

## INDIAN CHICK-LIT CONCEPT OF CONSUMERISM: ANALYSIS OF

### *GODDESS FOR HIRE*

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#### ABSTRACT

This research paper critically examines Indian – US chick lit in order to illustrate its complexity and to point out why attention is to be given to this sub-genre of mainstream chick-lit. Indian chick-lit's adherence to mainstream chick-lit's conventions causes the articulation of the Indian heroine's hybrid identity to be very difficult. This also explores how Indian chick-lit problematizes chick-lit's invitation for the reader to identify with the female character when Indian chick-lit shows that assimilation to US culture is pointless. This paper examines specifically how the cross-cultural experience in the diaspora and its struggle are represented in one of chick-lit's major themes, consumerism. *Goddess for Hire* shows how the consumerism convention makes it very difficult for the female character to have a hybrid identity.

**KEYWORDS:** Chick-lit, Hybrid identity, Assimilation, Cross-culture and Consumerism