

# TRANSFORMATIVE CONSUMER RESEARCH: HOW HAS THE FAT BODY BEEN APPROACHED FROM THIS PERSPECTIVE IN BRAZILIAN RESEARCH?

*Transformative Consumer Research: Como o corpo gordo tem sido abordado sob essa perspectiva nas pesquisas brasileiras?*

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## Abstract

**Objective:** Completing 15 years of Transformative Consumer Research in 2020, this article aims to present an overview of the Brazilian scientific production about how the fat body was approached from this research perspective in this period between 2005 and 2019.

**Method:** To analyze the national scientific production of the fat body in TCR studies from 2005 to 2019, an integrative literature review

## Resumo

**Objetivo:** Completados 15 anos da Pesquisa Transformativa do Consumidor em 2020, este artigo objetiva apresentar um panorama da produção científica brasileira acerca de como o corpo gordo foi abordado sob tal perspectiva de pesquisa neste período de 2005 a 2019.

**Método:** Para analisar a produção científica nacional do corpo gordo nos estudos do TCR de 2005 a 2019, foi realizada uma revisão

was carried out according the review steps indicated by Cooper (1984). Thus, a search for the terms "Transformative Research", "Transformative Consumer Research" and "TCR" was carried out in the annals of the main administration events; national journals registered in the SPELL database with Qualis/CAPES 2013-2016 ratings in the strata from B5 to A2 in the area of Administration; and the Brazilian Digital Library of Theses and Dissertations (BDTD).

**Findings:** The results point to a significant growth of publications in TCR in the years 2018 and 2019 but indicate the need to study other groups of vulnerable consumers, in addition to those with some disability, such as consumers of the fat body archetype.

**Originality:** The present study has merit since the results are important to broaden the discussion about the fat body within the theme of consumption, allowing to give visibility to this debate and bringing the theme to the knowledge of managers and market professionals who can contribute to expanding access to consumption by this public; in addition to, specifically, contributing to the propagation of studies from the perspective of transformative research and social marketing, encouraging new researchers and new studies within the aforementioned scopes.

**Keywords:** Transformative Consumer Research; TCR; Fat body; Brazil.

integrativa da literatura de acordo com as etapas de revisão indicadas por Cooper (1984). Assim, a busca pelos termos "Pesquisa Transformativa", "Pesquisa de Consumo Transformadora" e "TCR" foi realizada em anais dos principais eventos de administração; periódicos nacionais cadastrados na base SPELL com classificações Qualis/CAPES 2013-2016 com estratos de B5 a A2 na área de Administração; e a Biblioteca Digital Brasileira de Teses e Dissertações (BDTD).

**Resultados:** Os resultados apontam para um crescimento expressivo de publicações em TCR nos anos de 2018 e 2019, porém indicam a necessidade de se estudarem outros grupos de consumidores vulneráveis, para além dos que possuem alguma deficiência, como o caso dos consumidores de arquétipo corporal gordo.

**Originalidade:** Os resultados deste estudo são importantes para ampliar a discussão sobre o corpo gordo dentro da temática do consumo, permitindo dar visibilidade a esse debate e trazer o tema para o conhecimento de gestores e profissionais do mercado que podem contribuir para a ampliação acesso ao consumo desse público; além de, especificamente, contribuir para a divulgação de estudos na perspectiva da pesquisa transformadora e do marketing social, incentivando novos pesquisadores e novos estudos nos âmbitos supracitados.

**Palavras-chave:** Pesquisa Transformativa do Consumidor; TCR; Corpo gordo; Brasil.

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## INTRODUCTION

For many years, the marketing vision was treated scientifically only from a managerial and functionalist perspective, meeting only the market's desires for strategies and actions that directly resulted in an increase in sales volume and profitability. Thus, human feelings, values, and desires were disregarded in their essence, being shown only as numbers capable of being quantified and grouped into categories (Tadajewski, 2010; Pinto et al., 2016).

