragmentation and aiming at a better coordination of studies concerned with understanding the well-being phenomenon, a movement called Transformative Consumer Research (TCR) was announced by the president of the Association for Consumer Research, Dr. David Mick (2006). Mick (2006) defines studies on TCR as research efforts that address fundamental problems and as opportunities to improve the quality of life in the face of the consumption effects.

Mick (2006) indicates that, even though the TCR has initially practical guidance, theoretical studies are not discarded, recognizing that these studies can bring up constructive implications. This orientation towards social change proposed by the TCR movement represents a challenge for researchers, since it requires a change in traditional research methods (Pinto, Batinga, Ássimos, & Almeida, 2016).

In his presidential statement, Mick (2006) presented the fundamental research topics for the development of this field: vulnerable consumer groups; cigarette, alcohol and drug consumption; bets; nutrition and obesity; violence in movies and computer games; medical decision, financial and product security; environmental protection behaviors and organ donation. These themes were defined based on the considerations of 46 researchers interested in the area of consumer well-being.

In 2011, the book *Transformative Consumer Research: For Personal and Collective Well-Being* was launched, in which several authors sought to fill the gaps and overcome field fragmentation of consumer research in the field of well-being, presenting the characteristics of the TCR and a vision for the future of the area.

With the progress of the movement of the TCR, one of the gaps identified by the researchers is the absence of studies focusing on well-being arising from services (Rosenbaum et al., 2011). Then, Transformative Service Research movement emerges, defined by Anderson et al. (2013) as the integration between service research and the TCR aiming at identifying these well-being effects.

Thus, our study sought to map scientific production by a bibliometric analysis on Transformative Consumer Research (TCR) and Transformative Service Research (TSR), identifying the most relevant publications in the field, the main authors, institutions, thematic areas studied and methodologies employed.

Therefore, our paper is justified due to the recent development of these research movements and their importance in the context of research and practice in consumption and services, based on the transformation and concern with the problems inherent to consumption. In specific terms, using a bibliometric approach, we sought to present and discuss the main themes in

which researchers are engaged. Moreover, an agenda of research topics that proved to be timely in the field of TCR and TSR was presented.

## **Transformative consumer research**

The term Transformative Consumer Research was first mentioned in 2006 in a speech by the president of the Association for Consumer Research (ACR), Dr. David Glen Mick, from the University of Virginia, United States. It emerged with the purpose of describing a research movement that aims at overcoming the barriers resulting from the field fragmentation of the consumer research that discusses the domain of well-being (Mick et al., 2012). Many researchers work on this topic; however, due to the referred fragmentation, they often use different paradigms, methods and theories, making the disclosure of results to the stakeholders more complex.

The studies about the TCR are concerned with reflecting on the problems arising from consumption and propose to apply rigorous methods with the commitment to present the research results to the appropriate stakeholders, to transform the consumers' life. These studies are supported by a fundamental problem or opportunity, which seek to respect, defend and improve life considering the multiple conditions, demands, potential and effects of consumption (Mick, 2006). In this context, the TCR movement is based on six main characteristics (Mick et al., 2012):

1. To improve well-being: defined by the authors as the normative rule in the TCR. The main concern of this research paradigm is the promotion of well-being, focusing on the different dimensions of this construct;
2. To emanate from the ACR and to encourage research paradigms: the TCR is promoted by the Association for Consumer Research, which has been studying consumer behavior for decades and promoting the development of this research movement. Moreover, the TCR recognizes the importance and encourages the plurality of methods, analysis and paradigms in understanding the phenomenon of well-being;
3. To employ rigorous theories and methods: the TCR advocates the strengthening of methods and theories to enrich discussions and insights obtained from the research;
4. To give visibility to the socio-cultural and situational contexts: this characteristic indicates that researchers should consider the social context of the consumer's life, not necessarily from an ethnographic study, but as a way to attribute more meaning to the research from the understanding of problems perceived by consumers in the context in which they live;
5. To establish a partnership with consumers: due to the research relevance to consumers, one of the TCR characteristics is the fact that researchers are assigned to the roles of lawyers and consumer partners;
6. To disseminate research to relevant stakeholders: one objective of the TCR is to share the results with consumers, political actors and other stakeholders for whom the knowledge of the research results is relevant. Therefore, one of the concerns of this research movement is the efficient communication of results.

This field development presents some challenges for academics, among which it is worth mentioning the fact that the research has social change as an epistemological foundation, which requires a modification of the methods traditionally employed to change individuals (Pinto et al., 2016). When considering the Brazilian context in the development of the TCR, Pinto et al. (2016)

argue that methodologically traditional studies still persist and are often composed of robust statistical tests and have a little connection with the national reality and the social context of the surveyed individuals.

## **Transformative Service Research**

Services can transform consumers and influence their well-being. The service sector has undergone changes regarding their provision and perception (Ostrom, Parasuraman, Bowen, Patrício, & Voss, 2015). However, the Transformative Consumer Research has sparked few discussions about the effect of services on consumer well-being (Anderson et al., 2013).

Based on this issue, the Transformative Service Research (TSR) is developed in service research, derived from the TCR and based on the identification of welfare effects arising from services. Literature defines TSR as the integration between consumer and service research that focuses on building edifying changes and improving the well-being of consumer entities: individuals (consumers and employees), communities and the ecosystem (Anderson et al., 2013).

Since it is a connection with service research and TCR, the Transformative Service Research can integrate many disciplines (Ostrom, Mathras, & Anderson, 2014). Anderson et al. (2013) proposed a research agenda for this field, identifying themes that can be addressed from the financial, health and social service perspective. Due to their ontological and epistemological assumption directed to change, Anderson and Ostrom (2015) identified that such a change can be produced from three aspects: by collaborating with consumers and communities, by joining forces with existing organizations and agencies and by developing initiatives and projects.

In the context of banking services and their transformative potential, Brügger, Hogleve, Holmlund, Kabadayi and Löfgren, (2017) defined the concept of financial well-being as a perception of individuals being able to control and maintain their desired life. Losada-Otálora and Alkire (2019) identified that transparency in banking services influences the consumers' financial well-being. Studies on this aspect of transformative service research can also investigate the concept of financial well-being, its measurement, the interventions to improve well-being and financial behavior, and the contextual and personal factors that affect financial well-being and their consequences (Brügger et al., 2017).

From the perspective of social services, there is a recent discussion on the integration of transformative service research and social marketing. Russell-Bennett, Fisk, Rosenbaum and Zainuddin (2019) propose this integration to advance knowledge in both areas and contribute to improve the individuals' well-being. Finally, in health services, Gallan et al. (2019) proposed an analysis of the patient's experience as an influence on the community's well-being, with the proposal of contributing to the TSR research and the proposal of practical implications for improving the individuals' well-being in these services.

Recent studies in the field of Transformative Service Research discuss how researchers in service area, professionals, agencies and the community can contribute to the transformation of consumers (*e.g.*, Johns & Davey, 2019; Loomba, 2017). This is the reason why TSR is a research movement that recognizes the role of services and works with consumer research to increase the potential of human development and the individuals' well-being (Loomba, 2017).

## Bibliometric research

The bibliometric research allows the mapping and detailed visualization of the scientific production of a specific area (Splitter, Rosa, & Borba, 2012). Pritchard was one of the pioneers in the attempt to conceptualize bibliometry, defining it as the application of mathematics and statistical methods for measuring the content of a book and other means of communication (Machado, Souza, Parisotto, & Palmisano, 2016). Café and Bräscher (2008) define bibliometry as the set of laws and principles applied to statistical and mathematical methods that aim at mapping scientific production. In turn, Sen (1999) brings a more comprehensive concept to this methodology, indicating that it allows evaluating, by bibliographic data, humanity's cultural progress, including science and technology.

In this context, bibliometric research is based on three main laws (Chueke & Amatucci, 2015; Araújo, 2006; Guedes & Borschiver, 2005). Lotka's Law, or "the law of researchers' productivity", states that a large scientific base is produced by a small number of researchers, whereas a large number of non-prolific researchers are responsible for dispersing the rest of production in a given field of knowledge (Splitter et al., 2012; Araújo, 2006; Alvarado, 1984).

In parallel, Zipf' Law, or "law of the distribution of frequency of words in a text", shows a fundamental relationship according to which a small group of words appears with a higher frequency when compared with the frequency of the large group of other words (Araújo, 2006; Vanti, 2002).

Finally, Bradford' Law, "or law of dispersion of scientific knowledge", points out that there is a small group of journals responsible for publishing a large number of articles and a large group of journals with a small number of articles. Thus, dividing journals related to a given field of knowledge into zones with an equal number of documents, a smaller number of journals is presented in the first zone, whereas the other zones need more and more journals to reach that same number of articles (Vanti, 2002; Lima & Carlos Filho, 2019).

Splitter et al. (2012) pointed out seven indicators, in addition to these three basic principles, that bibliometric studies must present: (a) Number of publications by author, journal, institution and/or themes; (b) Number of co-authors/collaborators; (c) Co-publications: publications with authors from different countries and/or institutions; (d) Number of citations; (e) Affinity index: evaluates the relative rate of scientific exchanges (among countries, institutions) according to the citations; (f) Scientific ties (among journals, authors) measured by citations; (g) Co-citations: number of times that two or more articles are cited simultaneously by a third article.

