

## **Curry Cuisine: Perceptions of Indian Restaurants in Malaysia**

Bharath M. Josiam

*University of North Texas, USA*

### **M. Sadiq Sohail**

Associate Professor

Department of Management and marketing

College of Industrial Management

King Fahd University of Petroleum & Minerals

P.O. Box 210, Dhahran-31261, Saudi Arabia

e-mail: [ssohail@kfupm.edu.sa](mailto:ssohail@kfupm.edu.sa)

and

Prema A. Monteiro, M.S.

University of Wisconsin-Stout, USA

**Abstract:** Malaysia is an Asian country with a multi-ethnic population that includes native Malays, and people of Chinese and Indian ethnicity. Malaysia has identified tourism as a priority sector and is aggressively promoting the country. Consequently, restaurants in Malaysia operate with an increasingly more ethnically diverse customer base. Ethnic restaurants and differential perceptions of customers of varying ethnic backgrounds have not been studied in detail. This study examines the perceptions of South Asians, Caucasians, East Asians, and those of other ethnic origins in their perceptions of Indian restaurants in Malaysia. The findings suggest that there are universal likes/dislikes as well as differential perceptions between ethnic groups. Implications for restaurant operators and researchers are suggested.

**Key Words:** Ethnic Marketing, Indian Restaurants, Spicy Food, Customer Perceptions, Malaysia.

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