Despite this finding, the topic of consumption has always been present in studies from several scientific areas (for example: Featherstone, 1995; Belk, 2014; McCracken, 2015; Quintão, Brito & Belk, 2017), with the researchers' concern to understand the successive changes in the dynamics of consumption during the constant evolution of societies. Thus, in an attempt to understand the reality of marginalized consumers, that is, those who were on the fringes of scientific consumer research until

then, and, more than that, aiming from their studies to provide contributions that boosted or resulted in socially. In 2005, the Transformative Consumer Research (TCR) emerged (Mick et al., 2012; Coelho & Abreu, 2018; ACR, 2019).

According to Mick (2006), the proposal of Transformative Consumer Research is to reduce the asymmetry between organizations and consumers, for this reason, it addresses issues that were not present in the marketing mainstream, such as consumerism, alcoholism, addictions, environmental degradation, and obesity (Pinto et al., 2016). Regarding the latter, despite the constant interest in studies on the body in the scientific literature, especially in social science research, the appreciation of bodies, especially in Brazilian society, is still closely related to the lean and muscular archetype, disregarding the fat body (Valentim, Falcão, & Campos, 2017; Sousa Júnior, & Melo, 2018).

In this context, it is salutary to clarify that the choice to use the term “fat body” is related to the social deconstruction of the stigmas attributed to the word “fat”, which comprises the antonym of “thin” and refers to the archetype of people whose Body Mass Index (BMI) is above the weight considered “normal” or “ideal”, even though this index receives several criticisms (Sousa Júnior, Fiates, & Rocha, 2020; Sousa Júnior, & Melo, 2018). In this way, social movements began to emerge, such as Fat Pride, in favor of the diversity of body archetypes and body self-acceptance, determining the “fat body” as a body free of labels and whose demands need to be accepted (Sousa Júnior, 2020).

Based on this scenario, this study aimed to present an overview of Brazilian scientific production on how the fat body was approached from such a perspective of transformative consumer research in the period from 2005 to 2019. Hence, the present study has merit since the results are important to broaden the discussion about the fat body within the theme of consumption, allowing to give visibility to this debate and bringing the theme to the knowledge of managers and market professionals who can contribute to expanding access to consumption by this public; in addition to, specifically, contributing to the propagation of studies from the perspective of transformative research and social marketing, encouraging new researchers and new studies within the aforementioned scopes.

## **THEORETICAL REFERENCE**

### **Transformative Consumer Research**

In view of the predominance of the managerial and functionalist perspective in market research for many years, in parallel with changes in the global scenario, mainly understood by the advent of technology and the possibility of greater comfort and ease of access to goods and services, transforming the environment and characterizing it as a consumer-oriented society, some authors began to question the view of marketing and consumer behavior (Sousa Júnior, Fiates & Rocha, 2020).

Among the authors who endorsed such criticism, are the studies by Murray and Ozanne (2009), Fitchett, Patsiaouras and Davies (2014), and Leite et al. (2015). These researchers presented their criticism of the ideological bases that bring reductionism in human perspectives, defending the importance of research that seeks social changes towards a more just society, and seeking to understand the negative effects that make up the 'other side' of consumption, such as: unconscious impulses, addictions, reinforcement of social stigmas, and prejudices (Mick et al., 2012; Pinto et al., 2016).

In this perspective, Transformative Consumer Research (TCR) emerged in 2005, from an academic movement led by Professor Dr. David Glen Mick and made up of researchers from the Association for Consumer Research (ACR), an organization founded in 1969 by consumer behavior researchers with a mission to advance consumer research by interrelating it with industry and governments around the world. (Pinto et al., 2016; Lodi, 2018).

In 2005, the current president of the ACR, David Glen Mick, in his presidential speech called researchers to reflect on the meaning and importance of the ACR whose ideals and expectations in the past were to solve real problems and improve the well-being of the population. consumer. According to him, many problems, tensions, and suffering in the world are aggravated by consumption behaviors, such as the increase in the number of people infected with the AIDS

virus, violence on TV influencing children, the increase in the number of overweight people, the smoking, domestic accidents, and many other problems. Thus, there are thousands of consumers harmed through the use of products and misuse (Lodi, 2018, p. 36).