No other bibliometric studies were found in the literature that addressed Transformative Consumer Research (TCR) and/or Transformative Service Research (TSR). The study that used the closest approach to this methodology was the article *The Transformative Service Research Movement* by Davis, Ozanne and Hill (2016), which explores the emergence, growth and future of research in this area. Moreover, in the article *Transformative service research: an agenda for the future*, by Anderson et al. (2013), the authors build an agenda with relevant research themes and suggestions to be studied. Unlike the aforementioned studies, our investigation presents a mapping and analysis of the field until 2019, a content analysis of international and national studies and offers a research agenda focused on both contexts, aspects to which its innovative character is attributed.

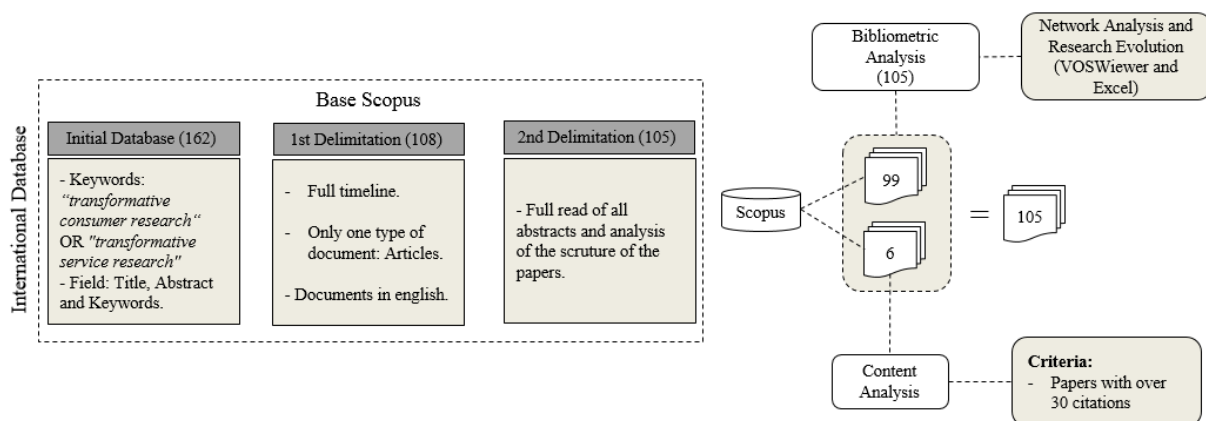
## Methodological procedures

To map, describe and measure the scientific production of authors, journals and institutions in both national and international research on Transformative Consumer Research and Transformative Service Research, the bibliometric method and content analysis of the studies were adopted, based on the codification of the following parameters: objective, method, results, limitations and suggestions for future research.

Our investigation is divided into two studies: the first analyzed international production in accordance with the two aforementioned methods; the second analyzed national production; however, due to the small number of articles, only the content analysis was performed. The methodological procedures for both studies are discussed in the following subsections.

### Study 1

The multidisciplinary database Scopus was used to survey all available documents until the first half of February 2019. The option for the Scopus database is due to a greater number of articles published in the analyzed period. With the search keys “transformative consumer research” and “transformative service research” in the title, abstract and keywords fields, 162 documents were found. To better meet our purpose, two more delimitations were established: only article-type documents, and published in English, restrictions that kept 108 documents in the analysis. The entire sample made available in the Scopus database on the topic is composed of studies in English, so that this criterion did not interfere with the number of articles. Figure 1 illustrates the snipped made for the study of international TCR and TSR.



**Figure 1.** Data collection procedures (Study 1)

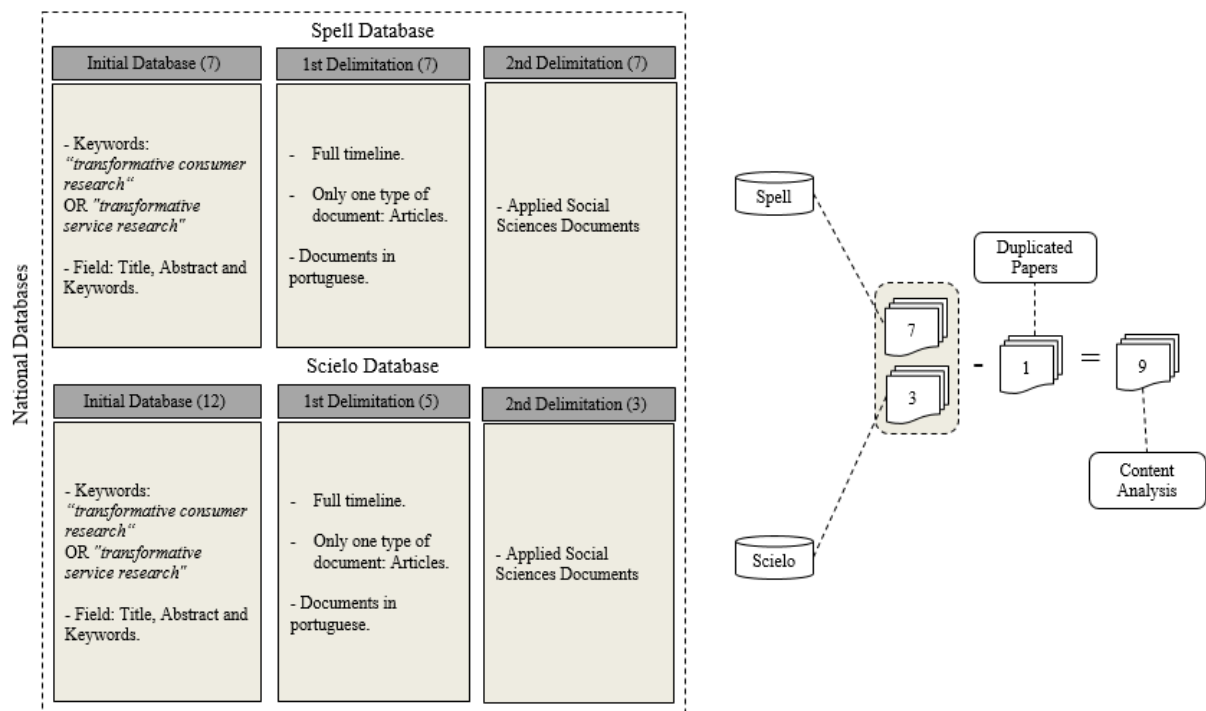
Sources: Elaborated by the authors.

After completing the first filtering stage, the authors read the abstracts and analyzed the documents to confirm the link with the study theme, an effort that led to the exclusion of three documents: (a) one was just an introduction to a special journal volume; (b) the second was a book review; (c) the study was not located by the authors, making it impossible to read and analyze it. Thus, a base containing 105 articles for the analysis process was obtained and analyzed in three stages:

1. With the support of Microsoft Excel© software and the electronic database, it was evaluated the quantitative evolution of scientific production per year, the journals that published the most (Bradford' Law), the most productive institutions, the most frequent authors (Lotka's Law), the studies with the greatest impact, the methodological approaches used and the analysis of the thematic categories.
2. The second analysis was performed with the aid of the VOSviewer software, a tool developed by Nees Jan Van Eck and Ludo Waltman, from the University of Leiden, in Holland. The software offers a graphical interface for data processing, allowing easy visualization and analysis using bibliometric networks (Van Eck & Waltman, 2009). For our study, we used the version 1.6.8, with which it was possible to identify: the network of countries with the highest concentration of studies; the keyword network (Zipf' Law), demonstrating the relationship of these words based on the frequency of use; the co-authoring network, which outlines the relationship between authors and co-authors in the area under study; the co-citations network, established when two references are cited simultaneously by a third; and the bibliographic coupling network, which shows how similar two articles are considering the references they use.
3. Besides the bibliometric analysis of the 105 articles, it was performed a content analysis of the six most cited international documents, considering those that had more than thirty citations.

## *Study 2*

Based on the documents that compose the SPELL and SciELO databases, published until the end of August 2019, a content analysis of the national production was performed. The search was conducted using the terms "Transformative Consumer Research" or "Transformative Service Research" and their corresponding terms in Portuguese ". Seven articles were found in the SPELL database and twelve in SciELO. Then, three filtering criteria were established, as shown in Figure 2: only article-type documents, published in Portuguese, and in the area of Applied Social Sciences.



**Figure 2.** Data collection procedures (Study 2)

Sources: Elaborated by the authors.

This last criterion was added after observing that, although the studies present one of the four researched expressions, some of them were outside the scope of the movement. Thus, the seven studies of SPELL met the criteria, but only three remained in the sample in SciELO. At the end of this stage, we found that the article *The visually impaired and the school: an ethnographic study from the perspective of transformative consumer research* was present in both bases.

