SYSTEMATIC OVERVIEW OF GENDER IN CONSUMER RESEARCH: FOUNDATIONS AND FUTURE PATHS

ABSTRACT

This paper aims to systematically summarize the literature available on gender and consumer research to evaluate its foundations and the state of the art of those studies. To do so, a literature review was conducted using the Scopus database and applying bibliometric and content analysis. The database of this study consisted of 1001 articles and reviews, written by 2759 authors and coauthors, and published in 471 journals. The most cited paper is "Poststructuralist Lifestyle Analysis: Conceptualizing the Social Patterning of Consumption In Postmodernity" (Holt, 1997) and the journal that publishes most papers on this topic is Journal of Consumer Marketing. The United States has the biggest number of papers. The content analysis of the most cited papers showed a predominance of quantitative studies. Despite the growing interest in the topic, researchers are still focusing on gender in a binary perspective, therefore, it is necessary to understand the complexity and particularities of this phenomenon. Consumer researchers need to focus on gender in a more broad perspective, investigating how marketplaces practices help to create gendered environments that help to perpetuate gender disparities. We discussed further new directions for future research and challenges that the COVID-19 pandemic brought to consumer's life regarding gender and that need to be addressed in the future.

Keywords: Gender; Consumer Research; Literature Review

Introduction

The intersection of consumer research and gender has been explored in Consumer Culture Theory (cf. Casey, 2015), Transformative Consumer Research (cf. Hein, Steinfield, Ourahmoune, Coleman, Zayer, & Littlefield, 2016), Transformative Service Research (cf. Anderson, Nasr & Rayburn, 2017), Consumer Psychology (cf. Luchs & Mooradian, 2011), and more. In a Consumer Culture Approach, gender has been regarded as a phenomenon that helps to understand the social-historical patterns of consumption (see. Arnould & Thompson, 2005), alongside reduced cultural resources, power relations, and resistance to consumption (Vera, Gosling & Shigaki, 2019).

In a contemporary approach, Kapoor & Belk (2020) showed how systemic oppression can affect an individual's life. The authors explored how the condemnation of sexuality led people to find ways of self-punishment and they later pursued an altruistic career as a means to get redemption. In financial services - an important domain of transformative service research - new studies show how gender impact crowdfunding, finding that women are less likely to back a project, and they contribute more to creators in their social networks, as a result of homophily (Groza, Groza, & Barral, 2020). Previous research has already shown that as a result of stereotypes, women are more likely to receive funding from crowdfunding projects whereas men receive more from traditional funds (Johnson, Stevenson & Letwin, 2018).

The relevance of investigating gender and consumption can be even pertinent to environmental issues, as previous research has shown that gender inequalities lead to less green consumption (Li , Zhang , Zhang, & Ji, 2019). Furthermore, the social construction of gender helps to develop roles of who men and women should be, thus, the preconceptions of women as more caring then men, while men are socialized to avoid feelings, this can influence people's sustainable consumption, which women are more likely to do than men, not due to genetic factors, but social ones (Bloodhart & Swim, 2020).

Some gender inequalities were overcome, but some persist and have a bigger impact especially in developing countries (Bettany, Dobscha, O'Malley, & Prothero, 2010). Therefore, giving the relevance of investigating gender in the consumer behavior lens and the impact that it poses to the individual's life, this paper aims to systematically summarize the literature available on gender and consumer research to evaluate its foundations and the state of the art of those studies. To do so, we conducted a literature review of the papers available in the Scopus abstract and citation database, performing a bibliometric analysis to assess the literature quantitatively.

Literature reviews can be a relevant research methodology, for the advances in research led to an increase in the difficulty of identifying the state of the art and to synthesize the results (Snyder, 2019). Thus, this paper is relevant in assessing this literature and presenting the results that will be useful to research in a myriad of fields to trigger new discussions and research to improve our understanding of this phenomenon.

Gender in Consumer Research

Gender is present in the market from institutional practices to consumer patterns (Arsel, Eräranta & Moisander, 2015). Much was done to reduce gender inequalities, however, there is still inequality that needs to be addressed (Bettany, Dobscha, O'Malley & Prothero, 2010).

It is relevant to state firstly that sex, gender identity, and gender roles attitudes are different constructs (Fischer & Arnold, 1994), and thus should be treated differently by consumer researches that need to understang the peculiarities and complexity.

Those gender roles attitudes are specially discussed in studies of luxury consumption. Roux, Tafania & Vigneronb (2017) have sought to investigate how gender could affect the perceptions and motives of luxury consumption using the structural theory of gender and found that gender status and beliefs could affect how people value luxury. Previous research had also confirmed how women have a higher purchase intention of buying luxury products than men and for them, those brands give more uniqueness, status, and hedonic value than non-luxury (Stokburger-Sauer & Teichmann, 2018). As luxury consumption tendency increases once the individual has less perceived power (Dogan, Ozkara & Dogan, 2018), women's higher intention to buy can be explained by the structural theory of gender (Roux, Tafania & Vigneronb, 2017).

