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Consumer perception and revisit intention towards Amul Foodland fine-dine outlets in Anand-Vidyanagar city

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Abstract

The present study aimed to analyse consumer perception, satisfaction and revisit intention towards Amul Foodland Fine-Dine outlets in Anand and Vallabh Vidyanagar, Gujarat. A descriptive research design was adopted for the study. Primary data were collected through a structured questionnaire using both Google Forms and in-person surveys. A total of 172 valid responses were collected and analysed using frequency distribution, percentage analysis, descriptive statistics and a five-point Likert scale. The findings revealed that consumers have a favourable perception towards Amul Foodland Fine-Dine outlets. Food quality, hygiene, ambience and the credibility of the Amul brand were identified as the major factors influencing customer satisfaction. Food quality received the highest ratings, followed by brand trust and the overall dining experience. The study also found that the Amul brand significantly influences consumers' decisions to visit the outlet. Most respondents expressed a willingness to revisit the outlet, indicating a high level of customer satisfaction and loyalty. However, service professionalism, promotional visibility and value-for-money perception were identified as areas requiring improvement. The study suggests that improving service quality, strengthening promotional activities and strategically expanding outlet locations can further enhance consumer satisfaction, loyalty and overall business performance.

Keywords: Consumer perception, consumer satisfaction, revisit intention, Amul Foodland fine-dine, brand credibility, food quality, dining experience

Introduction

Customer perception is a crucial success factor in an industry as competitive as restaurants. In a world where dining out is increasingly a core component of how the modern consumer lives; the restaurant industry is in a constant pursuit to adapt and revamp to satisfy the unique demands of an ever-evolving customer base.

Customer perception is the opinions, feelings, and beliefs customers have about your brand. It plays an important role in building customer loyalty and retention as well as brand reputation and awareness. Utility is a common term used to describe this satisfaction. The comparison of consumer utility across several things can be used to estimate consumer value. Perception is everything, not only how quickly food is served or how it tastes.

Amul Foodland Fine Dine located in Anand and Vidyanagar, Gujarat, is a culinary gem that celebrates the rich legacy of Amul dairy. Situated just outside the renowned Amul Dairy, this restaurant offers a delightful selection of dishes that showcases the richness of Amul's dairy products. While the ambience is inviting, and the food is consistently praised for its taste and hygiene, some diners have noted areas for improvement in service quality.

Understanding consumer perception, satisfaction & preferences towards Amul Foodland Fine Dine outlets is important for improving marketing strategies, customer experience & business performance. This study helps fill the research gap by analysing customer opinions and satisfaction factors related to the outlet formats.

Literature review

According to Philip Kotler and Kevin Lane Keller in their 2016 book, customer perception is shaped by customers' experiences and how they judge a product or service. In hotels and restaurants, when customers form a positive impression, they are more likely to feel satisfied, return, and remain loyal to the brand. Kotler and Keller also point out that companies need to keep up with what customers want so they can stay ahead of competitors. Their work emphasizes that understanding customer preferences is key to staying competitive. Customer perception is really important for businesses, in the hospitality and restaurant industry.

Joshua J. Antony Rahul Golden (2025) [2] conducted a study to examine customers' perceptions towards restaurants. The study revealed that food quality, service efficiency,

cleanliness and the overall dining experience are major factors influencing customer satisfaction. The findings indicated that customers prefer restaurants that consistently provide high-quality food and a pleasant dining environment. The study also highlighted the importance of word-of-mouth communication and online customer reviews in influencing restaurant selection. Consumers frequently rely on recommendations and reviews from other customers while making dining decisions.

A. Kapoor and R. Singh did some research in 2021 about how people in India behave when they go to eat out after the COVID-19 pandemic. They found out that people really care about how clean a restaurant's if the food is safe to eat and if they can trust the place. So when people choose a restaurant they want to go to a place that is known for being clean and safe. This shows that people are looking for restaurants that they can trust and that is very important for food businesses like restaurants. The COVID-19 pandemic made people think more, about the food service sector and what they want from restaurants. The Indian food service sector is changing because of what A. Kapoor and R. Singh found out about consumer behaviour.

