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### Anti-consumption discourses and consumer-resistant identities

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#### Abstract

This article presents the analysis of two dominant anti-consumption discourses (the voluntary simplicity discourse and the culture jammer discourse) to show the importance of anti-consumption practices in the construction of consumer identities. Specifically, two consumer-resistant identities are presented: a hero identity and a project identity. Each resistant identity is produced by, and produces, overreaching cultural discourses against consumer culture, namely resistance to exploitative consumption and resistance to positional consumption. In addition, each identity expresses resistance either in terms of political consumption for an outer change or in terms of creative consumption directed toward an inner change. By stressing the importance of hero resistant identities and project resistant identities, this article offers the concept of identity formation as central rather than peripheral to the development of consumer resistance.



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## Keywords

Consumer resistance; Identity; Voluntary simplicity; Culture jamming

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