Finally, as in study 1, a content analysis was performed. In this case, all nine studies contained in the national databases were considered due to the small number of documents. In the analysis, journals, authors, study objectives, methods used and references to conceptualize research movements, results achieved, suggestions for future research and limitations expressed by the authors were identified.

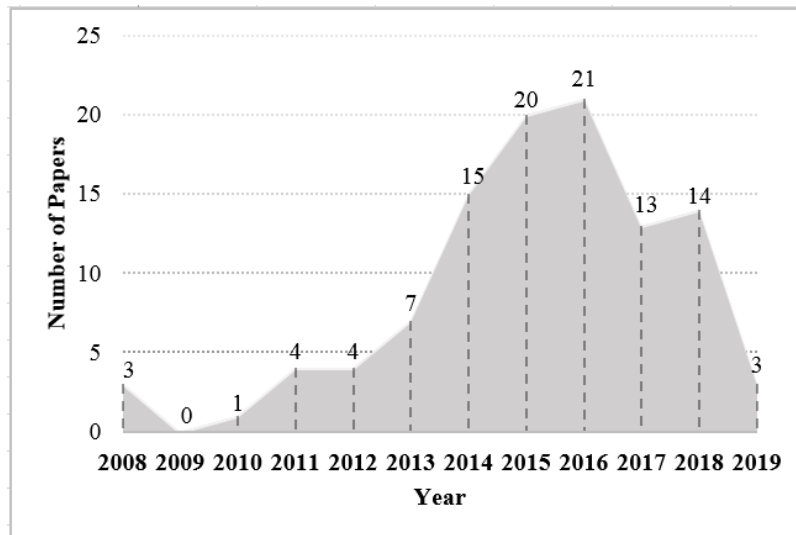
## Results and discussions

The first study presents a map of the most influential journals, organizations, countries, and authors, as well as the research with the greatest impact. Moreover, it brings up an analysis of thematic categories and a network analysis of international papers. The second study, in turn, performs a content analysis of the Brazilian literature.



### Study 1

In total, 105 documents that compose the final base of Scopus cover a total of 36 journals, 333 authors and co-authors from 368 institutions distributed in 34 countries. Figure 3 shows the historical evolution of the publications found in the database, with the annual variation analyzed.



**Figure 3.** Historical evolution of publications related to the research topics

Sources: Elaborated by the authors.

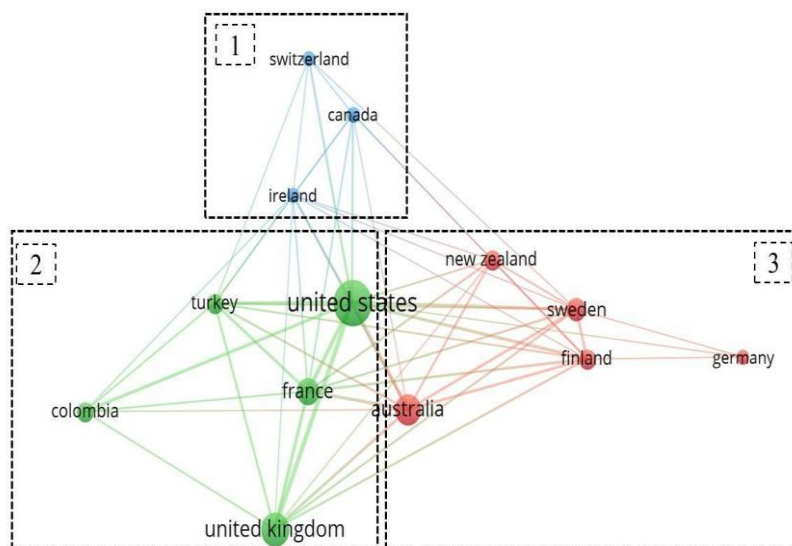
Studies on transformative consumer/service research are still scarce, with their first three publications dating from 2008. Two of these studies are written by Sirgy J. M. The oldest document in the database is entitled *Developing a measure that captures Elderly's well-being in local marketplace transactions*, written by Meadow H. L. and Sirgy M. J. (Meadow & Sirgy, 2008), with fourteen citations. The authors sought to measure the satisfaction of older adults with retail organizations, proving that the well-being offered in the environment of retail establishments in the community contributes to general satisfaction with life. Even though the articles stand out as pioneers with this theme, neither of the two studies by Sirgy M. J. contained a large number of citations.

Three articles present in the database had already been published in 2019 (the year that our study was performed), two of them in the *Journal of Business Research*. The first, by Bublitz M. G. in collaboration with eight authors (Bublitz et al., 2019), sought to develop an integrative structure focused on identifying the main marketing practices that increase the success of Social Business Organizations (SEO) in underserved communities, thus guaranteeing access to healthy foods by the neediest populations. The second, by Steinfield L. and seven other researchers, was dedicated to understanding the expansion of the concept of intersectionality. The authors propose the transformative intersectional framework (TIF) in studies related to business and marketing, moving away from basic intersectionality (gender, class and race) and including power structures to better understand the sources of oppression in a widely way (Steinfield et al., 2019).

There were no articles published in 2009. From 2010, there is a continuous evolution, intensified between 2013 and 2014, when the number of publications almost doubled. One of the factors that can explain this increase in production is the emergence of the problem of services (TSR) in the TCR and some special journal headlines that took place in 2015 and 2016. These two years stand out in the analysis with the largest number of documents, with 20 and 21 articles, respectively. In 2015, eight studies were published in the *Service Industries Journal* and four studies in the *Journal of Service Research*. These two magazines account for more than 60% of the published articles in 2015. In 2016, the *Journal of Public Policy and Marketing* stands out, with five publications.

### Most productive countries

Eleven years after the publication of the first article in the Scopus database about transformative consumer/service research, there are records of institutions from 34 countries researching these themes. Figure 4 shows the countries with four or more publications. The articles may be related to one or more countries, depending on the number of co-authors and the organizations to which they are linked.



**Figure 4.** Nationalities from four or more articles were originated

Sources: Elaborated by the authors.

The United States is the country most dedicated to research on transformative consumer/service research, being responsible for 55 of the articles found in the database, which is partially because the research originates mainly from the Association for Consumer Research, association that started the movement. In addition to the United States, four other countries stand out with more than ten publications: United Kingdom (27), Australia (22), France (16) and Sweden (11).

Brazil, on the other hand, does not present any study published in the database. The United States is the only country that has collaboration with all the other countries present in the clipping.

France and Australia have no collaboration with Germany and Switzerland. Germany is the country that less collaborated with other countries, having studies only with Sweden, United States and Finland.

### Main journals

The articles that compose the sample are divided into 36 journals. Table 1 classifies the main journals according to the number of documents published. For this purpose, only journals with three or more papers in the database were selected.

Table 1

#### Main journals in the analyzed period

Journals	Number of articles	Impact factor <sup>1</sup>	Zone
Service Industries Journal	15	1,258	1st zone
Journal of Business Research	11	4,028	
Journal of Public Policy and Marketing	10	2,179	
Journal of Marketing Management	10	2,229	
Journal of Services Marketing	8	2,408	2nd zone
Journal of Service Management	7	3,414	
Journal of Service Research	5	4,071	
Journal of Service Theory and Practice	3	1,395	
Journal of Consumer Behaviour	3	1,659	
Journal of Macromarketing	3	1,969	
Others (26)	30	-	3rd zone

Note: <sup>1</sup>Information extracted from the official website of the journals, ascertained and released by the Web of Science.

Source: Elaborated by the authors.

Based on the law of dispersion of scientific knowledge (Bradford's Law), the journals can be divided into three zones. The first zone is composed of the four most productive journals that carry the largest number of articles (46); the second is formed by journals that present between three and eight published studies (29); and the third zone is composed of 26 journals with less than three articles published (30).

Then, in this context, in the first zone, the *Service Industries Journal* has the largest number of articles (15), which corresponds to almost 15% of the study sample. Eight articles were published in 2015 alone. Besides, the *Journal of Business Research*, the *Journal of Public Policy and Marketing* and the *Journal of Marketing Management* are the only ones with up to ten documents in dataset.

The base presents an average of 2.9 articles per journal. It is noted that more than two-thirds of the articles about transformative consumer/service research have been published by only ten

journals and 26 journals present only one or two articles published, findings that corroborate the presuppositions of dispersion of the Bradford's Law.

### *Main institutions*

The base is composed of researchers from 368 different institutions. Table 2 shows, in decreasing order, the most productive organizations, considering the number of articles published. Eleven organizations that have already produced five or more studies were emphasized. Table 2 also shows the five countries that produce the most in the field.

Table 2

### **Most productive institutions**

<b>Institution</b>	<b>Number of articles</b>	<b>Country</b>
Northern Illinois University	8	United States
Karlstads universitet	6	Sweden
Arizona State University	6	United States
University of South Carolina	6	United States
University of Canterbury	6	New Zealand
Texas State	6	United States
University of Western Australia	6	Australia
Bilkent Üniversitesi	5	Turkey
University of Strathclyde Business School	5	United Kingdom
Queen's University Belfast	5	United Kingdom
KEDGE Business School	5	France

Sources: Elaborated by the authors.