The TCR consists of a research approach that aims to understand consumer behavior and, mainly, to understand it from the aspects of individual and collective well-being (Ozanne et al., 2015) in order not only to present responses to negligent impacts of marketing (Mick et al., 2012), as well as presenting new perspectives of consumption, enabling the transformation of social thinking about it, as well as marketing and economic thinking, from the formulation of new, more inclusive, representative and egalitarian.

It aims to encourage, support, and disseminate research that seeks to improve the quality of life of all consumers involved in or affected by some type of consumption practice and focuses on different and broad perspectives, such as materialism, compulsive consumption, and populations vulnerable (Mick et al., 2012; ACR, 2019). In this sense, Pinto et al. (2016, p. 56-57) point out that consumer well-being is the central, dominant, and guiding theme of research from the perspective of TCR, as it “assumes the importance of balancing physical, psychological, economic and social needs” in consumer environments, while contributing to equality, social justice, and the distribution of resources and opportunities”.

Mick et al. (2012) identify CCT researchers as agents of social change, and, to that end, define five research approaches, or foundations, for this meaning of the researcher: disclosure (consists of giving voice to vulnerable groups to make their needs known); support for the creation of public policies (to enable, based on their research, to be a mediator in the dialogues between vulnerable groups and those responsible for the formulation and consolidation of public policies); participation (getting closer to your subjects and getting to know their thoughts, feelings, motivations, etc.); coalition (deep immersion in the field and interaction in social groups); and, the dissemination of works (carry out research that goes beyond the limits of academia and Science, that are made available to society in a practical way and with appropriate language).

In order to try to translate these fundamentals and commitments into a visual form, the ACR presents six commitments from the TCR, as can be seen in Figure 1.



Source: ACR (2022).

**Figure 1.** TCR Fundamentals and Commitments

It is evident, both in the definition given by Mick et al. (2012) and in the representation of the fundamentals of the TCR, that the researchers of this research approach play an important role, beyond the academic and scientific scenario. And this is evident in the studies by Mick et al. (2012) and Crockett et al. (2013) when these researchers point out that research from the perspective of TCR must seek to deepen the understanding and recognition of the problem studied, considering that the generalization of its data and results is not its purpose. This is because studies of this type aim, mainly, to contribute to the reflection on the problems presented in its most varied themes.

At this point, regarding the themes studied from the perspective of the TCR, Pinto et al. (2016, p. 57) clarify that

most of the themes related to these groups are not present in the marketing mainstream, namely: consumerism, alcoholism, addictions, obesity, environmental degradation, drug consumption, poverty, materialism, people with disabilities, illiterates, children, blacks, the elderly, etc. It also involves issues related to underconsumption, a reflection of social problems, such as malnutrition, poverty, discrimination, and homelessness; topics related to health, such as organ and blood donations, vaccination campaigns, preventive health actions; quality of financial management and investments; and other consumer activities that promote personal well-being and social development, e.g., exercise, arts, hobbies, and pastimes.

The topics of interest in the study of TCR include consumers commonly ignored in academic studies, called by Baker, Gentry, and Rittenburg (2005) as “vulnerable”, due to individual, family, community, and macro-environmental factors (Baker, & Mason, 2012). Because it deals with this type of consumer, Mick (2006) and Petkus (2010) emphasize that transformative research must, necessarily, study significant problems for consumers that generate results for the benefit of the individual and society as a whole. The academic discussion about vulnerability led researchers from different areas to try to conceptualize the term. In marketing, Baker, Gentry, and Rittenburg (2005) sought to differentiate real vulnerability, which concerns physical limitations (people with disabilities) from perceived vulnerability through consumption, which comprises a state of experienced consumption, characterized by impotence and loss of control of the individual or society in the face of external conditions that can be from the government, companies or the community.