The problem with those traditional views of gender in consumer research as the differences of men and women in consumers is that they see gender as binary, men and women, which ignore social-constructed aspects of these dimensions and they overlook other marginalized groups, such as the LGBT+ community. However, new research has been focusing on those overlooked consumers. Chauhan, Reddy-Best, Sagar, Sharma & Lamba (2019) sought to understand how apparel consumption in India helps to build an LGBT identity. Furthermore, Kapoor & Belk (2020) explored how systemic discrimination can affect one's life.

Marketing strategies that accept stereotyped differences between masculine and feminine can perpetuate practices that help to maintain gender inequalities (Arsel, Eräranta & Moisander, 2015). Peñaloza (1994) calls "gender crossings" a metaphor for when occur something that excedes the dichotomy of gender as male and female, thus being complex and challenging those preconceptions of gender as binaty. The misunderstanding of those gender crossings can be expanding by the dualistic perspective that is created about gender (Peñaloza, 1994).

The complexity of the gender crossing can be seen, for instance, in the presence and support of women in football games, spaces dominated by men, and where women have often to adopt a male's perspective to fit in (Pfister, Lenneis & Mintert, 2013). With men, the phenomenon can be identified in the new shift in the market of beauty products. Maximo &

Leite (2020) discussed how men approach vanity, increasing their consumption of beauty products, and although the term "metrosexual" is used to explain the behavior of those men, it has a negative connotation and there is a need to revisit this expression.

Gender issues such as systemic oppression and stereotypes can shape people's choice of career (Kapoor & Belk, 2020), green consumption (Li et al., 2019), and sustainable consumption (Bloodhart & Swim, 2020). The understanding of this phenomenon can help us to understand better the consumer and the practices that shape consumption patterns. However, the fragmentation, as the field is discussed by a myriad of sciences can make it difficult for the sharing of the findings.

Method

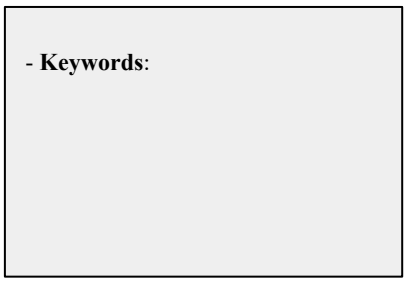
A bibliometric analysis was conducted to identify, describe, and summarize the scientific production of gender and consumer research. This methodology was undertaken to identify trends, journals, main authors, most important papers, and thus helping the systematization of this research topic, in addition to identifying gaps that can be further explored in future research.

The multidisciplinary database Scopus was used due to being the largest database of abstracts and citations of peer-reviewed literature, with more than 22,000 titles and more than 5,000 publishers worldwide. Also, Scopus had the largest number of articles published on the topic in the analyzed period.

To conduct the search, we applied the keywords "Gender" AND "Consumer Behavior OR Consumer Research" in the fields of title, abstracts, and keywords. With these search criteria, 1,163 manuscripts were found until May 2020. However, after this initial search, two more filtering criteria were added to better meet the objective of this research: i) only articles and reviews, due to the peer review process, thus assessing the quality of the papers and ii) works published in the English language, to evaluate the international research, mainly find in English. Therefore, concluding our database with 1,001 documents. Figure 1 summarizes the search process.

Figure 1.

Search Process



After obtaining the database, two methods were used to analyze the articles. Firstly, a bibliometric analysis was conducted, with the use of Microsoft Excel© software, where the quantitative evolution of scientific production per year was evaluated, the journals in which the articles were most published (Bradfords 'Law), and the authors who published the most (Lotka's Law).

Supported by the VOSviewer © software, version 1.6.15, a tool developed by Nees Jan Van Eck and Ludo Waltman for the construction and visualization of bibliometric maps, some networks were constructed: i) the coauthorship network, a map that demonstrates the