Northern Illinois University, located in the United States, leads the ranking of the most productive organizations. The United States and the United Kingdom are the only countries that have more than one institution dedicated to the theme. The University of Western Australia and the University of Canterbury (New Zealand) are the only institutions outside the United States – Europe axis.

### *Most productive authors*

Table 3 shows the most productive authors according to the number of articles published. Only those that signed three or more articles were considered. The institution to which each author was linked on the date of the most recent publication stood out. From the 333 researchers present in the sample, only 5% (17) have three or more publications. A little more than 17% (58) had two studies produced and approximately 78% of the authors (258) had only one study published. This result confirms the presupposition of Lotka's law, since a small portion of the authors is responsible

for a large part of the publications. Furthermore, the sum of the number of citations of the studies of each author, their affiliations on the date of publication of the last article and the corresponding country are presented.

Table 3

**Most productive authors**

Author	Number of articles	Number of citations	Affiliation	Country
Rosenbaum M. S.	12	263	University of South Carolina	United States
Anderson I.	5	227	Arizona State University	United States
Downey H.	5	51	Queen's University Belfast	United Kingdom
Hamilton K.	4	29	University of Strathclyde Business School	United Kingdom
Rayburn S. W.	4	192	Texas State University	United States
Ostrom A. L.	3	512	University of North Florida	United States
Coleman C. A.	3	15	Texas Christian University	United States
Bone S. A.	3	55	Utah State University	United States
Ekici A.	3	71	University of Wyoming	United States
Saatcioglu B.	3	72	Ozyegin University	Turkey
Gruber T.	3	45	Loughborough University	United Kingdom
Nasr L.	3	24	University of Manchester	United Kingdom
Tadajewski M.	3	32	Durham University	United Kingdom
Ozanne J. L.	3	42	University of Canterbury	New Zealand
Peñaloza I.	3	49	Kedge Business School	France
Zayer I. T.	3	10	Loyola University Chicago	United States
Finsterwalder J.	3	20	University of Canterbury	New Zealand

Sources: Elaborated by the authors.

The relationship between the authors that publish the most with the most productive institutions is noteworthy. Only Australia and Sweden – countries with institutions showed in Table 2 – do not appear in the list of most productive authors among the nationalities presented in Table 3. The United States is the one that appears most in the two tables, followed by the United Kingdom. Seven of the eleven most prolific organizations (Table 2) also emerge with more productive authors (Table 3), namely: Arizona State University, University of South Carolina, KEDGE Business School, University of Canterbury, Texas State University, University of Strathclyde and Queen's Belfast University.

Rosenbaum M. S. is the author that has published the most, with twelve published studies, the first of them in 2011, in addition to four publications only in 2018. The North American authors Rosenbaum M. S. and Anderson L. have similar performance in number of citations, which stems

from a collaboration in 2013 that led to the publication of the article “Transformative service research: an agenda for the future”, which obtained 175 citations.

The authors Anderson L. and Downey H. appear next, with five published articles; however, they present a great discrepancy regarding the number of citations. A similar fact occurs with the authors Hamilton K. and Rayburn S. W., who published four articles in the sample but differ in the number of citations (29 and 192, respectively), since the second is also a co-author in the study *Transformative service research: an agenda for the future*, the second most cited article from the base, as discussed below. Ostrom A. L. stands out for the highest number of citations in the base, although he is in the group of authors with up to three articles published. This stems from the fact that she is co-author of two of the most cited articles among all the articles analyzed. Table 4 presents an analysis of the content of the main characteristics of the Scopus database, considering those with more than 30 citations.

Table 4

### Studies with higher impact

<b>Ostrom et al. (2015)</b>	<b>Title:</b> Service Research Priorities in a Rapidly Changing Context.
#335 citations	<p data-bbox="379 938 1046 967"><b>Journal (Impact Factor):</b> Journal of Service Research (4,071)</p> <p data-bbox="379 983 1350 1144"><b>Objectives:</b> To identify a group of priorities and topics that deserve to be studied to advance the theory and benefit consumers, practices and their organizations and society; to evaluate the perceptions of service researchers about the importance and current knowledge of the field on these priorities and topics; to promote interdisciplinary and global perspectives of service researchers to identify critical challenges and opportunities to strengthen the field and its impact on the future.</p> <p data-bbox="379 1167 1350 1272"><b>Used reference for conceptualization of TCR/TSR:</b> Ostrom, A. L., Bitner, M. J., Brown, S. W., Burkhard, K. A., Goul, M., Smith-Daniels, V., Demirkan, H., &amp; Rabinovich, E. (2010). Moving forward and making a difference: research priorities for the science of service. <i>Journal of Service Research</i>, 13(1), 4-36.</p> <p data-bbox="379 1290 783 1319"><b>Method:</b> Quantitative and Qualitative.</p> <p data-bbox="379 1337 1350 1391"><b>Result:</b> The authors found twelve research priorities and 80 topics that can contribute to the development of service research.</p> <p data-bbox="379 1408 1350 1514"><b>Suggestions for future studies</b> (i) increase in the number of respondents, who were mostly of the Marketing area; (ii) participation of other researchers outside the United States and Europe; (iii) identification of the perception of priorities by professionals in the service sector, in addition to researchers.</p> <p data-bbox="379 1532 1350 1585"><b>Limitations:</b> The sample, which was mostly composed of professionals in the Marketing area and restricted to the United States and Europe.</p>
<b>Anderson et al. (2013)</b>	<b>Title:</b> Transformative service research: an agenda for the future.
#175 citations	<p data-bbox="379 1648 1066 1677"><b>Journal (Impact Factor):</b> Journal of Business Research (4,028)</p> <p data-bbox="379 1695 1350 1771"><b>Objectives:</b> To define the need and identify the service research agenda, addressing the main points of intersection between services and the area of transformative consumer research.</p> <p data-bbox="379 1792 1350 1845"><b>Used reference for conceptualization of TCR/TSR:</b> This article proposes the definition of TSR.</p> <p data-bbox="379 1863 667 1892"><b>Method:</b> Literature review.</p> <p data-bbox="379 1910 1350 1982"><b>Result:</b> The article emphasizes thematic areas and the main discussions that can be raised in TSR research. Regarding financial services, discussions are about access and literacy and their influence on consumers' well-being. In health services, it is important to look at</p>

consumer entities from a holistic perspective and in a socio-cultural context, reinforcing the view from collective levels. Finally, social services need analysis on what concerns the macroenvironment, especially in terms of public policies; the authors also show the relevance of employee well-being and its effect on consumer well-being.

**Suggestions for future studies:** (i) service research must identify the reason for the perceived well-being disparity in different services; (ii) studies must recognize the importance of the collective aspect in research; (iii) studies should identify the effect of co-creation on employee well-being; (iv) studies must address aspects related to sustainability in the context of services.

**Limitations:** The authors do not cite study limitations.

**Giesler and Veresiu (2014)**

**Title:** Creating the responsible consumer: Moralistic governance regimes and consumer subjectivity.

**Journal (Impact Factor):** Journal of Consumer Research (4,701)

**#96 citations**

**Objectives:** To analyze the consumer's accountability process based on two analytical levels of moralistic governance.

**Used reference for conceptualization of TCR/TSR:** Mick, D. G., Pettigrew, S., Pechmann, C., & Ozanne, J. L. (2012). Origins, qualities, and envisionments of transformative consumer research. In Mick, D. G., Pettigrew, S., Pechmann, C. C., & Ozanne, J. L. (Eds.), *Transformative consumer research for personal and collective well-being* (pp. 31-52). Abingdon: Routledge.

**Method:** Qualitative.

**Result:** The authors identified four types of consumers based on the World Economic Forum (WEF): the idealized responsible consumer (Idealized Responsible Consumer), the green consumer (Green Consumer), the health conscious consumer (Health Conscious Consumer) and, finally, the financially literate consumer (Financially Literate Consumer).

**Suggestions for future studies:** Studies should encourage consumer researchers to substitute the question of how cultural value systems structure consumers' identity and experiences to ask how family, religion, ethnicity, activism and other institutions are rearticulated as market and consumer systems.

**Limitations:** The authors do not cite the study limitations.

**Sweeney, Danaher, and McColl-Kennedy (2015)**

**Title:** Customer Effort in Value Co-creation Activities: Improving Quality of Life and Behavioral Intentions of Health Care Customers.

**Journal (Impact Factor):** Journal of Service Research (4,071)

**#75 citations**

**Objectives:** To explore the phenomenon of co-creation of value in the health area, by identifying the hierarchy of co-creation activities in terms of the effort undertaken by the consumer, according to the levels of perceived difficulty and investigate the relationship between such levels of effort and quality of life, satisfaction with the health service and behavioral intentions.

**Used reference for conceptualization of TCR/TSR:** Anderson, L., Ostrom, A. L., Corus, C., Fisk, R. P., Gallan, A. S., Giraldo, M., . . . & Shirahada, K. (2013). Transformative service research: An agenda for the future. *Journal of Business Research*, 66(8), 1203-1210.