## **Fat Body**

The term “fat body” has been used more frequently not only in the scientific field, but mainly in the social context, despite the social movements of body self-acceptance, such as the free body movement, fat pride, body-positive, among others. (Sousa Junior, 2020). Its use is related to the struggle to deconstruct the social stigmas that have historically been attributed to the word “fat” and, consequently, to the body archetype of people who are not considered thin or with “ideal weight” according to the Mass Index calculations. Corporeal (I.M.C.), although it is recognized that this index has several criticisms (Sousa Júnior, & Melo, 2018).

In this sense, the discussion proposed by these social groups is to normalize the word “fat” as simply a term whose meaning reflects a simple bodily characteristic, as well as its antonym “thin”. is above the weight considered “normal” or “ideal”, although this index receives several criticisms (Sousa Júnior, Fiates, & Rocha, 2020; Sousa Júnior, & Melo, 2018). In this way, social movements began to emerge, such as Fat Pride, in favor of the diversity of body archetypes and body self-acceptance, determining the “fat body” as a body free of labels and whose demands need to be accepted (Sousa Júnior, 2020).

Baker and Manson (2012) point out that due to social, macro-environmental, family, and individual pressures, some consumer groups may be more likely to experience vulnerability in the face of marketing practices than others, as can be seen from the body fat, especially the obese, since, despite data from the joint report of the United Nations Food and Agriculture Organization (FAO) and the Pan American Health Organization (PAHO) point out that more than half of the Brazilian



population (54.1%) is overweight or obese (UN, 2017), the fat body still suffers from various prejudices and social stigmas, being considered inferior when compared to lean or muscular bodies that figure in the ideal of body archetype explored by the media. (Neves, & Mendonça, 2014; Sousa Júnior, & Melo, 2018).

Thus, the fat body fits into the concept of vulnerability for marketing, since it faces difficulties in accessing certain types of consumption when compared to other body archetypes, and obesity is understood as a topic of interest in TCR studies as Mick et al. (2012) and Pinto et al. (2016).

## METHODOLOGICAL PROCEDURES

To analyze the national scientific production of the fat body in TCR studies from 2005 to 2019, an integrative literature review was carried out according to the notes of Botelho, Cunha, and Macedo (2014), who point to this type of analysis. review as one in which the researcher can draw a scientific overview and visualize the evolution of the defined theme over the years. To this end, the review steps indicated by Cooper (1984) were carried out, namely: 1) definition of the theme and/or formulation of the problem; 2) data collection; 3) evaluation of the collected data; 4) analysis and interpretation of data; and, 5) presentation of the results in a clear way.

It is known that there are studies that have a transformative bias but they are not classified or made explicit that it is a CCT research, however, as there are no conditions to map all studies produced in Brazil, reading them to determine which ones belong from the perspective of the TCR or not, it was decided that, for this research, only studies that evidenced the use of the term would be included. Another point to be highlighted here is that terms such as "fat body" or "obesity" were not included in the searches in the databases, as it is understood that the volume of works that explain the use of TCR is still low and, therefore, it was decided to carry out a more comprehensive research and, from there, seek works that presented the discussion about the body.

Thus, a search for the terms "Transformative Research", "Transformative Consumer Research" and "TCR" was carried out in: the annals of the main administration events (meetings of the National Association of Graduate Studies and Research in Administration - EnAnpad and EMA; and Seminars in Administration of the Faculty of Economics, Administration and Accounting of the University of São Paulo – SEMEAD), national journals registered in the SPELL database with Qualis/CAPES 2013-2016 ratings in the strata from B5 to A2 in the area of Administration, and the Brazilian Digital Library of Theses and Dissertations (BDTD).

This survey resulted in 48 works in total, being: 23 articles in events, 14 articles in national journals, and 11 academic works (theses and dissertations) on the subject. All of them were analyzed, aiming to identify the presence of the fat body, and are presented and discussed in the following topic.

## ANALYSIS AND DISCUSSION OF RESULTS

Here, the findings of this research will be analyzed and discussed. Therefore, this topic was divided into subtopics that aim to improve the reading and comprehension of the analyses. Initially, the findings of publications in TCR in the annals of events and journals are demonstrated, then academic works (theses and dissertations), and, finally, the approaches to the fat body in these studies.