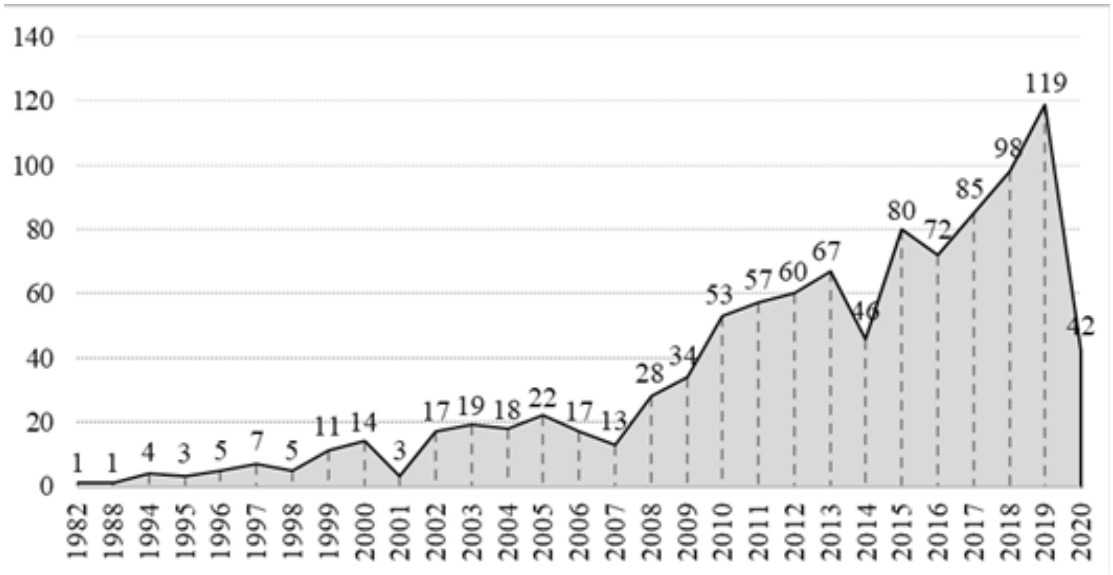
relationship between the authors and co-authors of the database; ii) keywords network, a figure that presents the relationship between the keywords most used by researchers in their work (Zipf's Law); and iii) co-citations network, a design that exposes the relationship of when two references are cited simultaneously by a third. The second method used was an analysis of the content of the most important documents, using 200 citations to define so. Furthermore, the papers with Brazilian authors with more than five citations were also analyzed.

Findings and Discussions

The first analysis conducted was the historic evolution of the 1001 documents in our database. It should be noted that even though the first publication was in 1982, only almost 20 years after this work, the discussion on gender gained more space in consumption studies. Figure 2 shows the historical evolution of publications. The oldest document in the base is titled "Three Field Experiments on The Effects of Violations of Conversational Distance", written by Judde K. Burgoon and Lynn Aho. The paper analyzed the effects of interpersonal reward and violations of expectations of conversational distance on the behavior of salespeople, among the discussions, the effects of gender were also addressed and pointed as significant. Despite the article presenting itself as a pioneer in the analyzed theme, it does not stand out at the list of high citation rate articles (n = 79).

Figure 2.

Historic Evolution of the Papers



There is an increasing evolution of the theme from the year 2010. With 2019 being the highlight year with the largest number of publications, 119 in total, and 2014 as the year that presented a drop in the evolution of published works (n=46). The two most cited articles of 2019 have 15 citations each. One of them was the result of a partnership between the Russian authors I., Confente I., Scarpi D., and Hazen BT, "From Trash to Treasure: The Impact of Consumer Perception of Bio-Waste Products in Closed-Loop Supply Chains", the researchers sought to understand purchase intentions for bio-based products. The findings pointed out that reactions to bio-based products are not affected by gender, but by green self-identity, age and past shopping experiences for ecological products. The second paper was written by Wang X., Lin X. and Spencer MK and it is called "Exploring the Effects of Extrinsic Motivation on

Consumer Behaviors in Social Commerce: Revealing Consumers' Perceptions of Social Commerce Benefits" and identified that gender moderates the impact of behavior in the benefits of social commerce.

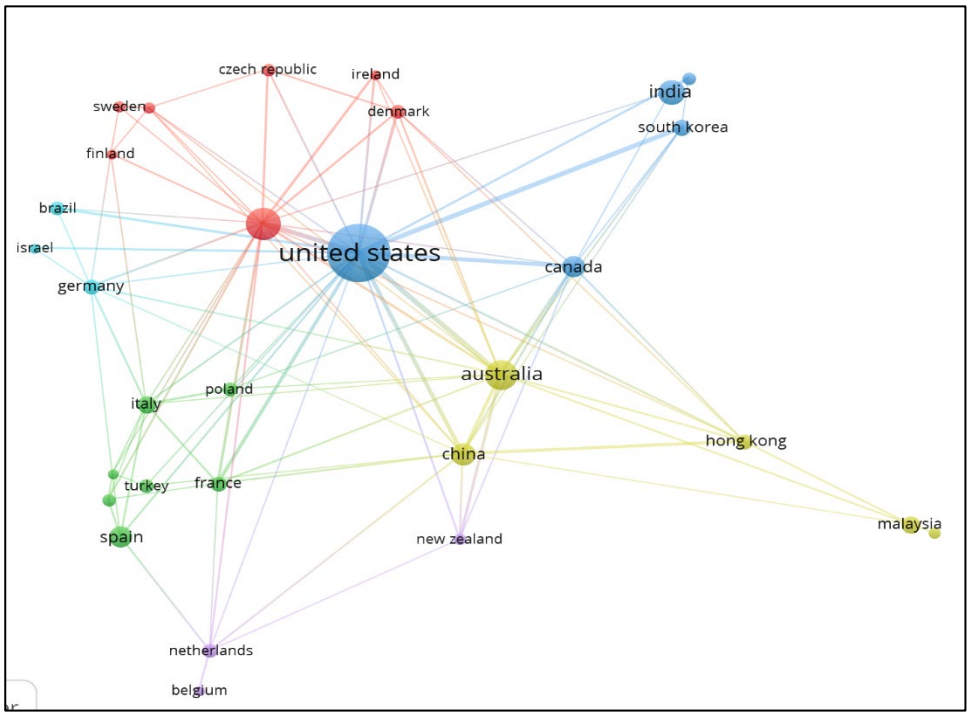
In 2020, 42 articles have already been published, two of which have two citations. The first was the work written by Bilska, Tomaszewska, and Danuta Kołożyn-Krajewska, with the title "Analysis of the Behaviors of Polish Consumers Concerning Food Waste", which assess the risk of food waste by Polish consumers and identify the effect of demographic characteristics on the behavior of individuals in relation, with gender being an influential variable in food management. The second was written by Rivaroli, Lindenmeier, and Spadoni, and they investigated the influence of gender on craft beer consumption in Italy and Germany, the results show that there is no marked difference in beer consumption between gender and that in Italy this behavior presents itself as an opportunity for women to negotiate their femininity in a historically masculine space.

