

**TABLOID  
FOODSPHERE**

**B.A (HONS)**



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**05<sup>th</sup> December, 2022**

**FOODSPHERE**



**A PROJECT REPORT SUBMITTED TO  
KINNAIRD COLLEGE FOR WOMEN  
IN FULFILLMENT OF THE REQUIREMENTS**

**FOR THE DEGREE OF**

**BACHELOR OF ART**

**IN**

**MEDIA STUDIES**

**BY**

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**KINNAIRD COLLEGE FOR WOMEN,**

**LAHORE, PAKISTAN**

**2018-2022**

**THESIS REPORT APPROVAL**

**KINNAIRD COLLEGE FOR WOMEN**

**Date: 05<sup>th</sup> December 2022**

**I hereby recommend that the project report prepared under my Supervision by  
Tehreem Ayaz F18BAMS023**

**Entitled**

**Title: Foodsphere**

**be accepted in partial fulfillment of the requirements for the degree of**

**BACHELOR OF ARTS (BA Hons)**

**IN**

**MEDIA STUDIES**



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**In Charge of Dissertation**



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**Head of the Department**

**Recommendation concurred in**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**Committee  
for the  
Final Examination**

## RESEARCH COMPLETION CERTIFICATE

It is certified that **Ms. Tehreem Ayaz** of BA. Hons (session 2018-2022), Department of Media Studies has completed a project entitled “**Foodsphere**” under my supervision.

It is assured that research work is original and has not been yet published anywhere else.

Signatures of Supervisor

Dated: 05<sup>th</sup> December 2022

Komal Ahmed

Assistant Professor



Signatures

Dated: 05<sup>th</sup> December 2022

Dr. Kiran Karamat

Head of Department



All changes suggested by the examiners during defense are incorporated in this final copy



Tehreem Ayaz



Komal Ahmed



Dr. Kiran Karamat

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Signatures of Supervisor

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Dr. Kiran Karamat

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## **ACKNOWLEDGEMENT**

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## ABSTRACT

The main goal of this tabloid was to produce a four-page weekly food tabloid in Lahore called "Foodsphere", where news reports provide in-depth coverage of different food blogs, cuisines and trends. Food is essential for human life and it's fundamental to the human experience. With the rapid development of social networks, mobile networks and the Internet of things (IoT), people commonly upload, share and record images of food, recipes, cooking videos and reviews that lead to data from large scale foods. In recent years, the food industry has rapidly increased and is now one of the most income generating industry. This study aimed to discuss the factors that results in Lahoris food obsession and why they spend so much on it. According to a survey, Lahoris spend 40% of their income on food. This article revealed important information and news about food trends and explained its evolution and its important role in Lahori society. Finally, this article explained how food blogs affect any eatery and what opportunities and consequences it creates. The main focus was on food related info and evolvment of international cuisines as well.

**Keywords:** Food Culture, Food, Food Blogs, Lahore, Lahore Cuisine.

## TABLE OF CONTENTS

<b>Project Report Approval Form</b>	<b>ii</b>
<b>Research Completion Certificate</b>	<b>iii</b>
<b>Anti-Plagiarism Certificate</b>	<b>iv</b>
<b>Acknowledgement</b>	<b>v</b>
<b>Abstract</b>	<b>vi</b>
<b>Table of contents</b>	
<b>1. Introduction</b>	<b>1</b>
1.1 Basic Idea	6
1.2 Logo	6
1.3 Tagline	7
1.4 Flag	7
1.5 Need of the project	7
1.6 One Liner	7
<b>2. Significance of this study</b>	<b>8</b>
<b>3. Technical Methodologies</b>	<b>9</b>
3.1 Advertisements	9
3.2 Promotional Campaigns	9
<b>4. Budget</b>	<b>11</b>
<b>5. Conclusion</b>	<b>13</b>
<b>5.1 Recommendation</b>	<b>13</b>
<b>5.2 References</b>	<b>14</b>

# CHAPTER I

## INTRODUCTION

Every food trend reflects its age. Some trends develop slowly and some come regularly, some just come and go. A food trend can also be something that grows over time or something that people have already been doing forever, but it's the restaurants and media that turn these things into trends. Initiated in Southern California in the 1940s, the fast food business has not only changed the eating patterns of Americans, but also in several countries around the world including Asian Countries. (Sclosser, 2001). The trend of dining out has skyrocketed in Pakistan. Aspects that influence a customer's dietary choices include the appeal of eating out, socializing, urbanization, and convenience for Pakistan's double-income families. (Baig and Saeed, 2001).