Kyuho Ryu and Heesup Han did a study in 2010. They wanted to see how the quality of the food the service and the physical environment affected how happy the customers were and what they did after eating. What they found out was that the food quality was the important thing for the customers. The atmosphere of the place and the service quality were also important. Not as much as the food. When customers thought the food and everything else was good, they were more likely to come to Kyuho Ryu and Heesup Hans restaurant and tell their friends about it. The food quality and service quality and physical environment of the restaurant were very important, to the customers.

Gurjar *et al.* (2025) ^[3] analysed the ambient dairy and non-dairy product portfolios of Gujarat dairy cooperatives, focusing on product diversification, market expansion, and consumer acceptance. The study found that successful dairy cooperatives increasingly rely on diversified product offerings to enhance customer satisfaction and strengthen competitive positioning. The authors reported that established brands such as Amul benefit from high consumer trust and loyalty, which facilitates the acceptance of new products and services. The research concluded that brand reputation and product variety play a significant role in influencing consumer purchase decisions. These findings support the present study by explaining the role of Amul's

brand credibility in shaping favourable consumer perceptions towards Amul Foodland Fine-Dine outlets.

Research Objectives

1. To analyse consumer perception towards Amul Foodland Fine-Dine outlets.
2. To examine the influence of the Amul brand on consumers' decision-making and revisit intention.
3. To identify areas for improvement to enhance consumer satisfaction and loyalty.

Research Methodology

Research Approach and design: This study adopts a descriptive research design, aiming to systematically describe consumer perceptions and behaviours without manipulating variables. A cross-sections survey approach was employed, collecting data at a single point in time from a diverse sample of respondents.

Data Collection: Primary data were collected from a structured Google Form questionnaire comprising 29 questions covering demographics, satisfaction rating scales, awareness and visiting behaviour, Likert-scale perception statements, promotional engagement and open-ended feedback.

Sampling Design: Convenience sampling via structured Google Form and In-person questionnaire methods. Sample Size: 172 respondents.

Measurement Scales: Consumer perception was measured using a five-point Likert scale ranging from Strongly Disagree (1) to Agree (5) across nine perception dimensions. Other questions used nominal, ordinal and multiple-select formats.

Data Analysis Tools: Data was analysed using frequency distributions, percentage analysis and descriptive statistics and mean score computation. Results are presented through tabular and interpretive formats.

Results and Discussion

1. Demographic profile of respondents

Table 1 presents the demographic distribution of the 172 respondents across gender, age, occupation, and monthly household income.

Table 1: Demographic Profile of Respondents (n=172)

Variable	Category	Frequency	Percentage (%)
Gender	Male	102	59.3%
	Female	70	40.7%
	Total	172	100%
Age Group	18 – 25 years	58	33.72%
	26 – 35 years	67	38.95%
	36 – 50 years	39	22.67%
	Above 50 years	8	4.6%
	Total	172	100%
Occupation	Student	59	34.30%
	Service / Employed	81	47.0%
	Businessman	12	6.9%
	Others	20	11.16%

	Total	172	100%
Monthly Income	Below ₹10,000	36	20.93%
	₹10,001 – ₹25,000	78	45.34%
	₹25,001 – ₹50,000	47	27.3%
	Above ₹50,000	11	06.39%
	Total	172	100%

The demographic profile of the 172 respondents included in the study. Among the respondents, 102 (59.3%) were male and 70 (40.7%) were female, indicating that male respondents constituted a larger proportion of the sample. Regarding age, the majority of respondents belonged to the 26–35 years age group, accounting for 67 respondents (38.95%), followed by 58 respondents (33.72%) in the 18–25 years category. Respondents aged 36–50 years comprised 39 (22.67%), while only 8 respondents (4.6%) were above 50 years of age, indicating that young and middle-aged adults constituted the majority of the respondents. In terms of occupation, 81 respondents (47.0%) were service/employed individuals, followed by 59 students (34.3%). Businessmen accounted for 12 respondents (6.9%), while 20 respondents (11.16%) belonged to other occupational categories. Regarding monthly income, the highest proportion of respondents, 78 (45.34%), earned between ₹10,001 and ₹25,000 per month.