Most Productive Countries

Our sample includes studies from 89 different countries, figure 2 shows the collaboration network between countries with ten or more publications. It should be noted that a single document may be related to one or more countries, depending on the number of co-authors and the organizations to which they are linked.

Figure 3.

Coauthorship of Countries Network



The United States is the country responsible for more than 32% (n = 324) of the scientific production of gender and consumer research, followed by the United Kingdom with just over 10% (n = 104) and Australia with 9% (n = 89). From Brazil, 18 papers were found, that is, less than 2% of the articles made available. The United States is the country that has more collaboration with the other countries in the network, except with Portugal, Greece,

Malaysia, Finland, India, and Belgium. Brazil, in turn, presents collaboration only with the United States, the United Kingdom, and Germany.

Journals (Over 10 citations)

The papers from our sample are divided into 471 journals, but only 14 have more than ten publications. Table 1 shows the journals with the highest number of publications. Based on the dispersion theory developed by Bradford, a small portion of the journals carry the largest number of published articles, while a large portion of the journals presents a small number of articles. It is noted that the 14 journals represent approximately 25% (n = 247) of all articles in the database and 457 other journals comprise 75% (n = 754) of the remaining articles.

Table 1.

Journals

Journal	N. of Papers	Impact Factor
Journal of Consumer Marketing	34	2,6**
British Food Journal	28	1,28
Appetite	23	3,50
Asia Pacific Journal of Marketing and Logistics	21	1,19
Journal of Fashion Marketing and Management	21	1,08
Young Consumers	18	1,19
Journal of Consumer Research	17	3,80
International Journal of Consumer Studies	16	1,50
European Journal of Marketing	14	1,97
Marketing Intelligence & Planning	14	2,09
Journal of Retailing and Consumer Services	11	4,22
Journal of Business Research	10	4,02
Journal of Research in Interactive Marketing	10	1,30
Psychology & Marketing	10	2,02

Note. **CiteScore

The Journal of Consumer Marketing addresses contemporary and emerging issues in the field of marketing, focusing their publications on works that combine consumer with managerial issues of marketing. This journal has the largest number of papers in the database, with 34, eight of which were published in 2010.

Main Authors

Table 2 shows the most productive authors, according to the number of articles published. Only authors with 3 or more works on the theme of gender and consumption were considered, and more than 100 citations added to the three works. The database comprises works by 2759 authors and co-authors, of which only approximately 0.6% of the authors met

the two filtering criteria. It is worth mentioning that most of these authors are linked to the institutions of the United State.

The author Bruwer J. has the largest number of articles but does not have the highest number of citations. His most impactful work, with 120 citations, was a collaborative production by Saliba A. and Miller BF, received the title "Consumer Behavior and Sensory Preference Differences: Implications for Wine Product Marketing", explored the style preferences of consumers in wines and how this was presented in practical terms for marketing. The authors identified differences in preferences between men and women, female consumers drink less wine, prefer sweeter white wines, fruit flavors and aromas are decisive factors at the time of purchase, and they tend to purchase more expensive bottles than men.

Dittmar H. appears as the author with the highest number of citations, this result mainly from the study "Compulsive buying - A growing concern? An examination of gender, age, and endorsement" which has 226 citations, the research aimed to understand how predictors (gender, age, and endorsement of materialistic values) influence compulsive buying. The results show that women are more prone to compulsive shopping than men, the authors also point out that these gender differences are smaller in younger samples.

Table 2.

