

# Foodscape of Pakistan: A Qualitative Investigation of Intentions, Themes and Social Realities in Food Vlogging

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## Abstract

*This qualitative research paper delves into the captivating world of Pakistani food vloggers, investigating the profound how's and whys behind their use of social media platforms to generate and share delectable food-related content. With a focus on comprehending the underlying intentions that drive these Vloggers in creating their culinary masterpieces, the study conducted in-depth interviews with four renowned food cloggers: Adeel Chaudhry, Foodies by Ashir, Saqib Mobeen, and Hamza Haram. Employing thematic analysis as the core methodology, the research unveils the captivating reality crafted by food vloggers through their interactions with the audience. It draws inspiration from the symbolic interactionist perspective and the sociological theories of George Herbert Mead and Herbert Blumer. Within the intricate tapestry of these culinary journeys, three prominent themes emerge foodscapes, media influence, and psychological tools. This pioneering research not only offers profound insights into the domain of food vlogging and marketing but also presents a novel perspective on how individuals in the digital age construct their social realities through dynamic interactions with their followers. As this study uncovers the artistry behind the culinary creations and the strategic utilization of social media, it paves the way for further research and exploration in this enthralling realm of food vlogging.*

**Keywords:** Food Vlogging, Pakistani Cuisine, Culinary Trends, Reels, Instagram, Social Media.

## Introduction

The way we perceive and interact with the world around us has experienced an immense change. The paradigm of the world has shifted into a much more accessible and immersive fold that encapsulates humans from all corners into a single handheld device run by a connection. The depth and importance of this connection cannot be undermined, as it has forever changed the way we move about, think, and act in our daily lives. Just like overtaking every area of ordinary life and presenting it on the platter for the world to see, social media, in recent years, has succeeded in turning something as ordinary as a means of filling our stomachs into a multi-billion dollar industry, for it is food that has now taken over the pages of our social media and has become a means of gratification for the stomach as well as the eyes and soul. The transition from traditional to digital media has altered the way food is presented and perceived. For a long time, the primary sources of food content, among other things, were newspapers, magazines, and television, among other traditional media. With the introduction of digital media, social media platforms have grown in popularity as a source of entertainment and display. The rise in internet usage has significantly altered how people consume and utilize the content being shared.

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According to Delgado et al. (2014), food-related videos are the fourth most popular genre on YouTube, with a remarkable 280% increase in views since 2014. Millennials, who account for the majority of YouTube's food-related viewership, report watching 43% of it and preferring food-related videos on YouTube over traditional TV by a margin of 51%. In addition, 58% of millennials have purchased food items after seeing them in a YouTube video. Video blogging is a fresh and popular phenomenon on social media platforms such as YouTube, Facebook, and Instagram. Pandey et al. (2020) explored the impact of video blogging on customer decision-making and the legitimacy of vlogs. According to their research, over 50% of consumers choose restaurants based on ratings and reviews.

According to the Cambridge Dictionary, culinary translates to being “connected with cooking or kitchens.” Pakistan has a rich culinary culture that has been shaped by centuries of history, geography, and tradition. From the fiery curries of Punjab to the savory biryanis of Sindh, Pakistani cuisine reflects the country's diverse cultural landscape. However, there has been a noticeable shift in the way food is consumed and shared among people in recent years. The interaction between food and social media involves the sharing and consumption of food-related content on social media platforms. The lens used to capture the food has found a newer platform in the shape of TikTok videos, Instagram reels, and vlogging on YouTube. Food lovers, chefs, and food bloggers can now share recipes, reviews, and food images via these social media apps. The culture of food in Pakistan is brought forward on social media in a unique way that endorses and glorifies the food shown in the video by using certain voiceovers, tones, techniques, and shooting styles. This not only attracts audiences it also serves as an unusual way of advertising the cuisine. Food vloggers usually begin their videos by demonstrating how the food is prepared and served while also engaging in spontaneous conversations with the sellers or chefs. It is essential to share the part of the video where the vlogger is actually eating the food because it inspires consumer choices. When social media platforms provide engaging content and a positive outlook on the food, viewers tend to connect with it and trust the people who post the content (Yuan et al., 2016; Liu et al., 2018). This has also given a rise in the food vlogging done by tourists and visitors from foreign countries, making it a popular trend in Pakistan.

### **Research Objective**

To find out the intentions of food vloggers and vendors in glorifying food content on social media.