**Method:** Quantitative and Qualitative.

**Result:** The authors designed and tested a model that explains the relationship of consumer effort in activities of co-creation of value with quality of life, satisfaction with the service and behavioral intentions.

**Suggestions for future researches:** Expansion of health services so that they consider the clients' life and their role in their own lives and well-being.

**Limitations:** The authors analyzed the activities of co-creating value only from the point of view of consumers.

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<b>Blocker et al. (2013)</b>	<p><b>Title:</b> Understanding poverty and promoting poverty alleviation through transformative consumer research.</p> <p><b>Journal (Impact Factor):</b> Journal of Business Research (4,028)</p>
<b>#47 citations</b>	<p><b>Objective:</b> To define a research framework in Transformative Consumer Research and poverty.</p> <p><b>Used reference for conceptualization of TCR/TSR:</b> Mick, D. G., Pettigrew, S., Pechmann, C., &amp; Ozanne, J. L. (2012). Origins, qualities, and envisionments of transformative consumer research. In Mick, D. G., Pettigrew, S., Pechmann, C. C., &amp; Ozanne, J. L. (Eds.), <i>Transformative consumer research for personal and collective well-being</i> (pp. 31-52). Abingdon: Routledge.</p> <p><b>Method:</b> Literature review.</p> <p><b>Result:</b> The authors proposed a research agenda on consumer behavior and poverty with the following thematic lines: consumer choice, experience of products and services, consumer culture, consumption capacities and marketplace forces.</p> <p><b>Suggestions for future studies:</b> Strengthening research in the field on consumer choice, experience with products and services, consumer culture, market forces, once they are points with the potential to mitigate poverty, and researches in these areas will be able to pave the way to transform the life of those that suffer with these problems.</p> <p><b>Limitations:</b> The authors do not cite study limitations.</p>

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<b>Bone, Christensen, and Williams (2014)</b>	<p><b>Title:</b> Rejected, shackled, and alone: The impact of systemic restricted choice on minority consumers' construction of self.</p> <p><b>Journal (Impact Factor):</b> Journal of Consumer Research (4,701)</p>
<b>#35 citations</b>	<p><b>Objective:</b> To address the systemically restricted area of choice and its impact on the self based on Transformative Consumer Research.</p> <p><b>Used reference for conceptualization of TCR/TSR:</b> Mick, D. G., Pettigrew, S., Pechmann, C., &amp; Ozanne, J. L. (2012). Origins, qualities, and envisionments of transformative consumer research. In Mick, D. G., Pettigrew, S., Pechmann, C. C., &amp; Ozanne, J. L. (Eds.), <i>Transformative consumer research for personal and collective well-being</i> (pp. 31-52). Abingdon: Routledge.</p> <p><b>Method:</b> Quantitative and Qualitative.</p> <p><b>Result:</b> The authors identified that restrictive choices affect the way of how minorities elaborate the self-construction and how they perceive the consumer's journey to achieve personal goals and materialize personal values.</p> <p><b>Suggestions for future studies:</b> (i) studying gender and race in the context of systematically restricted choices; (ii) considering the vulnerability of immigrants in the context of these choices; (iii) identifying existing racial differences from systematically restricted choices.</p> <p><b>Limitations:</b> A limitation of the studies 1 and 2 was the inability to assess the effect of self-esteem and autonomy.</p>

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Source: Elaborated by the authors.

Based on the most cited studies, we can identify the application of mixed research methods and literature review. The studies have an introductory character on the theme of well-being and the suggestions for future researches indicate a deepening of these discussions and a greater effort to explore the reality of marginalized consumers. Besides, there is an emphasis on research in the context of services, reinforcing the role of services in the daily life of consumers and their potential to cause changes in the life of individuals.



### *Methodological approaches employed*

Table 5 presents the methodologies adopted by the surveys based on the year of publication. To build this table, the authors read all the abstracts and, when the necessary information could not found, read the text in detail to understand the methodological approach.

Table 5

#### **Methodological approach**

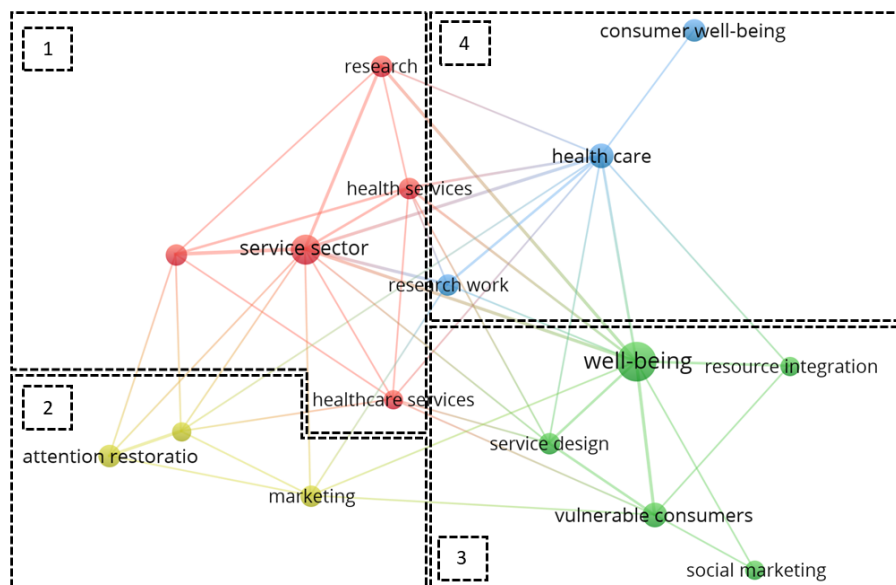
Methodological Approach	2008	09	10	11	12	13	14	15	16	17	18	2019 (Feb.)	Total	%
Qualitative	-	-	-	1	0	1	4	8	7	5	6	3	36	34%
Theoretical Essay	1	-	1	2	2	5	4	4	7	3	3	-	32	30%
Quantitative	2	-	-	1	1	1	3	6	4	2	4	-	24	23%
Literature review	-	-	-	-	-	-	2	2	2	1	-	-	7	7%
Quanti-qualitative	-	-	-	-	-	-	2	-	1	2	1	-	6	6%
Total	3	-	1	4	4	7	15	20	21	13	14	3	105	-

Sources: Elaborated by the authors.

Around 34% (36) of the studies were developed with qualitative methodology, 30% (32) were theoretical tests and approximately 23% (24) used exclusively quantitative approaches, 7% (7) of the documents were literature reviews and 6% (6) were studies that used a mixed approach with quantitative and qualitative methods. There is no evolution pattern for any approach, since studies on transformative consumer/service research promote, by one of its principles, the diversification of research methodologies and approaches. Empirical studies account for 63% of the analyzed base (66 studies), which shows the maturity of research in the field over the investigated period, especially from 2014.

### *Keywords co-occurrence network*

Figure 5 shows the keywords co-occurrence network found in the studies on TCR and TSR, limited to those with at least four occurrences. These terms may indicate the main lines of research in the field. The size of the circles on the graph indicates the number of occurrences of each keyword in the base.



**Figure 5.** Keywords co-occurrence network

Sources: Elaborated by the authors.

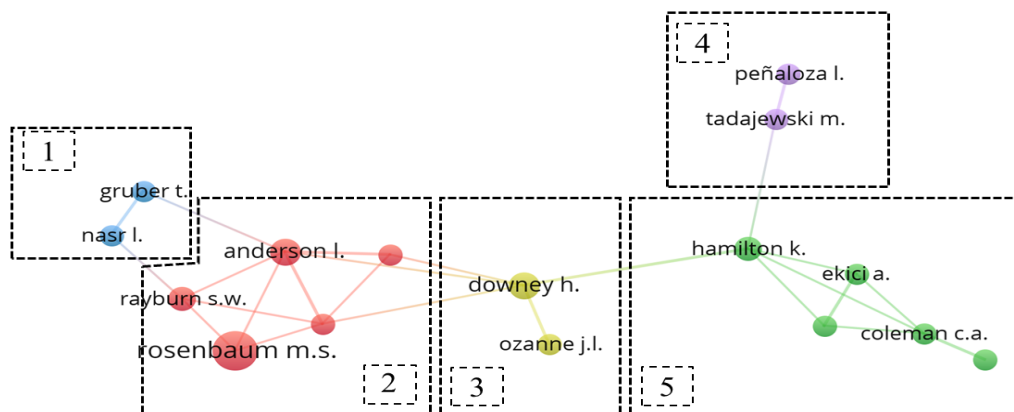
The first cluster consists of theoretical studies focusing on consumer welfare in the context of health services. In the second group, the most explored theme is the theory of restoration of attention, which concerns how the exposure to nature can improve the individual's focus and ability to concentrate.

The third cluster emphasizes the term "well-being" and addresses vulnerable consumers and resource integration, focusing the context of services. This group also discusses a recurring theme in studies in this area: social marketing. The fourth and last group of words also presents, as the first one, studies concerned with the discussion on health care. Consumer well-being is the keyword that stands out in this cluster and the main theme discussed in studies on TCR and TSR.