This was followed by 47 respondents (27.3%) earning ₹25,001–₹50,000 and 36 respondents (20.93%) earning below ₹10,000. Only 11 respondents (6.39%) reported a monthly income above ₹50,000. Overall, the findings indicate that the respondents were predominantly male, belonged to the 26–35 years age group, were mainly employed individuals, and mostly fell within the ₹10,001–₹25,000 monthly income category. This demographic profile provides a useful background for understanding consumers' perception, satisfaction, and revisit intention towards Amul Foodland Fine-Dine outlets.

2. Consumer perception of Amul Foodland Fine Dine

This is to analyse the consumer perception of Fine-dine. For that, using nine Likert-scale statement on a five-point scale (Strongly Agree to Strongly Disagree). In this table percentage distribution of responds across each perception dimension.

Table 2: Consumer Perception – Likert Scale Analysis (n=172)

Statement	SA	A	N	D	SD	WMS
Food quality meets premium expectations	58 (33.7%)	67 (39.0%)	36 (20.9%)	10 (5.8%)	1 (0.6%)	3.99
Consistency in taste and quality	52 (30.2%)	74 (43.0%)	26 (15.1%)	12 (7.0%)	8 (4.7%)	3.87
Menu variety is wide and appealing	52 (30.2%)	65 (37.8%)	35 (20.3%)	16 (9.3%)	4 (2.3%)	3.84
Hygiene and cleanliness is superior	44 (25.6%)	75 (43.6%)	39 (22.7%)	11 (6.4%)	3 (1.7%)	3.85
Staff deliver professional service	35 (20.3%)	65 (37.8%)	51 (29.7%)	15 (8.7%)	6 (3.5%)	3.63
Ambience and decor is impressive	50 (29.1%)	68 (39.5%)	30 (17.4%)	18 (10.5%)	6 (3.5%)	3.80
Justifies pricing with quality	41 (23.8%)	70 (40.7%)	41 (23.8%)	17 (9.9%)	3 (1.7%)	3.75
Stands out from other restaurants	50 (29.1%)	70 (40.7%)	39 (22.7%)	7 (4.1%)	6 (3.5%)	3.88
Amul brand adds credibility	47 (27.3%)	84 (48.8%)	26 (15.1%)	10 (5.8%)	5 (2.9%)	3.92

Food quality meeting premium expectations emerged as the highest-rated perception statement (WMS = 3.99), with 72.7% of respondents agreeing or strongly agreeing. This suggests that Amul Fine Dine's core product — food prepared with Amul dairy ingredients — meets the quality benchmarks consumers associate with the Amul brand. This is a critical strategic asset, as food quality is consistently identified in the literature as the primary determinant of restaurant satisfaction (Ryu & Han, 2010) [7].

The Amul brand adding credibility to the Fine Dine experience (WMS = 3.92) ranked second, with 76.1% of respondents in agreement. This confirms the hypothesized halo effect of the parent brand on the service extension — consumers' trust in Amul dairy quality transfers positively to their assessment of the Fine Dine concept. This brand credibility asset should be prominently leveraged in all marketing communications.

Standing out from other fine dining restaurants (WMS = 3.88) ranked third, indicating that Amul Fine Dine is perceived as meaningfully differentiated from generic fine dining competitors. This differentiation is likely anchored in the unique Amul dairy identity and the cooperative values it represents.

Staff service professionalism (WMS = 3.63) was the lowest-rated perception statement, with only 58.1% agreeing or

strongly agreeing and nearly 30% neutral. This signals a gap in service delivery — likely related to staff training, responsiveness, and consistency — which requires targeted operational improvement. Service quality is a modifiable variable and represents an immediate priority for GCMMF's food service operations teams.