Because food is so important to our health and well-being, as well as our cultural identity, it makes sense to concentrate on our understanding of its cultural and social significance (Chiaro, Rossato). Food refers to a set of cooking methods and traditions that are generally connected with a particular culture or region. Ingredients supplied locally or by trade have the greatest influence on a meal. Authentic cuisine is a meal (or drink) that matches its description thanks to the combination of Authenticity. The food's authenticity is an endeavour to serve the food's origin. Food authenticity is a solution that speaks of value by demonstrating that food is deserving of its value (Suchanek, Kralova).

The concept of fine dining is fashionable clothing, dining at the table with a luxurious tablecloth, neatly folded napkins, and an elegant, high-quality menu. In short, as the term "luxury dining" means, for guests, deluxe is all about luxury dining in terms of service, dining and atmosphere. Fine dining is a full-service restaurant. This is mainly due to table

service (Spears and Gregoire, 2007).

Guest expectations for restaurant service depend on the type of restaurant (Kim and Moon, 2009). The three basic characteristics that affect the impression of a fine dining guest are the quality of the food, the service of the restaurant, and the atmosphere (Namkung and Jang, 2008). Fine dining is expected to be different from regular restaurants in everything. The highest price level in a restaurant with outstanding standards, the best atmosphere, operation and atmosphere (Parpal, 2014).

Customer delight is a important enterprise requirement that considerably affect patron intentions to repurchase (He and Song, 2009). Customer satisfaction predicts repeaters and new customers and benefits the restaurant (Barber, 2011; Tuu and Olsen, 2009). Many quantitative studies have shown that service, taste, and physical environment are the most important factors contributing to restaurant customer satisfaction (Ma, 2011; Namkung and Jang, 2008; Ryu and Han, 2010; Mattila, 2001).

Customers eat with their eyes first, so a diner experience using the same ingredients, You can make significant improvements or reductions simply by changing the visual layout of your food. (Micheal, 2015)

The most widely used measurements of food quality are food freshness, quantity, food serving, menu type, food taste, and food temperature. Food serving, taste, and temperature are the largest predictors of customer satisfaction, and are important predictors of behavioural intent (Namkung and Jang, 2007). In addition to these six individual attributes "Food safety" is also an important indicator for assessing food quality. Consumers are more aggressive and tend to pay more for restaurants that offer higher quality food safety standards.

Customers cannot be satisfied simply by improving the quality of food. Factors related to cleanliness greatly influence the importance of a restaurant's perception of quality and overall atmosphere. Atmosphere has a positive impact on consumer intent in fine dining,

and as the atmosphere improves, customer numbers and willingness to pay tend to increase significantly (Hornig, 2013. Barber, 2011. Sester, 2013).

The customer's emotional response is most strongly influenced by the music, aroma, temperature, and staff appearance, which in turn influences the customer's behavioural intent at the restaurant (Ryu and Jang 2007).

Restaurants are gaining more and more attention because the phenomenon of creating an attractive and healthy physical environment is an important factor in attracting and satisfying customers in the food industry (Ryu and Han, 2010; Ali et al., 2013; Ruiz et al., 2012).

The culture of Pakistan is very rich and different in identity that has led to the evolution of its food through different eras initiating from the subcontinent. The land of Pakistan has gone through a lot of immigration and has seen people of different cultures so that all added up and influenced the food of Pakistan. Our food represents the flavour of Arabic, Persian, Mongolian, Afghan and Turkish cuisines. Lahore is famous for its food and it is also called the cultural capital because of its food. It has food from different cultures of Pakistan. The enriched food of Lahore has made it famous all over the World and Lahoris are very proud of it. They get to enjoy a variety of options when it comes to food. The heart and soul of Lahore is claimed to be its food.

It is estimated that Pakistanis spend over 114.7 billion RS in eating per year which is a very high figure as compared to other developing countries. The statistics of the State Bank of Pakistan reflects that almost 45% of the total income of Pakistanis is spent on readymade food.

According to the co-founder of Aylanto and Fuchsia, Humaira Sattar, people now see eating out as a regulation and in most cases a source of entertainment and unwinding. She also expressed that people sometimes dine out to enjoy the pleasant weather. And another

## FOODSPHERE

reason to dine out is to host guests as they find it difficult to prepare food at home so they prefer eating out instead. The confounder of Cosmopolitan, Mohsin Ilhsan believes that a cool and modern ambiance attracts the youth, so they opt such places for dining.

