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Identity Confusion of Young Rural Migrant Workers in Consumer Society of South China

Since the 1990s, the speedy modernization of China has been accompanied by the growth of a consumer society. For young migrant workers in China who were born after 1980 and grow up in the 1990s, they have come across the question of identity confusion. Almost all the fixed identities are doubted and became uncertain. Firstly, the registered identity of rural *hukou* is not necessarily in accordance with their living conditions. Secondly, their occupational status of “worker” is doubted by themselves in their living experiences. And thirdly, the meaning of frequently used label of *dagong* (wage worker) is complex and somewhat negative. It not only reflects the unstable and marginal status of migrant workers in the city, but also implies discrimination and exclusion from urban residents. Young migrant workers, who are pursuing urban lifestyle through consumption, are probably enrolled in the margin of modern consumer society. This research attempts to explore how the identities of young rural migrant workers are confused and contested in south China.