Thus, based on the keywords identified in the database, we noticed that the study is predominantly performed in the context of health services. Moreover, the chains reaffirm consumer well-being as the main theme of TCR and TSR.

### *Co-authorship network*

Figure 6 shows the co-authorship network of the 105 articles available in the Scopus database. This type of visualization allows the analysis of the relationship among the researchers according to the amount of studies produced and their collaborations. For this network construction, only those authors with three or more studies published and at least ten citations were considered. The authors are represented by circles and divided into clusters according to their collaborations and the size of the circles corresponds to the number of articles produced.



**Figure 6.** Co-authorship networks

Sources: Elaborated by the authors.

We can see five collaboration clusters. The first one is composed by the authors Gruber T. and Nasr L., who developed two articles in partnership. The first study, published in 2014 and entitled *Exploring the impact of customer feedback on the well-being of service entities: TSR perspective* is an exploratory qualitative study that investigated the impact of positive feedbacks from customers on the employees' well-being (Nasr, Burton, Gruber, & Kitshoff, 2014). The second study was named *When good news is bad news: the negative affect of positive customer feedback on front-line employee well-being* and has a qualitative approach, aimed at identifying if positive customer feedback can have a negative impact on the employees and companies' well-being (Nasr, Burton, & Gruber, 2015).

The second cluster is composed by the authors Ostrom A. L., Rayburn S. W., Anderson L., Bone S. A. and Rosenbaum M. S. and the studies aimed at understanding the consumer well-being. However, the studies developed in collaboration of these authors have different perspectives: some of them sought to identify consumer well-being considering effective policy interventions related to immigration, culture and ethnicity; another study focused on the provision of services by social organizations; there are also studies focused on the Bottom of the Pyramid (BoP); and, finally, studies dedicated to examining the conscious consumption and influence of extrinsic and intrinsic stimuli on the individual.

The third cluster is formed by the authors Downey H. and Ozanne J. L. Their first collaboration was published in 2012 with the title *Conceptualizing a transformative research agenda*, examining the standard research process from the perspective of transformative research to show the process steps that can be adapted to their orientation towards social change. The second study, published in 2017, was entitled *Assessing the societal impact of research: the relational engagement approach* (Ozanne et al., 2017). In this study, the authors propose the use of an engagement approach involving the co-creation of marketing research with the public outside the academy.

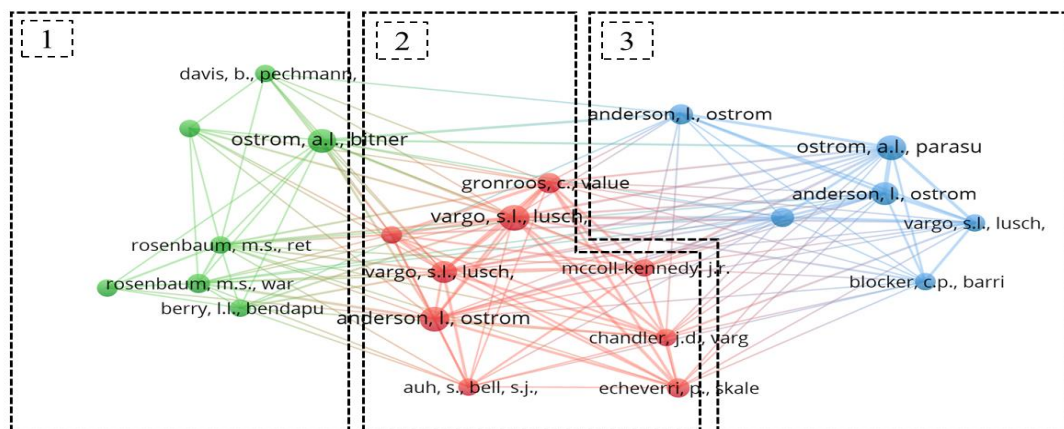
The fourth cluster is formed by the authors Tadajewski M. and Peñaloza L., who published their first collaboration in 2014: *The discourses of marketing and development: towards 'critical transformative marketing research'*. This theoretical essay sought to understand the connection among development, marketing and transformative consumer research. The second collaborative theoretical essay was published in 2015: *Developing Markets: Understanding the Role of Markets*

and Development at the Intersection of Macromarketing and Transformative Consumer Research (TCR), presenting a conceptual framework on development, well-being and inequality.

The fifth cluster has the largest number of authors, with emphasis on Hamilton K., Ekici A., Saatcioglu B., Coleman C. A. and Zayer I.T. Part of the studies contained in this line proposes a transformative research approach focused on the experiences of poverty, social exclusion and vulnerability. Other articles are dedicated to understand issues related to gender, identity markers and classes.

### Co-citation network

Figure 7 shows the co-citation network of references. For this purpose, only documents with at least five citations in the database were considered. The co-citation is determined when two references are cited simultaneously by a third reference. The largest the number of articles that cite two specific studies simultaneously, the stronger the co-citation relationship.



**Figure 7.** Co-citation network

Sources: Elaborated by the authors.

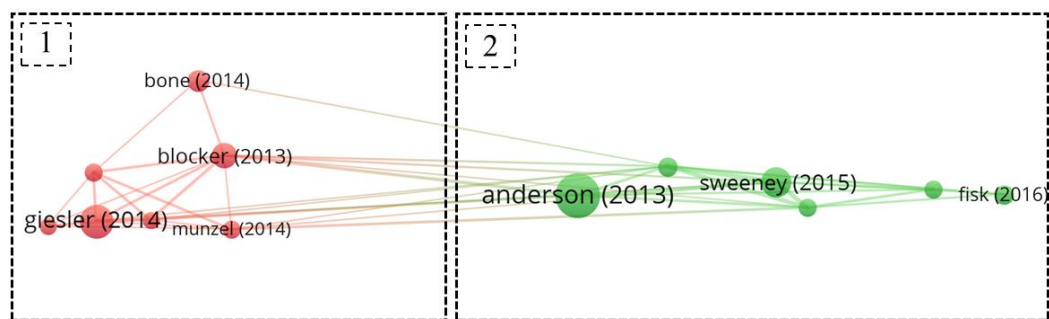
The first cluster consists of seven articles, with emphasis on the number of citations in the study by Ostrom et al. (2010), entitled *Moving Forward and Making a Difference: Research Priorities for the Science of Service*, in which the results found by researchers at the Center for Service Leadership at Arizona State University, in the United States, on the interdisciplinarity in service research priorities are presented. This group is composed of studies that study service research and are predominantly performed in the context of the health area.

The second cluster is formed by nine studies, with that by Vargo and Lusch (2008) having the most cited text, entitled *Service-dominant logic: continuing the evolution*. In this paper, the authors expand the discussion introduced in 2004 about the dominant logic of the service, updating the premises and advances for future studies. It brings together research that addresses the logic of services and the process of generating value from co-creation. The last cluster identified has six productions and the most cited study is the one by Ostrom et al. (2015), named *Service research priorities in a rapidly changing context*, in which the authors present new research priorities in

services based on the changes the field. The study allocated to this cluster addresses the Transformative Service Research movement as a rising paradigm in service research.

### *Bibliographic coupling network*

Figure 8 presents the bibliographic coupling network. Kessler (1963) points out that two authors (or two references) are considered bibliographically coupled when a third author (or reference) is cited simultaneously by the first two. The articles with 20 or more citations were considered for its elaboration, being obtained 22 articles grouped in two clusters. The shorter the distance between the circles (nodes), the stronger their relationship (Van Eck & Waltman, 2017). In the following case, the degree of coupling between the authors will be greater, whereas the circle size is given based on the number of quotations made to the respective study.



**Figure 8.** Bibliographic coupling network

Sources: Elaborated by the authors.

The first cluster is composed of seven authors. The study by Giesler and Veresiu (2014), *Creating the responsible consumer: moralistic governance regimes and consumer subjectivity*, presents the largest number of citations (96) and is strongly coupled with the articles of Crockett et al. (2013), Tadjewski et al. (2014) and Gordon, Gurrieri and Chapman (2015). The studies in this cluster focus on consumer lifestyle, racial minority consumers, consumer vulnerability and the use of transformative consumer research to improve marketing practices and research.

The second cluster is composed of six authors, with emphasis on the study by Anderson L. (2013), *Transformative service research: an agenda for the future*. The studies by Black and Gallan (2015) and Sweeney et al. (2015) are strongly coupled. The productions of this cluster show similarities in the efforts to present a broad review of research on service marketing and well-being in service delivery and seek to analyze the potential impacts of transformative value co-creation.

### *Analysis of the thematic categories*

Figure 9 indicates the thematic categories that were identified in the 105 articles and the quantity of articles referring to each area. For the categorization, the abstracts were initially read and the papers were full read when necessary. Eight categories were found. Eleven studies that did not fit into any of these categories were awarded the label "Others".



**Figure 9.** Analysis of the thematic categories

Sources: Elaborated by the authors.

The category with more studies is the consumer vulnerability (27), which is still the theme most explored by the studies that adopt the TCR and TSR approaches. Vulnerable consumers are poorly investigated in other mainstream research lines, whereas they have a voice in transformative research. They are consumers in a state of poverty, with limited choices and some special need, among other states of vulnerability.

