THE UNDERSTANDING AND IMPLEMENTATION OF PRACTICES AND PROCESSES IN FOOD BLOGGING – A CASE TO DRIVE LEMON IN GINGER TOWARDS BEING A SELF-SUSTAINED FOOD BLOG

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ABSTRACT
Food blogging has become an all important aspect of our lives today allowing us to share our interests, meet like-minded people and gives us an opportunity to dedicate time to our passion. It has moved beyond being a hobby and is slowly developing into a career for many bloggers. This paper focused on understanding the visual, informative and experiential expectations of target audience (readers) from a food blog – enabling an understanding of its brand image. It dealt with methods employed by existing food bloggers to generate revenue and maintain sustainability. Case study of a food blog – Lemon in Ginger (LiG) was undertaken. The existing image of LiG was gauged through personal interviews with peer and impact of changes in photography gear and layout was analyzed with respect to growth per day and month. Photography, layout and design of the blog along with social media have emerged as the pillars of a food blog due to wide reach of media-related content. When a food blog manages to create an alternate world and provides confidence with its visual pictorial prowess, the reader is bound to revisit and stay back.

KEYWORDS: blog design, food blogging, food photography, social media.

References