### The TCR in annals of events and periodicals

The first records of Transformative Consumer Research in Brazilian publications began in 2008 at the Anpad Marketing Meeting (EMA), addressing the environmental theme. As the emergence of the TCR is linked to the year 2005, it is clear that in its early years there was little publication of works from this research perspective, as shown in Table 1, the first being published only in 2008 and with successive intervals of two years. (2010, 2012, and 2014) for other works to approach this research perspective until in 2015 the volume of publications began to considerably increase.

**Table 1**

Brazilian TCR articles published in annals or journals

Year	Subject	Authors	Event/Journal
2008	Consumption and Environment	Gonçalves-Dias	EMA
2010	Visually Impaired and Consumption in Restaurants	Faria & Silva	Admin. Journal. FACES Journal
2012	Visually Impaired and Tourist Leisure	Faria & Motta	Tourism Journal in Analysis
2014	Motor-disabled and Stereotypes in Telenovelas	Faria & Casotti	Organizations & Society Journal
2015	Theoretical Essay on TCR	Coelho	Economy & Management Journal
2015	Motor-disabled and Consumption in Supermarkets	Mano & Silva	SEMEAD
2015	Motor-disabled and Belonging and Identity	Mano, Silva & Abreu	SEMEAD
2015	Materialist Women and TCR	Coelho & Nascimento	SEMEAD
2015	Motor-disabled and Hotel Services	Silva, Mano & Baldanza	SEMEAD
2015	Volunteer Tourism and TCR	Almeida & Casotti	Journal of Administrative Sciences
2015	Assistive Technology and TCR	Faria, Casotti & Carvalho	Economy & Management Journal
2016	Visually Impaired and Consumption of Beauty Services	Batinga, Correa & Pinto	EMA
2016	Reflections and use of TCR in Brazil	Pinto, Batinga, Ássimos & Almeida	Interdisciplinary Marketing Journal
2017	Vulnerability of Children in Retail	Barbosa & Veloso	Gestão.Org Journal
2017	Children and Adolescents and Food Welfare	Rocha, Chaim & Veloso	Brazilian Marketing Journal
2017	Visually Impaired Child in Educational Services	Coelho & Abreu	Consumer Behavior Review (CBR)
2017	Social Justice and CTR	Ássimos, Pinto, Batinga & Almeida	Consumer Behavior Review (CBR)
2018	Consumption Practices in Down Mothers	Faria & Casotti	EMA
2018	Marketing in Social Welfare	Farias	EMA
2018	Visually Impaired and the Legacy of the Rio 2016 Games	João, Almeida & Faria	EMA
2018	Conditioning Factors for Organ Donation	Macêdo & Sousa	EMA
2018	Consumer Vulnerability on Death	Silva & Barros	EMA
2018	TCR in National and International Productions	Almeida, Ássimos, Batinga & Pinto	EMA
2018	Food Well-being of Children and Adolescents	Rocha, Chaim & Veloso	EMA
2018	Tourism in the Third Age	Abreu & Casotti	Tourism in Analysis Journal
2018	Use of Social Technologies and TCR	Ássimos, Almeida, Batinga & Pinto	ADM.MADE Journal
2018	Food Insecurity in Vulnerable Groups	Almeida, Batinga, Ássimos	Gestão.Org Journal

		& Pinto	
<b>2018</b>	Visually Impaired and School	Coelho & Abreu	Organizations & Society Journal
<b>2019</b>	Vulnerability of Obese Consumers	Dantas, Moraes, Leal, Cavalcanti & Silva	EnANPAD
<b>2019</b>	Production Analysis in TCR and TSR	Neto, Silva, Lima & Grangeiro	EnANPAD
<b>2019</b>	Financial Vulnerability and Banking Products	Basílio & Ponchio	EnANPAD
<b>2019</b>	TCR as a source of Social Entrepreneurship	Ássimos	EnANPAD
<b>2019</b>	Vulnerability and Empowerment of Consumers of Hormonal Contraceptives	Moraes & Abreu	EnANPAD
<b>2019</b>	Breast Cancer Campaigns	Veloso & Sousa	EnANPAD
<b>2019</b>	Illiterate as a Consumer	Santos	EnANPAD
<b>2019</b>	Seniors as Bank Consumers	Fontolan Junior & Camargo	EnANPAD
<b>2019</b>	Social Technologies as a Product of TCR	Ássimos, Almeida, Batinga & Pinto	Management and Society Journal
<b>2019</b>	Evolution from TCR to TSR – service focus	Santos	SEMEAD
<b>2019</b>	Food Consumption and Obesity	Lodi & Sauerbronn	SEMEAD

Source: Survey data (2020).