### **Significance of the Study**

Every emerging trend in the field of technology that tends to affect the presupposed systematic way of working needs to be researched. Food vlogging's popularity has created new opportunities for digital entrepreneurship, allowing individuals to build a personal brand and monetize their video through sponsorships, advertising, and product placements. As a result, new professional opportunities, such as food photography and videography, have emerged. Food blogging and social media have the potential to have an impact on the food industry, with businesses and restaurants increasingly using social media to market and promote their products. As businesses struggle to navigate the changing landscape of food consumption and promotion in the digital era, this has resulted in new opportunities that are yet to be explored and searched. The gap existing in the current scenario of Food Vlogging and Social media is the lack of tallying and research on the various aspects that emerged and the potential birth of several new phenomena. Understanding the social media impact of food blogging is crucial for a variety of reasons. For starters, it dives into Pakistan's shifting food culture, where food has evolved into a kind of entertainment and display.

The research will shed light on how social media sites shape food perception and influence audiences and vendors. Second, it will offer food vloggers, chefs, and vendors useful advice on how to create interesting and authentic content that connects with their audience. Finally, the study may be used as a resource for policymakers and marketing professionals interested in learning more about the dynamics of social media and culinary culture in Pakistan.

## Literature Review

“Food is culture” (Montanari, 2006). The passing of human objects, feelings, and experiences has been a common practice for the world since its advent. Historically, recipes have been passed down from generation to generation that have added to their longevity, thus engaging in the whole concept of perseverance and transmission. The medium of transmission of these recipes, cooking tips, and tricks has changed, evolved, and has been passed through several phases of development. According to Menell (1995), the first ever printed cookbook dates back to 1485 in Nuremberg. Until about the 16th century, cookbooks had become a known thing with translations in several different languages around Europe. With the invention of television, cooking show channels became an integral part of the TV with a diverse range of content related to cook downs, celebrity cook-offs, on-air cooking segments and How-to’s. The emergence of the cooking channel “Food Network” in the United States in 1997 has been said to be the catalyst for success and change in the food industry by shifting focus on the visual aspect of food and cooking (Murray, 2013). The Food Network moved beyond contemporary practices of cooking shows to interactive show ideas exploring the relationship between food and culture, international travel, adventure, homemaking, and entertainment. As a result, cooking has become a hobby that is seen as cool and enjoyable (Rousseau, 2012). Moving further from cookbooks to TV shows, food took the form of blogging with Chowhound, the first food blog launched in the United States in 1997. Chowhound was simply an internet forum where people could share restaurant recommendations in New York City. As time has passed, similar to other advancements, Food has evolved from traditional media forms of cookbooks, radio, and TV to digital media. Food blogging has now evolved into a mixture of writing, photographing, and uploading food-related content on the Internet. The rise of food-related content on visual and social media platforms has contributed to the promotion of various cuisines, as well as their consumption and distribution. Because of pop culture's interest in the visual and social aspects of food, this trend has also led to the creation of food photography websites and blogs. As a result, food representation on social media has grown into an essential component in the social and cultural culinary industry (Ranteallo & Andilolo, 2017).

Many elements, including psychological and sociological factors, contribute to the popularity of food-related content on social media. Food is known to generate intense feelings, including pleasure and fulfillment. These feelings are frequently linked to eating, and viewing that content might produce a comparable experience. Food is also an important component of human culture and identity, and people frequently utilize it to express themselves and their ideas. People can demonstrate their culinary expertise, personal aesthetic, and cultural background by posting food content via social networks. According to research conducted by (Godara & Dev, 2021), Food has become a highly popular subject, especially among the younger generation aged 13-30 years. From the answers of the respondents, it was concluded that there are four main reasons for consuming food content, i.e., shared experience, knowledge about other cultures and cuisines, relaxation of cravings, and personal gratification.

Food influencers have grown in importance in setting culinary trends and driving consumer behavior. As a result, they have a significant influence on the food industry and its followers. Food

influencers are expected to provide accurate and honest information about nutrition and food choices, encourage healthy foods that promote sustainable practices, and avoid advocating unsafe or unethical products or activities. According to Nathalia et al. (2017), Consumer behavior and intentions toward healthy eating are influenced by a variety of factors, including food blogger comments and suggestions. The authors argue that food bloggers have an important role in fostering positive changes in customers' inclinations toward healthy eating.