Main authors

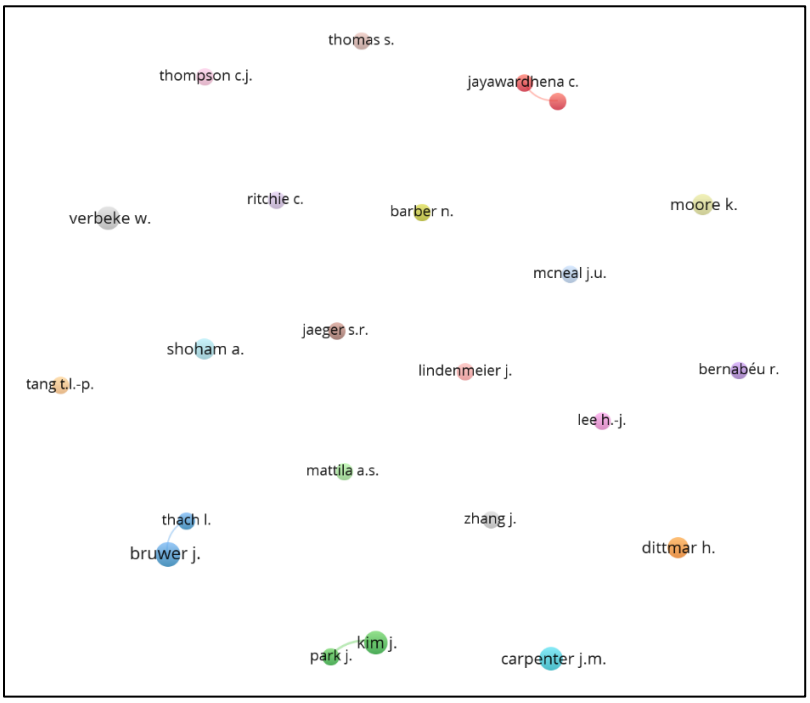
Author	Papers	Citation	University	Country
Bruwer J.	6	288	University of South Australia	Australia
Kim J.	5	270	University of Nevada	United States
Carpenter J.M.	5	113	University of South Carolina	United States
Verbeke W.	5	246	Ghent University	Belgium
Dittmar H.	4	760	University of Sussex	United Kingdom
Moore K.	4	235	Pennsylvania State University	United States
Shoham A.	4	85	University of Haifa	Israel
Park J.	3	160	Cornell University	United States
Jayawardhena C.	3	171	Loughborough University Business School	United Kingdom
Karjaluoto H.	3	104	University of Jyväskylä	Finland
Barber N.	3	117	University of New Hampshire	United States
Bernabéu R.	3	120	Universidad de Castilla-La Mancha	Spain
Lee H. J.	3	146	Oklahoma State University	United States
Mattila A.S.	3	136	University Park	United States
McNeal J.U.	3	137	Texas A&M University	United States
Thompson C.J.	3	456	University of Wisconsin-Madison	United States
Zhang J.	3	189	University of Science and Technology Beijing	China

A coauthorship network analysis was conducted with researchers with three or more published works and at least 50 citations in VOSviewer ©. This type of analysis allows us to relate the number of studies produced and their collaborations by the authors. However, the

results indicate a small number of collaborations among the most productive authors, where only three works carried out in partners were found, shown in Figure 2. The authors are represented by circles and divided into clusters according to their collaborations.

Figure 4.

Coauthorship Analysis



The first cluster is constituted by Thach L. and Bruwer J., their paper was published in 2013, has currently 36 citations and it is entitled “Wine Tourists' Use of Sources of Information When Visiting a USA Wine Region”. The research aimed to establish differences or similarities between visitors in terms of the sources of information they use to plan their visit to a wine region and how situational and sociodemographic variables relate to them. The results showed no difference in the sources of information by gender, except that millennium women presented word of mouth and pamphlets as significant sources.

The second cluster consists of two collaborations between Park J. and Kim J., the first was published in 2005, has 91 citations, and it is named “A Consumer Shopping Channel Extension Model: Attitude Shift Toward The Online Store”. The goal was to examine the extension of the consumer shopping channel, with a focus on changing attitudes from the offline store to the online store. The findings showed that the attitude towards the offline store was a significant predictor of attitude towards the online store and that the search for information in online environments aroused the purchase intention more than the search for information in the offline store. The second, “Are US Consumers Ready to Adopt Mobile Technology for Fashion Goods?: An Integrated Theoretical Approach”, was published in 2009 and has currently 57 citations. This article sought to explore the effects of the ease of use, utility, pleasure, and subjective norm on the use of cell phones by American consumers with mobile communication, mobile commerce, and the intention to use mobile technology. The results showed that the variables analyzed are significant predictors of attitudes towards mobile communication and mobile commerce, as well as mobile technology uses the intention to make purchases. Both works showed that the samples are slightly biased towards the female gender, so, they need more specific future research.