Another important point of discussion in TCR and TSR is consumer well-being. We found 22 studies on this theme, either seeking to identify factors that affect (and how they affect) consumer well-being or investigating ways to promote that well-being based on consumption and services. Besides, another relevant topic was the formalization of TCR and TSR (fifteen documents), a research line that is concerned with the theorization of these research paradigms and their ontological, epistemological and methodological structuring and with providing a basis for future studies.

Ten studies focus on “new marketing practices”, discussing the performance of marketing from the perspectives of TCR or TSR, presenting new research techniques and rethinking previous perspectives. Meanwhile, “co-creation initiatives” was identified as another thematic area, with eight studies that address this concept. Its authors seek to investigate the determinants and the dynamics inherent to the value of co-creation as well as aspects related to consumer engagement in this process. Some studies have discussed social services (5) from the perspective of transformative research and the potential of these services to transform consumers’ life.

Besides, a category related to the employees’ well-being and its impact on the provision of services (4) was also identified. This research includes studies that investigate the influence of the well-being of service sector employees on the perception of quality in the organizational and consumer perspectives. Finally, some studies were concerned with discussing culture and

ethnicity (3) using a transformative approach. These groups are poorly researched in the context of consumption; however, they are relevant to transformative research.

Given the categorization performed, we observed that the themes of the areas of TCR and TSR identified in the Scopus base are not restricted to those originally proposed by Transformative Consumer Research, addressing other themes and expanding the scope of the research movement, which initially focused on vulnerable consumers, consumption of legal (cigarette, alcohol) and illicit drugs, gambling, nutrition and obesity, violence in movies and computer games, medical and financial decisions, product security, environmental protection behavior and organ donation. When evaluating the themes addressed, we could identify that the scope has expanded and, with the popularity of the research movement, other topics may be further discussed.

Despite the different themes, consumer's well-being and vulnerability are still the most prominent areas in the field, which is consistent with the initial proposal of these research movements. However, the diversity of the field and the development of new themes in addition to the initial proposals of the theory can be identified.

### *Study 2: Content analysis of national databases*

Table 6 shows the national studies that address TCR and TSR. The analysis made it possible to identify which studies, authors and journals have the most influence on the theme, and their objectives, methods, results and limitations.

Table 6

#### **National studies**

<b>SPELL DATABASE</b>	
<b>Abreu and Casotti (2018)</b>	<p><b>Title:</b> Turismo na Terceira Idade sob a Ótica da Transformative Consumer Research: proposição de uma agenda de pesquisa</p> <p><b>Journal (Qualis):</b> Turismo em Análise (B1)</p> <p><b>Objective:</b> To propose an agenda for studies relating the experience of tourism with the third age within the perspective of TCR.</p> <p><b>Used reference for conceptualization of TCR/TSR:</b> Mick, D. G., Pettigrew, S., Pechmann, C., &amp; Ozanne, J. L. (2012). Origins, qualities, and envisionments of transformative consumer research. In Mick, D. G., Pettigrew, S., Pechmann, C. C., &amp; Ozanne, J. L. (Eds.), <i>Transformative consumer research for personal and collective well-being</i> (pp. 31-52). Abingdon: Routledge.</p> <p><b>Method:</b> Theoretical essay</p> <p><b>Result:</b> Theoretical gaps related to the experience of tourism in the third age within the TCR approach were identified. Besides, a research agenda was proposed.</p> <p><b>Suggestions for future studies:</b> To identify how tourism practices in the third age can provide well-being for consumers; which situations and problems may arise, in the context of tourism, due to the aging process; to understand the relationship between groups, public policies, leisure and other experiences.</p> <p><b>Limitations:</b> The authors emphasize the diversity of the groups, which cannot be seen only by demographic characteristics.</p>
<b>Coelho and Abreu (2018)</b>	<p><b>Title:</b> O deficiente visual e a escola: um estudo etnográfico sob a perspectiva da pesquisa transformativa do consumidor</p>

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**Journal (Qualis):** Organizações & Sociedade (A2)

**Objective:** To analyze the consumption of educational services in basic education by visually impaired people.

**Used reference for conceptualization of TCR/TSR:** Petkus Jr., E. (2010). Incorporating transformative consumer research into the consumer behavior course experience. *Journal of Marketing Education*, 32(3), 292-299.

**Method:** Critical Ethnography

**Result:** The study identified the actors that interfere in the consumption behavior of the visually impaired (school students, teachers, school managers and non-governmental organizations (NGOs) involved with the cause). The study allowed the understanding of the perception of the students regarding the consumption of educational services. Moreover, it aims at obtaining practical results by passing on the theoretical results to research organizations.

**Suggestions for future studies:** Studies should focus on other disabled and vulnerable consumers.

**Limitations:** The authors emphasize the difficulties in being a pioneering research.

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**Almeida, Batinga, Ássimos, and Pinto (2018)**

**Title:** Articulando a Transformative Consumer Research e a Comunicação Não-Violenta em Situações de Insegurança Alimentar em Grupos Vulneráveis

**Journal (Qualis):** Revista Eletrônica de Gestão Organizacional (B2)

**Objective:** To explain how Social Technology entitled Nonviolent Communication (NVC) can contribute to the development of TCR.

**Used reference for conceptualization of TCR/TSR:** Mick, D. G., Pettigrew, S., Pechmann, C., & Ozanne, J. L. (2012). Origins, qualities, and envisionments of transformative consumer research. In Mick, D. G., Pettigrew, S., Pechmann, C. C., & Ozanne, J. L. (Eds.), *Transformative consumer research for personal and collective well-being* (pp. 31-52). Abingdon: Routledge.

**Method:** Theoretical essay

**Result:** The study presents contributions to situations of food insecurity among vulnerable individuals; discusses the concept of transformation and the potential of TCR research; addresses compassionate interaction and its transformative power for the well-being of the individual.

**Suggestions for future studies:** Studies should further investigate NVC, TCR and Agency and Structure; construction of a new research agenda focused specifically on Moving TCR (TCR-M).

**Limitations:** The pioneering research that links Nonviolent Communication and TCR; view restricted to theoretical analysis only.

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**Barbosa and Veloso (2017)**

**Title:** Vulnerabilidade da Criança no Varejo: Um Estudo Sob a Perspectiva da Pesquisa Transformativa do Consumidor

**Journal (Qualis):** Revista Eletrônica de Gestão Organizacional (B2)

**Objective:** to identify the vulnerabilities of child consumers experienced in retail consumption.

**Used reference for conceptualization of TCR/TSR:** Petkus Jr., E. (2010). Incorporating transformative consumer research into the consumer behavior course experience. *Journal of Marketing Education*, 32(3), 292-299.

**Method:** Exploratory research (qualitative).

**Result:** The survey presents as results situations that promote a greater loss of children's well-being at the time of the purchase; it identified that the vulnerability of children in retail stores is more associated with external factors than with individual characteristics.

**Suggestions for future studies:** Researches with children of other age groups; children's perception of vulnerability; parents' reaction to their children's vulnerability.

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**Limitations:** The researcher's absence in data collection, making it impossible to obtain more information.

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**Pinto, Batinga, Ássimos, and Almeida (2016)**

**Title:** Transformative consumer research: reflexões, diretrizes e uma análise do campo no Brasil

**Journal (Qualis):** Revista Interdisciplinar de Marketing (B4)

**Objective:** To present and discuss issues related to the TCR movement, showing its premises, concepts, objects of study and other subjects.

**Used reference for conceptualization of TCR/TSR:** Mick, D. G., Pettigrew, S., Pechmann, C., & Ozanne, J. L. (2012). Origins, qualities, and envisionments of transformative consumer research. In Mick, D. G., Pettigrew, S., Pechmann, C. C., & Ozanne, J. L. (Eds.), *Transformative consumer research for personal and collective well-being* (pp. 31-52). Abingdon: Routledge.

**Method:** Theoretical essay.

**Result:** The study presents a state of the art about the national production of TCR, its main characteristics and difficulties, such as lack of funding for study on the line, lines of research in graduate programs and periodicals limited to traditional methods.

**Suggestions for future studies:** The authors do not present suggestions for future studies.

**Limitations:** The authors do not cite study limitations.

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**Almeida and Casotti (2015)**

**Title:** Turismo voluntário e o bem-estar do consumidor na pesquisa transformativa do consumo

**Journal (Qualis):** Revista Ciências Administrativas (B2)

**Objective:** To analyze the phenomenon of volunteer tourism, showing how the lens of the TCR contribute to the development of the area.

**Used reference for conceptualization of TCR/TSR:** Mick, D. G., Pettigrew, S., Pechmann, C., & Ozanne, J. L. (2012). Origins, qualities, and envisionments of transformative consumer research. In Mick, D. G., Pettigrew, S., Pechmann, C. C., & Ozanne, J. L. (Eds.), *Transformative consumer research for personal and collective well-being* (pp. 31-52). Abingdon: Routledge.