Moreover, food travel vlogs have become popular among audiences for a variety of reasons. As mentioned in a preliminary study by Li et al. (2018), they are distinguished by storytelling, authenticity, intimacy, and presence. These characteristics separate them from other user-generated video types, including DPVs. The storytelling part of food travel vlogs creates a sense of intimacy and authenticity by making viewers feel as though they are experiencing the trip and food firsthand. The vlogger's presence strengthens this connection with the viewer by sharing their personal experiences and recommendations. Food travel vlogs are becoming increasingly popular as an engaging form of entertainment and a helpful source of information for travelers as a result of these aspects.

The evolution of food in Pakistan has undergone significant changes, particularly in terms of media, with the advent of social media. Traditional media in Pakistan primarily consisted of television and print media, and food-related content was limited to cooking shows and recipe columns in newspapers and magazines. Cooking shows became increasingly popular in the 1990s, and their popularity continued to grow in the 2000s. These shows focused on traditional Pakistani dishes and featured famous chefs and cooking experts demonstrating cooking techniques and sharing their recipes. Some of the most popular cooking shows in Pakistan include Masala TV, ARY Zauq, and Hum Masala. Magazines like women's own, Pakeeza, and Khawateen digest featured recipe sections that were widely read and followed by many homemakers. With the advent of social media, food-related content has become more diverse and accessible to a larger audience. Food bloggers and vloggers have emerged as a significant source of food-related content on platforms like YouTube, Instagram, and Facebook. These bloggers and vloggers showcase a wide range of cuisines, including traditional Pakistani dishes, fusion dishes, and international cuisines. From a number of examples, there is that of Rizwan Chaudhry who rose to fame as a result of his cooking video going viral. Since then, his family channel BaBa Food RRC has garnered 3.78 million YouTube followers and earned the title of Pakistan's 'Top Food Maker' from the video-sharing giant TikTok in December last year. In an interview, his son Ramish Chaudhry explains how they rose from difficult financial times to this stage of success and financial stability. Ramish owed their success to his father's particular style of cooking, diction, and the way he communicated with followers and replied to comments, offering easy-to-make recipes that other beginner cooks could try at home (Khan, 2023). Baba Jee's journey to online popularity highlights social media platforms hold the capacity to develop a global community of food enthusiasts, promote cultural understanding and appreciation, and allow people to showcase their talents and skills. The most recent trend in the domain of food vlogging is the stylized way of filming by the food vloggers, which has garnered the attention of audiences. These 30-second reel videos have managed to gain millions of views and likes. To break down the structure, they mainly consist of visually pleasing shots of the food with suitable transitions and a voiceover that includes jokes/puns and a tagline. The research gap is found in this newly generated style of vlogging as the cause and effects of this phenomenon are yet to be unearthed.

### Theoretical Lens

The sociological theory of symbolic interactionism, which has its origins in the early 20th century, offers a framework for analyzing the phenomenon of food vlogging. The source of this theory is an American philosopher and sociologist, George Herbert Mead, whose work on the theories of self, language, and social interaction serves as the cornerstone of symbolic interactionism. Mead's book "Mind, Self, and Society" (1934) examines how social interactions build one's identity and how language and symbols help to create social reality.

Herbert Blumer, a student of Mead, further elaborated on Mead's work to develop and popularize Symbolic Interactionism. In his book "symbolic interactionism: Perspective and Method" (1969), Blumer developed the theory, highlighting the significance of symbolic meanings, the descriptive process, and the part that social interaction plays in influencing our perceptions of reality.

Using symbolic interactionism to study food vlogging; we may examine how food vloggers utilize symbols, language, and visuals to communicate meaning about food in their videos. We study the interactions between food vloggers and their viewers and the ways in which shared meanings about food evolve through comments, messages, and other kinds of social media interactions. Additionally, symbolic interactionism explains how food vloggers construct and present a certain online personality that establishes their presence and identity in the culinary field. With the use of this theoretical lens, we can delve deeper into the goals, motives, and techniques of food vloggers and learn more about how they pin significance on the food industry.