Price justification (WMS = 3.75) reflects moderate but not exceptional agreement, consistent with the broader finding that value-for-money perceptions are the most contested dimension of fine dining satisfaction. Approximately 11.6% disagree that the pricing is justified, suggesting that price-sensitive consumers need stronger communication of the quality and experience delivered per rupee spent.

3. Importance of Amul Brand in Decision

Table 3: Importance of Amul Brand – Likert Scale Analysis (n=172)

Importance Level	Frequency	Percentage (%)
Extremely Important	40	23.3%
Very Important	62	36.0%
Moderately Important	49	28.5%
Slightly Important	15	8.7%
Not Important	6	3.5%
Total	172	100.0%

A remarkable 59.3% of respondents consider the Amul brand either Very Important or Extremely Important in their decision to visit Fine Dine outlets. Only 12.2% rate the brand as slightly or not important. This confirms that brand equity is a primary visit driver — consumers are attracted to Amul Fine Dine not purely for the dining experience in isolation, but substantially because of their trust in and affinity for the Amul brand. Maintaining and enhancing the Amul brand's reputation is therefore not merely a marketing priority but a direct driver of outlet footfall.

4. Revisit Intention and Loyalty

Table 4: Importance of Amul Brand – Likert Scale Analysis (n=172)

Revisit Intention	Frequency	Percentage (%)
Definitely will revisit	53	30.8%
Likely to revisit	73	42.4%
Unsure	32	18.6%
Unlikely	7	4.1%
Will not revisit	7	4.1%
Total	172	100.0%

Most people who visit Amul Fine Dine really like it and want to come back - a whopping 73.2% say they'll definitely or likely return. On the other hand, only a small percentage, 8.2%, say they won't be back. Then there's the group in the middle, 18.6%, who aren't sure yet - they're like the swing voters, and with the right incentives, engagement, and consistent quality, they might just become loyal customers too. The fact that so many people want to come back is great news for Amul Fine Dine's long-term plans, and it shows that both new and repeat visitors are happy with what they're getting.

Limitation

The study was limited to respondents from Amul Foodland Fine Dine outlets in Anand city only. Therefore, the findings may not fully represent the perceptions and satisfaction levels of customers from other cities or regions. Additionally, the relatively small sample size (n=172) and the use of convenience sampling limit the statistical generalizability of the results. The analysis relied on descriptive statistics (frequencies, percentages, and mean scores); inferential tests (e.g., correlation, regression, or chi-square analysis) were not conducted and are recommended for future research to statistically validate the relationships observed between brand credibility, perception, satisfaction, and revisit intention.

Statistical Analysis and Future Research

The present study primarily relied on descriptive statistical techniques such as frequency distribution, percentage analysis, descriptive statistics and weighted mean scores. Inferential statistical methods, such as Chi-square test, correlation analysis and regression analysis, were not employed in the study. Future research may incorporate these statistical techniques to examine the relationships among consumer perception, brand image, customer satisfaction and revisit intention more comprehensively. The inclusion of inferential analysis would enhance the statistical validity and generalizability of the findings.

Conclusion

The study concludes that consumers have a favourable perception and positive experiences towards Amul Foodland Fine-Dine outlets. A large proportion of respondents were highly aware of Amul Foodland Fine-Dine, and most had visited the outlet more than once, indicating strong customer loyalty and revisit intention. Consumers were particularly satisfied with the cleanliness and food quality of Amul Foodland Fine-Dine.

The findings further reveal that the brand image of Amul plays an important role in attracting and retaining consumers. Consumers were generally satisfied with the ambience and cleanliness; however, there is still scope for improvement in service professionalism, promotional visibility and value-for-money perception.

Many consumers suggested increasing the number of outlets in different places and expanding menu variety to enhance consumer satisfaction. Therefore, by improving promotional activities, pricing transparency and service quality, Amul can strengthen consumer satisfaction, customer loyalty and its competitive position in the growing food service industry.

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