If we look a few decades back, there were only a few famous restaurants including the famous food street in Laxmi Chowk and Gawalmandi, 4 to 5 fast food outlets and few more. The famous desi nashta was very popular back then and is still Lahoris' favourite that includes Nihari, Paaye, Halwa Puri etc with a glass of lassi.

Lahore has developed real estate colonies that include Gulberg, Defence etc. Most of the people belonging to these colonies enjoy street food in their vehicles with their friends and families. A variety of street food is available in these colonies including barbeque, Shawarmas, Roll Paratha, Chaats, Biryani etc. The H block of Defence and other places like that are famous food points with lots of restaurants and cafes on the main road. The food trends also change according to the changing lifestyles of people with the passage of time. The franchises of international food outlets such as Pizza Hut, Hardees, Burger King and Gloria Jeans have opened in different cities of Pakistan attracting a large number of customers, despite the fact that the taste of franchises differ from country to country as they tend to develop the taste according to the region's culinary traditions.

Mohammad Mahmood Alam Road is a very famous food hub of Lahore but is only accessible to the elite and upper class. It is a lot more than food that matters there. Most of the restaurants and cafes there offer a complete package of quality food, beautiful ambiance, sophisticated atmosphere which allows the people to have an elegant dinner experiencing new tastes and cultures. The ambiance and atmosphere hold so much importance that sometimes the food can be compromised but the atmosphere cannot be. So, the novelty value adds a lot and is the attracting force. Bapsi Sidhwa, a novelist once joked that it is almost impossible to run a restaurant in Lahore and not succeed due to Lahoris' obsession with food.

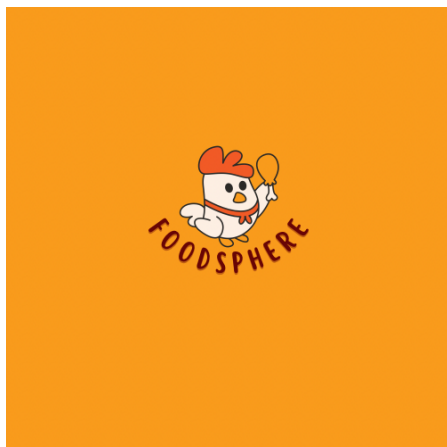
## FOODSPHERE

The food streets and similar places like Anarkali, gawalmandi, Badshahi Masjid in the historic Lahore is the new favourite for the locals and the tourists. These places do not allow vehicles to pass by and only allow pedestrian traffic. Many new and old local delicacies have been restored and opened near the balcony lights of Haveli restaurant. The speciality of these restaurants are the traditional food served there as it used to be in the past. The best part is that these places do not cater to a specific class as it is popular among all social classes because of its food and the environment.

### 1.1 BASIC IDEA

Foodsphere is a Lahore based food Tabloid. The basic idea was to discuss how dining out has become a trend, it's impact on the economy, lifestyle as well as businesses. Also, it gave awareness about dining out, the do's and don't. This paper gave tips about how to find budget friendly restaurants, what are the best food eateries for families, the recent news and scandals regarding food etc. The main focus was on Lahore's food variations, evolvement of international cuisines and the expansion of food related business. Basically, This paper helped the audience in understanding how has food trend evolved in recent years, and how it's affecting their lives.

### 1.2 LOGO



### 1.3 TAGLINE

Wake Up! It's Food o' Clock.

### 1.4 FLAG



### 1.5 NEED OF THE PROJECT

The reason to make this tabloid was to represent the love of Lahoris towards food. How is the culture of Lahore represented via the food? What are the famous Lahori cuisines? How often do people dine out and what are the factors that attract them. This study provided the audiences all the information and news related to food. Nowadays there's a trend of eating foreign cuisines such as Japanese, Turkish etc. It does not matter how much you earn, if you're a true Lahori, you're bound to become the victim of this food obsession, it's time to break the stereotypes and food blogging has become an excellent way for you to build up your confidence and bring the change. By providing all the valuable information, this paper has surely benefited people.