Finally, the third cluster is constituted of Jayawardhena C. and Karjaluoto H., with the paper “Antecedents To Permission Based Mobile Marketing: An Initial Examination” of 2009, with currently 72 citations. The authors examined the influence of four antecedent factors (personal trust, institutional trust, perceived control, and experience) on consumers' willingness to participate in mobile marketing with permission. In assessing gender, the authors identified that the perceived control differs between genders, being a determining variable for men and not for women.

Main Papers

Table 3 shows a content analysis of the main papers found in Scopus database, considering those with more than 200 citations. There is a predominance of quantitative studies and a significant increase in the number of citations according to the year of publication, thus, the oldest is at the topmost cited papers. Also, two papers address the topic of compulsive buying and gender.

Table 3.

Main Papers

Author	Paper	Cit.
Holt D.B. (1997)	**Title:** Poststructuralist Lifestyle Analysis: Conceptualizing the Social Patterning of Consumption In Postmodernity; **Journal:** Journal of Consumer Research; **Objective:** This study aimed to develop a post-structuralist analysis to analyze lifestyles and analyze the pattern of consumption in postmodernity. **Method:** Qualitative; **Results:** The author described five fundamental principles of the analysis of post-structuralist lifestyle (contextual cultural frameworks, consumption practices, lifestyles as symbolic boundaries, lifestyle as a collective construct and lifestyle as social constructions), and these principles can help to unravel the social pattern of consumption according to important social categories, such as social class, gender, ethnicity, nationality, and generation;	421
Thompson C.J. (1996)	**Title:** Caring Consumers: Gendered Consumption Meanings and The Juggling Lifestyle; **Journal:** Journal of Consumer Research; **Objective:** This research explores the consumption experiences of mothers who work professionally involved in the lifestyle culturally known as "juggling"; **Method:** Qualitative; **Results:** The analyzes suggest that baby boomer generation "jugglers" were socialized in a common system of conflicting gender ideals, cultural beliefs, and ideologies;	312
Teo T.S.H. (2001)	**Title:** Demographic and Motivation Variables Associated with Internet Usage Activities; **Journal:** Internet Research; **Objective:** This article examines how demographic variables (gender, age, educational level) and motivation variables (perceived ease of use, perceived pleasure, perceived utility) are associated with Internet use activities; **Method:** Quantitative; **Results:** The results on gender indicate that men are more likely to engage in download and purchase activities, while women are more likely to engage in messaging activities;	285

Koran L.M., Faber R.J., Aboujaoude E., Large M.D., Serpe R.T. (2006)	**Title:** Estimated Prevalence of Compulsive Buying Behavior in The United States; **Journal:** The American Journal of Psychiatry; **Objective:** The article aimed to estimate its prevalence and compulsive buying behavior in the United States; **Method:** Quantitative; **Results:** Compulsive buyers were younger, female, with an income below $ 50,000. The results further state that they are four times less likely to pay the full credit card balance;	283
Chong A.Y.-L., Chan F.T.S., Ooi K.-B. (2012)	**Title:** Predicting Consumer Decisions to Adopt Mobile Commerce: Cross Country Empirical Examination Between China and Malaysia; **Journal:** Decision Support Systems; **Objective:** This study aims to investigate the factors that predict the consumer's intention to adopt m-commerce in Malaysia and China. **Method:** Quantitative; **Results:** The results showed that age, confidence, cost, social influence, and a variety of services are capable of predicting Malaysian consumers' decisions to adopt m-commerce. Trust, cost, and social influence can be used to predict in China. However, the gender variable proved to be capable of predicting consumer decisions to adopt m-commerce in any of the countries;	248
Dittmar H. (2005)	**Title:** Compulsive Buying - A Growing Concern? An Examination Of Gender, Age, And Endorsement Of Materialistic Values as Predictors; **Journal:** British Journal of Psychology; **Objective:** This research aimed to understand how predictors (gender, age, and endorsement of materialistic values) influence compulsive buying; **Method:** Quantitative; **Results:** The findings indicate that women are more predisposed to compulsive shopping than men, the authors still emphasize that these gender differences are less pronounced in younger samples;	226
Kolodinsky J.M., Hogarth J.M., Hilgert M.A. (2004)	**Title:** The Adoption of Electronic Banking Technologies by US Consumers; **Journal:** International Journal of Bank Marketing; **Objective:** This article explores the factors that affect the adoption or intention to adopt three electronic banking technologies, in addition to assessing changes in these factors over time; **Method:** Quantitative; **Results:** The article concludes that relative advantage, complexity/simplicity, compatibility, observability, risk tolerance, and product involvement are associated with adoption, the only significant gender relationship was that family members headed by a man were less likely to adopt banking services by phone;	217
Cook A.J., Kerr G.N., Moore K. (2002)	**Title:** Attitudes and Intentions Towards Purchasing GM Food; **Journal:** Journal of Economic Psychology; **Objective:** This work identifies the nature, strength and relative importance of influences on intentions to buy genetically modified (GM) foods; **Method:** Quantitative; **Results:** The findings indicate that self-identity, attitude, subjective norm, and perceived behavioral control were significant in determining purchase intent. Significant differences based on sex were found for all determinants of the intention analyzed by the study, except for the subjective behavioral norms;	206

Brazilian Papers

Table 4 shows a content analysis of the main papers with Brazilian authors from the database, with more than 5 citations. No Brazilian author stands out with more than one work and with more than 5 citations. Most articles are quantitative.