As can be seen in Table 1, despite having a first article entitled “Consumption and the Environment: An Invitation to Interdisciplinary Research”, published at an event in 2008, transformative consumer research began to have greater participation in scientific production. Brazilian version from 2015, with emphasis on the publication by Coelho (2015) which brings a theoretical essay dedicated to presenting and conceptualizing the TCR and has the highest number of publications in the year 2019 (11), followed by the year 2018 (10).

This increase in academic production in 2018 and 2019 is due to the inclusion of the thematic area of 'Marketing and Society' in ANPAD events (Theme 7 at the ANPAD Marketing Meeting - EMA 2018 and Theme 9 at the ANPAD Meeting - EnANPAD 2019), which proposed to situate itself in the field of macro marketing, which is part of the non-interactive-non-economic perspective of marketing schools, including “studies on ethics in marketing, conscious or green consumption, resistance to consumption, consumerism, consumerism, corporate social responsibility, sustainability in marketing and marketing of non-profit organizations” (EMA, 2018), also inserting

the proposal of Transformative Consumer Research and Transformative Service Research where issues emerge in contexts of vulnerability such as poverty, aging, people with disabilities, hunger, obesity, food waste, socio-environmental impacts, citizenship and consumption, modern slavery, refugees, deviant paths consumption, stigma (ANPAD, 2019).

Another work worth mentioning is the “Transformative Consumer Research (TCR): what has already been discussed in national and international academic productions?” by Almeida et al. (2018), presented at EMA 2018. These authors performed a broader search in databases and events (Springer Link, SAGE, Elsevier, Emerald Insight, Taylor & Francis, CAPES Periodicals Portal, EBSCO, EnANPAD, SEMEAD, EMA, ENEC, ESPM, AdCONT, TCR biannual congress, theses, and dissertations). A total of 42 national productions were found, of which 11 are signed by the same researcher as the first author and 21 (50%) focus on people with disabilities. With that being said, Almeida et al. (2018) emphasize that Brazilian researchers perceive the vulnerability of other social groups and can make room for them in future investigations, helping to consolidate the transformative approach in Brazilian production.



When it comes to the fat body, the core of this research, it is observed that only in 2019 the body issue began to be discussed within this research perspective, driven by the creation of a specific thematic area for studies on social marketing and transformative research in the main scientific events from the country. However, it is understood that the studies do not address the issue of the fat body itself, they only report on aspects of food well-being, relating it to the body issue in its social context.

## Theses and dissertations in TCR

In terms of works of a more academic nature, for this thesis project, searches were also carried out in the Brazilian Digital Library of Theses and Dissertations (BDTD) and in CAPES Theses and Dissertations Catalog. In these searches, only the academic works that made use of “transformative research” were selected, encompassing both the consumer perspective (TCR) and the service perspective (TSR) that appear in the repositories of postgraduate courses in Business Administration. The first record was from the master's thesis in administration by Elielson Oliveira Damascena (2013), under the guidance of Salomão Alencar de Farias, defended in February 2013 in the postgraduate program in administration (PROPAD) of the Federal University of Pernambuco (UFPE). While the first doctoral thesis in administration to use this research perspective was authored by Mariana Dias de Faria (2015) with guidance from Letícia Moreira Casotti, at the COPPEAD Institute of Administration at the Federal University of Rio de Janeiro (UFRJ). The search results are shown in Table 2.

**Table 2**

Brazilian theses and dissertations in Administration that use the TCR.