**Method:** Theoretical essay.

**Result:** Besides elaborating a research agenda, the authors identified three opportunities for theoretical construction: theorization at the methodological level, multicultural and in transformative services.

**Suggestions for future studies:** Knowing the motivations, practices and meanings of the consumption of voluntary tourism for foreigners and/or Brazilians that hire the programs; knowing the performance of voluntary tourism operators and facilitators and identifying their problems to understand the transformation process of the agents involved.

**Limitations:** The authors do not cite study limitations.

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**Coelho (2015)**

**Title:** A pesquisa transformativa do consumidor: reflexões e diretrizes para pesquisadores brasileiros

**Journal (Qualis):** Economia e Gestão (B1)

**Objective:** To reflect on the challenges and possibilities of TCR for academics in Brazil

**Used reference for conceptualization of TCR/TSR:** Mick, D. G., Pettigrew, S., Pechmann, C., & Ozanne, J. L. (2012). Origins, qualities, and envisionments of transformative consumer research. In Mick, D. G., Pettigrew, S., Pechmann, C. C., & Ozanne, J. L. (Eds.), *Transformative consumer research for personal and collective well-being* (pp. 31-52). Abingdon: Routledge.

**Method:** Theoretical essay.

**Result:** The manuscript presents reflections and challenges for researchers looking to

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study TCR, in addition to establishing an agenda for future research.

**Suggestions for future studies:** The author points out that themes such as educational services, public health, medicines, physical exercises and public policies must be addressed. Furthermore, he also emphasizes that traditional methods associated with other approaches can strengthen TCR research.

**Limitations:** The author does not cite study limitations, but possible difficulties for future studies (the stages of the proposed research process may be incompatible with reality; the new approaches may cause strangeness to the reviewers of national journals).

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#### SciELO DATABASE

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**Souza and Leão  
(2013)**

**Title:** Movimento sensual: um estudo da narrativa mitológica na publicidade de uma marca de moda praia

**Journal (Qualis):** Organização & Sociedade (A2)

**Objective:** To answer how the myth played in advertising operates the meaning of *Movimento*, a brand with symbolic appeal.

**Used reference for conceptualization of TCR/TSR:** TCR/TSR are not considered in the article.

**Method:** Analysis based on Barthes' Semiotic Theory.

**Result:** The authors identified that *Movimento* is a brand that worships the body, using sensuality, but without assuming explicit eroticism. They observed that the brand sells more for its symbolic character than for the utilities that it represents. Thus, it is necessary to develop advertising richer in stories, focused on everyday life, because it is in these ones that the myth and its conquest power reside.

**Suggestions for future studies:** Other studies with the same approach, but analyzing different modalities; studies that analyze the mechanisms of creation and the reception of consumers.

**Limitations:** The construction of the *corpus* was based only on print advertising, disregarding catalogs; the authors did not consider the vision of those responsible for creation or the perception of consumers.

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**Lübeck, Schröder,  
and Wittmann,  
(2018)**

**Title:** Quais categorias se relacionam à imagem corporal na literatura de conduta do consumidor e psicologia?

**Journal (Qualis):** Pensamiento y gestión (B1)

**Objective:** To identify the categories associated with the term "female body image" and discuss the implications of these theories for the consumers' well-being.

**Used reference for conceptualization of TCR/TSR:** TCR/TSR are not considered in the article.

**Method:** Content analysis.

**Result:** The authors managed to establish a hierarchy and interrelationship of categories related to the concept of body image.

**Suggestions for future studies:** They suggest an empirical investigation of the results and analysis of more specific issues, such as cultural aspects.

**Limitations:** The authors emphasize the difficulties inherent to an exploratory research.

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Sources: Elaborated by the authors.

Complementing the review on the topic, we noticed that most of the nine national studies are theoretical essays (5). The oldest production was published in 2013, with no publications in 2014. 2018 had the largest number of publications (4). The journal *Revista Eletrônica de Gestão Organizacional*, with classification Qualis B2, and the journal *Organizações & Sociedade*, with Qualis A2, present two publications. The authors Coelho P. F. C., Casotti L. M., Pinto M. R., Ássimos B. M.,

Almeida G. T. and Batinga G. L. present two publications. It is important to note that the six authors mentioned worked in partnership in some productions.

## Final considerations

Our study sought to outline an overview of scientific production on Transformative Consumer Research (TCR) and Transformative Service Research (TSR), identifying the most relevant publications, the main authors, institutions, thematic areas studied and methodologies employed. From the analysis of the database and reading the abstracts of all studies, we could identify some themes proposed by the initial idea of the TCR and that, until then, were little explored and can be considered in future studies.

Studies on the environment and the adoption of sustainable consumption strategies are also relevant, since they analyze the difficulties, impacts and well-being provided by this behavior change. These studies may be able to critically analyze sustainable behavior, investigating the search for individual well-being based on the feeling of doing something right; collective well-being, including a holistic concern for the environment; besides evaluating the reasons that lead organizations to engage in promoting sustainable consumption, whether showing a genuine concern for social well-being or expressing a pragmatic strategy to comply with the framework and legal implications.

Essentially, all the contemporary market negotiations (B2C, B2B, B2E, B2G, B2B2C, C2C and Marketplace) experience some type of technological influence. However, we identified few studies on the effects of technology. Studies on the consequences of technological "invasion" in the consumers' routine must be developed. There is a window of opportunity for studies aiming at evaluating how services, previously performed by individuals and now provided by the internet, affect the consumer well-being, whether in the positive perspective of the facility or due to the aspect of the lack of interaction between people. The influence on the employees' life should also be investigated, those that have had their jobs replaced by technology or that, in consequence of these advances, have had new opportunities. In addition to the technology effects, research on prosocial consumption behavior and its effects on consumers' well-being is an area that needs further analysis and understanding.

Brazil is a relatively recent democracy with an economy in transition. These aspects provide a relevant context for the development of research on TCR and TSR. Despite that, based on the documents found, research in the country is still at an embryonic stage. Some particular themes in Brazil can serve as a guide for the expansion of studies in the context of national academy.

Regarding aspects of banking, social and private health services, TSR researchers in Brazil can investigate the effect of individual credit programs and incentives for entrepreneurship on individuals that demand these services and their potential to transform these consumers' life. There are also direct income transfer programs such as *Bolsa Família*, which is responsible for distributing income to needy families and allows the inclusion of this public in a situation of economic vulnerability in society and in the market. In the context of health, the country has a Unified Health System (SUS) that can be the object of studies to investigate the effects of public health policies on the consumption characteristics of its users, which can bring important discoveries to government and other actions interesting to stakeholders.

Public policies for environmental protection and the role of NGOs in sustainable development is a topic that can also be addressed in national studies and the results can be useful at an international level. From a social perspective, a topic that generates countless debates and can be the topic of studies on TCR and TSR are affirmative action policies, which help individuals in conditions of social and/or economic vulnerability to have access to university and public positions, among other spheres of society.

In a managerial approach, Brazil has a considerable base of researchers in social management, a different perspective of management that influences the life of managers and employees. Transformative research may identify the effects of social management policies on the well-being of managers, employees and territories, giving rise to important insights for the development of public policies and for the diffusion of transformative research and social management.

Regarding the theoretical construction of the movement, the researchers' effort to present the characteristics of these studies is evident, indicating new methods of investigation and the dissemination of their results more efficiently, reaching the relevant stakeholders and causing the transformation proposed by the movement. For the development of research in the country, it is necessary to disseminate the premises established by the movement in the academic context. Graduate programs in the field of marketing and administration need to add specific disciplines for the training of researchers with a scientific vision of the movement and with methodological tools necessary for the development of studies on TCR and TSR.

The greater Brazilian scientific congress in the area, the Meeting of the National Association of Graduate Studies and Research in Administration (*Encontro da Associação Nacional de Pós-Graduação e Pesquisa em Administração – EnANPAD*), already has a specific track for studies on Transformative Consumer Research. National journals, such as the *Organizações & Sociedade* and the *Revista Eletrônica de Gestão Organizacional*, approach management in a critical and epistemological perspective of science and have the potential to serve as catalysts for production in these areas in the country. Furthermore, we believe it is necessary to reaffirm the importance of these movements in the social context, confirming the potential of the research to promote changes in different fields.

Transformative research in Brazil needs to be recognized for its interdisciplinary knowledge and for the modification of paradigms it can provide. When researchers recognize the role of this research movement and understand their role as consumer lawyers, it will be possible to achieve their fundamental objective: promotion of social change. Transformative research approaches the everyday problems of individuals and the results need to provoke change at the individual and collective level, promoting social and political interventions.

This research has some limitations, the main being the choice of the databases. As wide as Scopus, SPELL and SciELO may be, other data sources could be explored as a way to expand the number of studies analyzed. We suggest future researchers to expand the search for studies from additional sources. Furthermore, a systematic review can be performed to identify if the studies present in the database follow the characteristics proposed by the proponents of the TCR/TSR movement, also evaluating their social contributions.

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## Funding

The authors received no financial support for the research, authorship, and/or publication of this article.

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## Conflict of interests

The authors declared no conflict of interest.

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