Anti-Consumption

Exploring the Opposition to Consumer Culture

Edited by Hélène Cherrier and Michael S.W. Lee



Contents

	List of Contributors	ix
	Introduction	1
	HÉLÈNE CHERRIER AND MICHAEL S.W. LEE	
	RT 1 hat Is Anti-Consumption?	9
1	Consumer Boycott Participation: Evidence for the	
	Trigger/Promoter/Inhibitor Model	11
	STEFAN HOFFMANN	
2	The Evolution of Voluntary Simplicity: From Soulful	
	Search for Meaning to Extreme Lifestyle Experiments	28
	STEPHEN ZAVESTOSKI AND MARILYN DELAURE	
3	How Green Demarketing Brands Can Successfully	
	Support Anti-Consumption	45
	CATHERINE ARMSTRONG SOULE AND TEJVIR SEKHON	
4	"I am NOT a Consumer" or "I Don't WANT to be	
	a Consumer" or "I CAN'T be a Consumer": A Fresh	
	Look at the New Strategies Consumers Use to Avoid	
	the Marketplace	67
	SUSAN DOBSCHA	

5	Anti-Consumers, Pro-Consumers, and Two Social Paradigms of Consumption	
	JAMES A. MUNCY AND RAJESH IYER	83
	RT 2	
Wl	ny Is Anti-Consumption Important?	101
6	Anti-Consumption and Our Current Crisis of Care	103
	ANDREAS CHATZIDAKIS	
7	Different Sides of the Same Coin? Political Ideology	
	Inflects How Symbolism Relates to Mask Avoidance	
	or Adoption in the Age of COVID-19	119
	CHARLES S. ARENI AND HÉLÈNE CHERRIER	
8	Anti-Consumption in Emerging Markets	139
	PRAGEA GELDOFFY PUTRA AND MICHAEL S.W. LEE	
9	The Trio of Religiosity, Materialism, and	
	Anti-Consumption in Explaining Life Satisfaction	162
	BETUL BALIKCIOGLU AND FATIH MEHMET KIYAK	
	RT 3 e Future of Anti-Consumption Research	183
	-	
10	The "Fake It Till We Make It" Path to a Shared,	185
	Sustainable Society KAREN V. FERNANDEZ	100
	Promoting Consumption Reduction: A Behaviour	
	Change Challenge KEN PEATTIE	198
	KENTEATTIE	
12	Socially Oriented Anti-Consumption	218
	NIEVES GARCÍA-DE-FRUTOS AND JOSÉ MANUEL ORTEGA-EGEA	
	Index	235
	2,,,,,,,,,	