Year	Subject	Authors	Type	University
2013	Visually Impaired and Consumption in Supermarkets	Damascena	Dissertation	UFPE
2014	Visually Impaired and Retail	Barbosa	Dissertation	UFPE
2015	Mentally Disabled with Down Syndrome	Faria	Thesis	UFRJ
2015	Visually Impaired and Retail Shopping Experience	Oliveira	Dissertation	UFPE
2016	Visually Impaired and Elementary School	Coelho	Dissertation	UFPB
2017	Motor-disabled and Consumption in Supermarket	Damascena	Thesis	UFPE
2018	Food Consumption and Obesity	Lodi	Thesis	Unigranrio
2018	Food Well-being of Children and Adolescents	Rocha	Dissertation	USP
2018	Depression and Consumption Habits	Alcoforado	Dissertation	UFPE
2018	TSR in Medical Care	Paula	Dissertation	UFPE
2019	Family Involvement in TSR for Youth Welfare	Lima	Thesis	FGV/EAESP
2019	Food Wellness and Vegetarianism	Alves	Dissertation	UFPB

Source: Survey data (2020).

Damascena's dissertation (2013) aimed to give voice to a group of 16 visually impaired consumers who regularly attend supermarkets in the city of Recife and, in addition to the findings about the consumer-environment relationship and the discussion about the vulnerability of this group of researchers, the author was concerned, at the end of the work, to present transformative propositions for the supermarket retail environment to become more adequate and inclusive.

It is worth noting that before this dissertation, records of four other dissertations from the Federal University of Paraíba (UFPB) were found, all dating from 2012, which dealt with new approaches to consumption relating them to consumer vulnerability, however, in none of them terms that refer to transformative research were used, thus, all were framed only within the perspective of social marketing. Still, on this issue, there are also records of other dissertations presented in 2012, at the University of Brasília (UNB), these, yes, using the lens of TCR and TSR. However, all of them are in the postgraduate psychology program, not corresponding, in this case, to the scope of these searches.

The first doctoral thesis, in turn, written by Faria (2015), studied the consumer with Down syndrome and their consumption from the family context as well. The author interviewed 44 people

(18 individuals with down syndrome, 17 mothers, and 9 brothers) and found that, in addition to the results regarding the improvement of the well-being of Down individuals, the simple fact that mothers and brothers listened to expectations and preferences of individuals with Down syndrome, awakens in them greater potential to improve their quality of life and coexistence with their families.

Regarding the body aspect, there is only one thesis that deals directly with this theme, which corresponds specifically to a study that addresses the issue of obesity, addressing the fat body about food well-being.

### **The fat body in TCR studies**

When looking at Table 2, it is clear that there are still few conclusive works of *stricto sensu* postgraduate courses (4 theses and 7 dissertations) framed in the TCR in Brazil and only one of them relates food consumption to obesity. In general, all 11 works found presented their contribution to the improvement of the well-being of the individuals involved, in addition to the contributions and justifications to which every dissertation and thesis work needs to propose. This corroborates and strengthens the fundamentals and main commitments of the TCR, explained by Mick et al. (2012) and ACR (2019).

When looking at Table 1 and Table 2, it appears that, mainly from 2018 onwards, it is possible to visualize the insertion of new social groups, in addition to individuals with disabilities, within CCT research in Brazil. At this point, it is important to note that the only researches that relate consumption practices to the body issue (obesity) were recorded in 2018, with the thesis entitled "Food Consumption and Obesity in the Transformative Perspective of the Consumer", defended by Marluce Dantas de Freiras Lodi at the Graduate Program in Business Administration at the University of Grande Rio (Unigranrio), and in 2019 at the EnANPAD events, with the work "The vulnerability of obese consumers from the perspective of transformative consumer research – TCR" by Dantas et al., and SEMEAD with the work "Understanding the relationship between food consumption practices and obesity" by Lodi and Sauerbronn.