### Research Methodology

This study employs a qualitative research design to delve into the motives and strategies driving the adoption of food vlogging. The research question aims to investigate the reasons behind this phenomenon and the techniques utilized by food vloggers. To address this inquiry, in-depth interviews will be conducted, with participants selected using purposive sampling. This non-probability sampling method involves the researcher's judgment in selecting individuals based on attributes or skills relevant to the research topic, ensuring the attainment of the study's objectives (Nikolopoulou, 2022). Notably, four prominent food bloggers, namely Adeel Chaudhry, Foodies by Ashir, Saqib Mobeen, and Haram Hamza, were chosen based on their widespread popularity among the masses.

Thematic analysis serves as the primary method for data analysis. This technique enables the examination of qualitative data, including interview transcripts, open-ended survey responses, or field notes, with the goal of identifying patterns, themes, or categories that address the research question. The coding process will adopt an inductive approach, wherein codes and themes emerge directly from the interviews without pre-existing concepts. The analysis will involve:

- The systematic organization of data into meaningful categories.
- The identification of patterns.
- The generation of themes.

To uphold ethical considerations, the interviews were conducted with participants' informed consent, and their identities were kept confidential as per their consent.

## Data Analysis

**Table 1: Analysis through coding of the data extracted from four interviews**

Initial Codes	Preliminary Codes
<i>By profession I was a realtor, but by passion in the evenings. I was doing this work, as a hobby, exploring and learning.</i>	Unexpected Career Path
<i>I hadn't planned on becoming a blogger.</i>	Unexpected Career Path
<i>I had no interest in making videos, or being in front of the camera, but I wanted to earn so I had to do it.</i>	Unexpected Career Path
<i>This was also one of my reasons to come to Pakistan, to work on Pakistani food's individuality, image and credibility, and to work on Pakistani food tourism so people get to know that Pakistani cuisine has its own identity.</i>	Motivation Behind Food Vlogging
<i>I wanted to do something to support my family.</i>	Motivation Behind Food Vlogging
<i>The thing that I try to push is to negate the culture of pre-marital relations. I want to promote halal stuff with humor and food.</i>	Motivation Behind Food Vlogging
<i>I have no interest in making videos, or being famous, I was just interested in earning money.</i>	Motivation Behind Food Vlogging
<i>One day Hamza took my mobile, went outside and randomly made a vlog talking about his house, his toys, his cats. From there we realized that he likes vlogging, so we thought that ok lets properly take him.</i>	Motivation Behind Food Vlogging
<i>When they vlog in front of the camera they get confidence, so this is our main motive.</i>	Motivation Behind Food Vlogging
<i>So even if any Pakistanis opened their restaurants abroad, they wrote Indian food outside to help their restaurant become known or popular, because India's image has always been received in a better way than Pakistan's.</i>	Cultural Influence
<i>I got to know that the way Indian street food was being covered in India, it was not happening in the same capacity in Pakistan.</i>	Cultural Influence
<i>On this basis, there was a feature in Forbes on Pakistani food, in which I was mentioned too, and it was the first time that Forbes had mentioned Pakistan.</i>	Impact of Media coverage on Food
<i>TV channels have for sure raised awareness in people, have improved people's recipes, has taught them recipes from abroad, told them about fusions, so it has had a very positive impact.</i>	Impact of Media coverage on Food

<i>Indian people came up to me and told me that they got to know about Pakistani food from my videos.</i>	Impact of Media coverage on Food
<i>TV and social media have played a big role in promoting fusion food, that if people see a video of something, and are eating another thing, then they think about how it will taste if they combine the 2.</i>	Impact of Media coverage on Food
<i>Now they type online and get all the information on Food, so social media has changed the game.</i>	Impact of Media coverage on Food
<i>Research shows that people who watch cooking shows, or watch any videos related to food, are used for learning and therapy both.</i>	Therapy
<i>To see food videos, or to see it being made, or being broken is therapeutic.</i>	Therapy
<i>People have turned towards the short format. That is why vlogging is popular right now, and people are losing focus on hardcore blogging.</i>	Attention Span
<i>Provide them with smaller videos because they do not have time to watch 10 to 12 minute long videos.</i>	Attention Span
<i>Everyone has their own style in vlogging, the main aim is to tempt people.</i>	Temptation
<i>You show it in such a tempting way that people eat with their eyes through the video.</i>	Temptation
<i>Vlogging has the same goal, blogging has the same goal, to either tempt the customer or tourist, to give information, and to make their mouth water.</i>	Temptation
<i>We first decide where we want to shoot, after that I see the shots, and then we use enticing wording that can make someone's mouth water.</i>	Temptation
<i>Because obviously the audience likes it and they watch it and then crave it.</i>	Temptation
<i>Food is probably the only entertainment left in Pakistan, there is no other entertainment here.</i>	Source of Entertainment
<i>Before there used to be a whole plan set in place; teams came for coverage, but now everything can be done by just clicking on the phone.</i>	Accessibility
<i>They are 3 different formats, now it depends on the audience which one entertains them the most.</i>	Accessibility
<i>Any brand will come up to you and let you know which platform they need an audience for, and you would already have it. And you can post on any platform, and don't even have to work too hard for it.</i>	Accessibility
<i>Now people watch the same shows on YouTube, and can easily note down recipes. Then there are people cooking from home, without any certification, and when you look at them you think that I can make this dish too.</i>	Accessibility