Table 4.

Brazilian Papers

Author	Paper	Cit.
Rocha M.A.V., Hammond L., Hawkins D.H. (2005)	**Title:** Age, Gender And National Factors in Fashion Consumption; **Journal:** Journal of Fashion Marketing and Management; **Objective:** This work aimed to identify preferences, similarities, and differences of Brazilian, British and Chinese consumers on the consumption of fashion and clothing; **Method:** Quantitative; **Results:** They point out that the consumer's nationality has different requirements for fashion and clothing products based on age and sex. For example, British and Chinese women attach more importance to product identity variables than male consumers, whereas, in Brazil, the results did not show that there was a difference in consumer awareness of gender. Also, male Brazilian and Chinese consumers attach less importance to lifestyle variables than female consumers.	54
Giraldi J. M. E., Ikeda A.A. (2009)	**Title:** Personal Values and the 'Country-Of-Origin Effect': The Moderating Role of Consumers' Demographics; **Journal:** International Journal of Consumer Studies; **Objective:** The present study sought to understand which personal values influence the most in the evaluations of consumers of foreign products and how demographic characteristics influence this behavior. **Method:** Quantitative; **Results:** Among the results, from a gender perspective, it is observed that the personal values of women influence their assessments of Chinese home appliance products in a more positive way than that of men. For men, the personal values that most influence the image of Chinese home appliances are those related to self-direction, so the more important the personal values, the more negative the products are evaluated. However, for women, the image associated with Chinese home appliances is better evaluated when the values of compliance and self-direction are higher.	16
Bezerra I.N., Moreira T.M., Cavalcante J.B., Souza A.M., Sichieri R. (2017)	**Title:** Food Consumed Outside the Home in Brazil According to Places of Purchase; **Journal:** Revista de Saúde Pública; **Objective:** This research aimed to describe the places of purchase of food consumed outside the home, to characterize consumers according to the places of consumption and to identify the foods purchased by place of consumption; **Method:** Quantitative; **Results:** Male consumers showed higher frequency values of purchase of food outside the home when compared to women. Analyzing the places of shopping, women were more frequent in the purchase of street food and less frequent in restaurants than men.	7
Fernandes Davies V., Mafra R., Beltran A., Baranowski T., Lu A.S. (2016)	**Title:** Children's Cognitive and Affective Responses About a Narrative Versus a Non-Narrative Cartoon Designed for an Active Videogame; **Journal:** Games For Health Journal; **Objective:** This study sought to explore the cognitive and affective responses to a narrative and non-narrative design; **Method:** Qualitative; **Results:** The findings indicate that children prefer narrative drawings, however, some differences between gender were found, female children, highlight dissatisfaction with the drawings of fights and highlighted the characters as very aggressive;	5

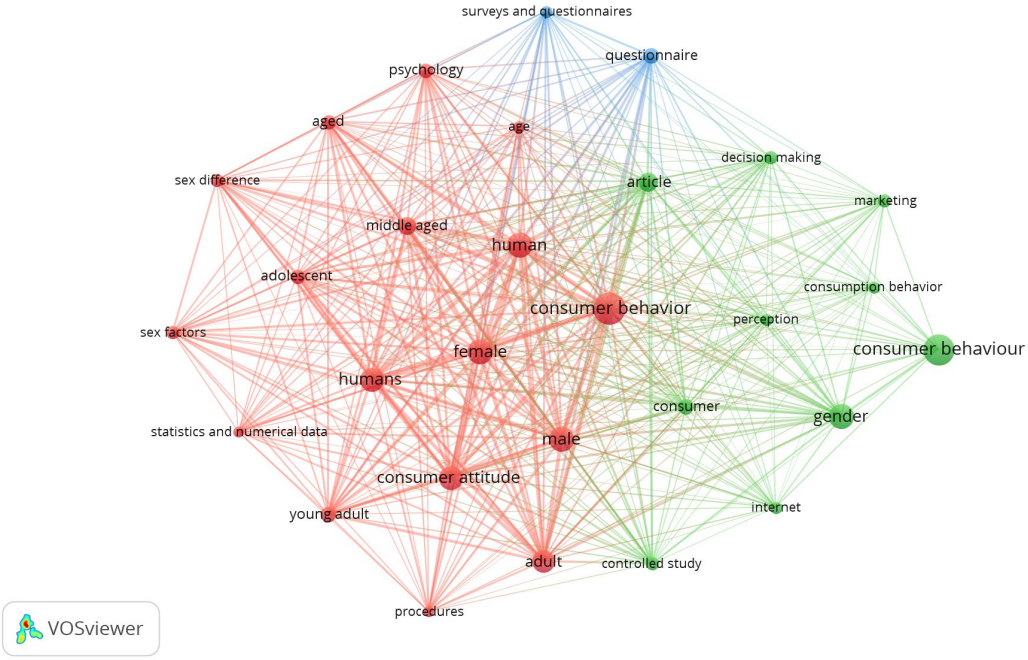
de Tavares Canto Guina F., de Moura Engracia Giraldi J. (2014)	**Title:** The Country of Origin Effect on Brazilian Beef Trade in Europe: The Moderating Role of Gender, Age, and Product Involvement; **Periodical:** Journal of Food Products Marketing; **Journal:** This study sought to identify the influence of Brazil's image on the Brazilian beef trade in the European market, considering some individual characteristics such as age, gender, and product involvement; **Method:** Quantitative; **Results:** The findings indicate that the dimension of Brazil's image that most positively affected its attitude towards Brazilian beef was that related to beliefs about Brazilian arts and sympathy for Brazil for both sexes. However, it was found that the relationship between the image of Brazil and the consumer's attitude towards Brazilian meat is greater among men when compared to women;	5