Lodi's thesis (2018) treats obesity as a global epidemic that affects more than one billion people worldwide and pays attention to this issue as a major threat to public health. Thus, the author uses the participatory methodology of Action Research to understand food consumption practices - and the change in them - carried out by individuals who attend support groups for people with eating disorders. We can see in this work a direction regarding well-being within the concept of transformative research, although it does not deal specifically with issues of consumption or access to consumption, in general, by the fat public.

Concerning works published in events, the research by Dantas et al. (2019), published in the proceedings of the XLIII Meeting of ANPAD (EnANPAD) 2019, brings important reflections on how haste, as a factor present in people's daily lives, leads to the search for practicality in food (read the consumption of a high intake of processed foods), affecting the physical and psychological health of the individual and becoming a public health problem, since this practice corroborates the vulnerability of consumers, as it can be the main cause of obesity. It is also understood here, as highlighted in the aforementioned thesis, that the work seeks to address the fat body only about food well-being, not advancing the discussion to other aspects, scenarios, or contexts that could provide an amplified debate regarding vulnerability. consumption and the lack of access to certain types of consumption by individuals who have fat bodies.

Finally, the research by Lodi and Sauerbronn (2019), presented and published in Semead 2019, presents a collection of data from participant observations and in-depth interviews in three support groups for people with eating disorders, whose results identified, From the Theory of Practice within the TCR, the existence of four typologies of practices: the food practice to nourish, the food practice for aesthetics, the food practice for pleasure, and the utilitarian food practice. In this sense, the research identified that obese individuals are stimulated in their food consumption practices by external market stimuli and seek, in support groups, a sense of reflexivity to change their eating behavior. The researchers identified that, in general, participants in these support groups seek and remain in these

groups for three main purposes: weight loss, health, and emotional support/socialization. And, once again, the fat body is seen from the perspective of the TCR only in terms of dietary well-being.

Given the above, it is understood that the approach to the body, especially the fat body, in studies that call themselves transformative research is still quite incipient in the national scientific literature, being treated exclusively under the aspect of food well-being and disregarding the association from the fat body to any other type of consumption, or even that their vulnerability and lack of access to certain types are discussed. Thus, it is clear that the lack of other research shows the need for further expansion of this theme and points to the existence of several possibilities for studies that may exist. Aware of this fact, the next topic is intended to present other considerations regarding the relationship of the fat body with research on TCR.

## **FINAL CONSIDERATIONS**

The present research aimed to present an overview of Brazilian scientific production on the subject of the fat body in studies from the perspective of the Transformative Consumer Research throughout its fifteen years of existence. However, as presented in the previous topic, it can be seen that the national scientific literature is still incipient in the inclusion of other groups of vulnerable consumers in research that calls itself transformative.

It is evident from the analysis that the inclusion of the topic of interest "Marketing and Society" within the academic division of Marketing studies in Anpad events was essential for the advancement of development and publications from the perspective of TCR, justifying the increase in the volume of productions in the years 2018 and 2019.

The reading of Brazilian CCT studies that address body issues showed that only factors related to food consumption are being investigated for the time being, with special attention to the relationship between food well-being and consumption. Thus, other types of consumption that are related to the individual's body archetype and their social interactions have not yet been studied from the perspective of transformative research. That said, it can be concluded that we have not yet sought to understand the vulnerability of the body, especially the fat one, from other perspectives of consumption.

A transformative view of the research on food consumption can be seen from the publications in 2018, and, in parallel with this discussion on food well-being, the bodily aspects are highlighted, but without placing so much emphasis on the individual. of fat body archetype.

Although limitations are recognized in this research, mainly related to the method and descriptors chosen for its composition, it is understood that the present study contributes to the scientific literature, not only by presenting an overview of Brazilian studies in CCT, but, mainly, by for raising the need to bring and deepen the discussion on the subject of the fat body in this research perspective.

In this sense, the need for further studies on these consumers from the perspective of transformative research is evident, and Lodi's (2018, p. 36) statement in her thesis is reinforced, when it indicates the need for further research "addressing obesity and overweight in adults who, despite not being in the same vulnerable situation as children and adolescents, are affected by [...] effects caused by consumption, also requiring studies aimed at them".

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