# Sociological Analysis of the Most-Viewed Indian Food Channels on Youtube

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**Abstract:** *Our everyday regimen includes YouTube videos. Youtube is a hotspot for hybrid culture invention, replication, and consumption. You Tube videos have explored food as culture, identity, emotion, and sustenance. You Tube food channels investigate identity formation, class, community affiliation and engagement, transnational information exchange, and 'glocal' cultures while expressing the corporeality of cooking. You Tube's interactivity institutionalizes digital food consumption's dialectical culture. Thus, food vlogging, social media sharing, blogging, posting recipes, food and restaurant reviews, journaling daily food intake, and developing an online community that leverages food as a cultural object to generate a business model have developed a massive User Generated Content economy New economic and cultural institution changes current and financial possibilities. This article examines food vlogging's history, relevance, and politics. The researcher examined the top 10 Indian cuisine You Tube channels' host and audience material and related secondary literature*

**Keywords**: *YouTube Culture, Food Vlogging, Culinary Identity*