### 1.6 ONE LINER:

Food for All

## **CHAPTER II**

### **SIGNIFICANCE OF THIS STUDY**

Lahore is a greatly rich food culture. Lahoris are well known everywhere throughout the nation for their adoration for food. Over the time, due to numerous socio-cultural changes, it was observed that there is a paradigm change in the way eating habits prevail a decade before. Globalization has opened the doors of opportunities for businesses, it has also conducted a change in consumer preferences for food. This study reflected at a general trend of eating out. Efforts have been made to learn about the perception of growth in food business in Pakistan. This tabloid focused on the identification of the type of food service and dine in options that people prefer once they decide for other than home cooking. It also identified which are the basic and value-added reasons to select any food restaurant. The frequency of eating outside, the inclination to try new restaurants and average expense per month when eating out.

## **CHAPTER III**

### **TECHNICAL METHODOLOGIES**

This section includes all the process of research and data collection. Mainly it deals with the technical methodologies of this tabloid, Foodsphere.

Foodsphere is a bi-monthly tabloid. It mainly covers all the news regarding food and its variations within the premises of Lahore. The content of this tabloid was based on soft news. The language and writing style of this tabloid was kept simple so that people of all age and sector can also understand. The information provided in this tabloid was taken from a credible source. This tabloid also appreciated the audience feedback. A promotional campaign was conducted in support of the tabloid among the general public.

This tabloid consists of 4 pages in total; first page contains 2 advertisements, one hypothetical and the other one sponsored, along with 4 news stories. Second and third page consists of editorials, columns, feature article, letters to the editor and a cartoon. Finally, the fourth page also consists of 3 news stories, 1 hypothetical advertisement, some food recipes, interesting facts & infotainment.

#### **3.1 ADVERTISEMENTS**

This tabloid consists of 3 advertisements that are published on front and back pages respectively. 1 sponsored ad is arranged and 2 hypothetical ads are made that are related to the theme of this tabloid which is food. Technologies such as Mobile phone, Internet, Online marketing etc have been advertised that attract the audience and help them in better selection among variations of Lahori food and what are the ongoing food trends and cuisines. This technique of advertisement was beneficial for the audience as well as the sponsor.

#### **3.2 PROMOTIONAL CAMPAIGN**

The promotional campaign consists of many effective tools that helped in this project's promotion. The goal of this campaign was to talk about Lahoris obsession with food. Moreover, to gain attention and readership of Lahori people who loves to try new food and promote food blogs.

## FOODSPHERE

### **The tool of promotional campaign:**

- Flex
- Posters
- Flyers
- Mugs
- Cap
- Business cards
- Bookmarks
- Notebook
- Keychains
- Masks

## CHAPTER IV

### BUDGET

The budget for my tabloid is 15,000 Pakistani Rupees.

HEAD OF ACCOUNTS	NAME
Owner of the tabloid newspaper	Tehreem Ayaz
Reporter	Tehreem Ayaz
Writer	Tehreem Ayaz
Editor	Tehreem Ayaz
Photographer	Tehreem Ayaz
Graphic Designer	Tehreem Ayaz

#### BUDGET FOR PRINTING ITEMS

Printing for Dummies	1000
Tabloid newspaper printing	1500
Transport	3000
Miscellaneous	1000
Flex, Posters, Flyers	3000
Cap, Mugs	2800

FOODSPHERE

Badge, business cards	1700
Notebook, Bookmarks	1000
Grand Total	15,000

## **CHAPTER V**

### **CONCLUSION**

The concept of dining out has grown very rapidly in the past few years which has resulted in the success of food business not only in Lahore but all over the country. This study delved into classification of original lahori cuisine descended from mughals, evolution of food in Lahore and its impact on lifestyles of individuals as well as on the economy. For Lahoris, food has always been an integral part of every celebration and is used to express different emotions to reconnect with friends and family or to get to know new people better, and to show love. The idea of producing this tabloid was to commemorate all food connoisseurs. There have been a handful of food tabloid but none of them highlights the factors that attract Lahoris, and all the news and information related to food. The concept of this study was to publish editorials, opinions news etc, along with fun activity segments to attract the readers.

#### **5.1 RECOMMENDATION**

- More than half of the country's population is overweight, so a content should be made on the consumption of balanced diet to stay healthy and active.
- As Foodsphere focuses on desi food of Lahore my recommendation would be that more and more food tabloids should be made on different classifications of food cuisines.
- Small scale food industries should be promoted to increase their revenue so honest and understandable content should be created.

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