<i>This is a tool in your hand, and also a weapon, and you can use it either way.</i>	Accessibility
<i>The impact has been that many people in their homes have started using it as a source to generate revenue.</i>	Source of Income
<i>There are 2 to 3 different mindsets, we have also educated people on how to generate revenue too, and how to make it a business too.</i>	Source of Income
<i>The people who are interested in eating or cooking, they especially should make a channel because it's the easiest way of marketing your product.</i>	Source of Income
<i>After that there was a channel on Facebook named Street foodies; and they hired me. They paid me per minute.</i>	Source of Income
<i>I do not enjoy it, it's my work.</i>	Source of Income
<i>Although he gets paid a lot monthly, this is not our main purpose.</i>	Source of Income
<i>Roughly we make 80 thousand to 1 lakh.</i>	Source of Income
<i>The first video crossed 5 - 7 million.</i>	Popularity of Food Content
<i>I made the first video and that again gained 500k views.</i>	Popularity of Food Content
<i>Food vlogging cannot go out of trend. Because in the world right now the highest video RPM ( rate per minute) is of food.</i>	Popularity of Food Content
<i>I watch Indian food content creators too, they now have up to 10 million followers, and people are still watching them.</i>	Popularity of Food Content
<i>I realized that people give very good responses on food vlogging. People really appreciated the way that I was explaining the taste. I got more views on it than other kinds of videos.</i>	Popularity of Food Content
<i>My 6 month old Food video came into trending, then I started gaining subscribers, and they asked for food videos so then I had to come back to it.</i>	Popularity of Food Content
<i>I thought that I can't do food vlogging as it's not working, but then I made a video and it went viral, and I stayed viral for the 3 next months or so.</i>	Popularity of Food Content
<i>So many people have entered the Food Vlogging era that I myself don't know how many people are doing this now.</i>	Popularity of Food Content
<i>I don't think the work for food will vanish this quickly.</i>	Popularity of Food Content
<i>So if I make a video of 40 seconds, I add 3 shots in 1 second. So I keep shooting from different angles as it helps me and the client both.</i>	Technique



<i>I only shoot specific content through which I know that I will gain views.</i>	Technique
<i>It depends on what food has an audience, and how much we have to incorporate that in our content.</i>	Technique
<i>I say stupid stuff to try to make it not look boring, the clips we add in the start can improve chances of the video going viral.</i>	Technique
<i>Yet at the end it's all about storytelling.</i>	Technique
<i>We try that before shooting the video, we write the script, because if we have a script then we know how to go about shooting.</i>	Technique
<i>First of all, we choose food that does not get negative comments.</i>	Technique
<i>For that you cover all including street food, brands, and all.</i>	Technique
<i>The first 3 to 4 seconds are very important. In that the audience decides if they will either watch or stop. So we try that the 1<sup>st</sup> 3 to 4 lines are appealing.</i>	Technique
<i>So we try that at the end of every video he says " bhai sahab, tussi they chaagaye ho". So that becomes a symbol or identity that belongs to a specific person.</i>	Technique
<i>The media coverage of food now, of street food, and recipes, was never present like this before.</i>	Recent Trends
<i>On Facebook, it was trending to make short videos and right now it is still the same trend, and now even YouTube has monetized shorts.</i>	Recent Trends
<i>When I entered the market food vlogging wasn't that big,</i>	Recent Trends
<i>People get ideas and inspirations from watching videos.</i>	Exposure through Media
<i>Many people are working online, by taking inspiration from them people should create their own channels if they are interested.</i>	Exposure through Media
<i>The food used to be amazing in the Orega Centre, it used to be a small stall; I saw it on YouTube.</i>	Exposure through Media
<i>It is the size of a roundabout, but even there I showed nearly 10 types of foods that other Youtubers wanted to cover too.</i>	Exposure through Media
<i>You make the video in a style which shows how they look at Pakistani food.</i>	Exposure through Media
<i>Your journey gets easy when you start shorts as right now it is the time of reels, and even the clients that come for promotions demand reels.</i>	Medium of Promotion
<i>So we kept Instagram content related to food.</i>	Medium of