Keywords

Figure 5 shows the keyword co-occurrence network, words with at least 40 occurrences were considered. It is worth mentioning that the words indicate lines of research in the field studied. They were grouped in a cluster and the size of the circles on the graph indicates the number of occurrences of each keyword in the base.

Figure 5.

Keywords



The first cluster (blue) is composed of quantitative studies that used questionnaires for their analysis and achievement of their objectives. In the second group (green), the research addresses issues such as the influence of the internet on consumer behavior and marketing management practices. The third cluster (red) relates to research in the field of psychology to the influence of sex, age, and other factors on purchasing behavior.

FINAL REMARKS

The goal of this paper was to systematically summarize the available literature on gender and consumer research to evaluate its foundations and the state of the art of those studies. To do so, we conducted a literature review, applying bibliometrics and content analysis techniques.

Our main findings show that the most cited paper is "Poststructuralist Lifestyle Analysis: Conceptualizing the Social Patterning of Consumption In Postmodernity" (Holt, 1997) and the journal that publishes most papers on this topic is Journal of Consumer Marketing. The country with the biggest number of papers is the United States. The content analysis of the most cited papers showed a predominance of quantitative studies.

Despite the results, some limitations of our study need to be addressed. First, our main analysis focused on quantitative aspects, thus leaving behind other information that could help us to understand this field even further. Moreover, although the Scopus database has a significant number of papers, there is a need to increase the database by collecting studies from other databases. Other types of studies such as conference paper could also help us to access more deeply the state of this field.

The results of the analysis show that consumer researchers need to focus on gender in a broader perspective, investigating how marketplaces practices help to create a gendered environment that perpetuate gender disparities. Transformative Consumer Research and Transformative Service research could reinforce gender as a fundamental element to consumer well-being. In Brazil, there are initiatives of funding specifically to women and to help to reduce the inequalities that women face. There is a need to identify how those government programs help to put these women in the consumer market and how it affects their behavior.

Future studies could further explore how socio-cultural norms affect the consumer domains seen as male (i.e technology and sports) and female (i.e fashion). The socially-constructed view of beauty affects more hardly women, having very negative impacts, such as eating disorders. In this "woke culture", feminism has a significant space and women often do not care to comply with this socially-constructed view, this phenomenon can help us understand even further nonconsumption issues and how the decisions of those women help them to construct their self. How the perception of toys as male and female help to mold the sociological view that people have of women's roles in society? How the increase in media consumption help to create specific views of consumer 'needs in men and women?

Gender is still being investigated mainly by the differences between men and women, when in fact the concept is more complex and harder to understand. There is a need to discuss even further what gender means to consumer research and how does gender affect consumption's life daily. Moreover, there are needs companies on the market to be aware of the issues regarding gender inequality and discrimination, because they can act to improve those consume's wellbeing and the sense of self (Chauhan et al., 2019). Therefore, researches need to be partners with organizations and the public sphere improve the life of these consumers that suffer from systemic discrimination.

The COVID-19 pandemic affected everyone's life; however, women are facing bigger setbacks regarding jobs. Shortly, we could be seeing tendency of a large group of consumers who will be deprived of consumption due to financial issues. Transformative Service Research needs to investigate those consumers, the effect of this deprivation of consumption in the women's lives, and how public policies (i.e in Brazil: Bolsa Família, and the Auxílio Emergencial) can improve these people's social and financial wellbeing. Furthermore, mothers are now spending more time with their children at home, this resignifies our conception of the family, where the parents go to work and the kids to school, how will this affect the wellbeing of those people? Finally, the setback of our consumption possibilities put focuses on essential products and services, this will be an opportunity to investigate how leisure will be sought by men and women after the end of the pandemic.

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