	Promotion
<i>If you do good story telling, make it relatable, the more people will like it.</i>	Shared Experience
<i>If people won't be able to relate, and content will not stay relatable.</i>	Shared Experience

## Findings and Discussion

Upon thorough analysis and coding of the data, several prominent themes have surfaced:

### 1) Foodscape

Codes: Techniques, trends, unexpected career path, accessibility, cultural influence, motivation behind food vlogging.

Sub Theme: *Glorification, flexibility.*

This theme presents the multi-dimensional landscape of food vlogging as explained by the vloggers. From the interviews, it was determined that the Pakistani cuisine has significantly influenced Indian cuisine; as being one nation before. Thus, Pakistani cuisine was not as popular as compared to Indian cuisine. This sheds light on the fact that food vlogging has been a part of Indian media since quite some time now having significant exposure, Pakistani cuisine has been severely undermined and identified as Indian cuisine. One of the correspondents explained his motivation behind food vlogging as a means of promoting Pakistani cuisine on an international level.

*This was also one of my reasons to come to Pakistan, to work on Pakistani food's individuality, image and credibility, and to work on Pakistani food tourism so people get to know that Pakistani cuisine has its own identity.*

Another respondent stated that he has adapted his technique and style of vlogging from the Indian way of vlogging; thus further clarifying the role of cultural influence in this domain. *"I got to know that the way Indian street food was being covered in India, it was not happening in the same capacity in Pakistan. So I started making those."*

The biggest role in food vlogging as interpreted by the vloggers themselves are the techniques they use. The lack of patience and interest in audiences has created a landscape of reels; which has over the time taken the form of mainstream content being watched. Short form content and reels the trend that has taken food vlogging under its fold. The vloggers aim at engaging their audiences through the first few seconds of their reels through camera angles, storytelling and voiceovers and a tagline that is their representation and identity. These techniques and trends have proven to be fruitful but also have given birth to the concept of glorification of food; despite not knowing if the Food being shown is actually well tasting or not; it is shown in a manner which entices the mind of the viewer.

*I say stupid stuff to try to make it not look boring, the clips we add in the start can improve chances of the video going viral  
Yet at the end it's all about storytelling  
So we try that at the end of every video he says ' ' bhai sahab, tussi they chaa gaye ho' '. So that becomes a symbol or identity that belongs to a specific person.*

Accessibility is another factor for the food vloggers. The content is accessible and doable within a matter of time. For the audiences, videos are a click away from watching as compared to the conventional methods and for the vloggers, a phone is all they need to create the videos which gain millions of views and likes. Moreover, it was evident from the data that food vlogging was

something the correspondents had adopted at a certain later stage in life. Due to its equipping and successful nature. It has enabled several people to switch their career paths; thus signifying its prevalent nature.

*Before there used to be a whole plan set in place; teams came for coverage, but now everything can be done by just clicking on the phone.*

*By profession I was a realtor, but by passion in the evenings. I was doing this work, as a hobby, exploring and learning.*

*I hadn't planned on becoming a blogger.*

## 2) Media Influence on Food

Codes: Source of income, popularity of food content, medium of promotion, impact of media coverage on food, exposure through media.

Subtheme: Longevity, marketing

Media has played a significant role in amplifying the process of vlogging for the content creators. Through the interviews and coding, it has been determined that social media has been a game changer in the domain of food vlogging. In recent years, food has surged as a hot topic for the content on social media. For the vloggers this has become a source of making stable income and living. *"The impact has been that many people in their homes have started using it as a source to generate revenue"*

As answered by all four respondents; food vlogging was directed towards having longevity.

*"Food vlogging cannot go out of trend. Because in the world right now the highest video RPM (rate per minute) is of food."*

*"I don't think the work for food will vanish this quickly."*

By gaining sufficient views, likes and comments; food vloggers have made their mark solely based on posting this type of content. It is said to be the most famous medium of content creation in the current scenario. One of the correspondents constantly displayed dissatisfaction with the medium but the popularity of food vlogging and his fame through it has kept his feet grounded in this field.

*"I do not enjoy it, it's my work"*

*"I realized that people give very good responses on food vlogging. People really appreciated the way that I was explaining the taste. I got more views on it than other kinds of videos."*

The popularity not only sticks to the boundaries of Pakistan; one of the elements of food vlogging is that being actively posted in social media spreads the roots of shared experience across the globe. It is now common to food related content from all over the world across your FOR YOU pages on Instagram, Facebook and TikTok.

*"Indian people came up to me and told me that they got to know about Pakistani food from my videos."*

This surge in food content has given significant rise to the area of marketing. Reels and promotional videos are the new demand of restaurant owners, home chefs and vendors. The specialty of food vlogging and vloggers is that they generate content for the audiences as well as the vendors; thus providing benefit to all three stakeholders. PR and Marketing agencies have come forward as a result of the fame of the vloggers and their content.

*"The people who are interested in eating or cooking, they especially should make a channel because it's the easiest way of marketing your product."*

## 3) Psychological Tool for Food Content

Codes: Attention span, temptation, therapy, source of entertainment, shared experience

Sub themes: Gratification, therapeutic.

This theme encompasses the psychological tools equipped by the food vloggers whilst creating their videos. This leads to the discovery that watching food related content has generally been used as a means of pleasing the mind of the audience through visuals and audio. Using cultural references alongside a hint of humor; the element of comedy is derived from it. Through which the vloggers capture the minds of the audience thus creating an environment of shared feelings and relatable. This drives the audiences to connect with the content further.

*“If you do good story telling, make it relatable, the more people will like it.”*

As research has shown to link watching food videos with therapy; food vloggers specifically use such visuals that attract the audiences. Ranging from sharp bright colors to slow motion shots and creative camera angles; these mechanisms are used to engage the audience into a trance and capture their interests for a long term following. This gives birth to the element of gratification through watching food.

*“Because obviously the audience likes it and they watch it and then crave it”*

*“To see food videos, or to see it being made, or being broken is therapeutic”*

## Conclusion

Drawing on the theoretical lens of symbolic interactionism, this study sheds light on the intentions and techniques adopted by Pakistani food vloggers in their captivating journey of food vlogging. The emergent themes - foodscape, media influence on food, and psychological tools for food content - provide valuable insights into the multi-dimensional landscape of food vlogging as perceived by the vloggers themselves. The foodscape theme reveals how food vloggers actively engage in promoting Pakistani cuisine, striving to establish its unique identity on an international level. Cultural influence plays a pivotal role as vloggers adapt techniques and styles from Indian vlogging, demonstrating the interconnectedness of culinary traditions. Accessibility emerges as a key factor in the popularity of food vlogging, as short-form content and reels become the trend of choice to captivate audiences and convey captivating stories. The media influence on food theme underscores the transformative role of social media in elevating food vlogging to new heights. Social media platforms serve as a source of income for vloggers, enabling sustainable livelihoods through their culinary pursuits. Food vlogging's longevity is reinforced as it continues to dominate as a favorite genre, maintaining its relevance and appeal. Moreover, the far-reaching impact of food vlogging extends beyond national boundaries, creating shared experiences across cultures. This surge in food content has given rise to new marketing opportunities, empowering vloggers to cater to the demands of both audiences and vendors, while stimulating the growth of PR and marketing agencies. The psychological tools for food content theme highlights the captivating power of food vlogging to captivate audiences' attention spans and evoke a sense of temptation and pleasure. By crafting relatable, humorous, and visually appealing content, food vloggers forge emotional connections with their viewers. This psychological engagement transforms watching food videos into a gratifying and therapeutic experience, creating a sense of shared entertainment. In nut shell, the theoretical implications of this study contribute to our understanding of how social interactions, media ecology, and the construction of social realities intertwine in the captivating world of food vlogging. The practical implications offer valuable insights for culinary identity promotion, marketing strategies, content creation, public engagement, and entrepreneurial pursuits within the context of food vlogging and digital media. These findings serve as a stepping stone for further research and exploration in the domain of food vlogging and its impact on contemporary culture and society.

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