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Rathva Yuvrajsinh V
PG Student MBA (Dairy and Food Business Management),
SMC College of Dairy Science,
Kamdhenu University, Anand,
Gujarat, India

MC Prajapati
Assistant Professor, SMC
College of Dairy Science,
Kamdhenu University, Anand,
Gujarat, India

AK Makwana
Professor, G.N. Patel College of
Dairy Science, Kamdhenu
University, Sardarkrushinagar,
Gujarat, India

MD Gurjar
Professor, SMC College of
Dairy Science, Kamdhenu
University, Anand, Gujarat,
India

KC Kamani
Professor, SMC College of
Dairy Science, Kamdhenu
University, Anand, Gujarat,
India

Corresponding Author:
Rathva Yuvrajsinh V
PG Student MBA (Dairy and Food Business Management),
SMC College of Dairy Science,
Kamdhenu University, Anand,
Gujarat, India

A study on consumer satisfaction towards Amul Foodland fine-dine in Anand and Vallabh Vidyanagar

Rathva Yuvrajsinh V, MC Prajapati, AK Makwana, MD Gurjar and KC Kamani

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Abstract

This research paper presents an analysis of consumer satisfaction towards Amul Foodland Fine-Dine outlets, one of the premium food service offerings under the trusted Amul brand. The main objective of the study is to examine the level of customer satisfaction, visit behaviour, and revisit intention towards Amul Foodland Fine-Dine outlets in Anand and Vallabh Vidyanagar. The study is based on primary data collected from 123 customers who had visited Amul Foodland Fine-Dine outlets using a structured questionnaire covering demographic profile, visit behaviour, satisfaction, and revisit intention. The collected data were analyzed using percentage analysis and mean score analysis. The findings reveal that respondents have a positive perception of Amul Foodland Fine-Dine and are generally satisfied with the overall dining experience. Cleanliness and hygiene standards, along with the overall fine-dining experience, received the highest mean score (Mean = 4.08), while value for money received the lowest mean score (3.75), indicating scope for improvement. The study also found that 81.3% of respondents expressed a positive intention to revisit the outlet, indicating high customer satisfaction, strong customer loyalty, and trust in the Amul brand. Overall, the study concludes that food quality, hygiene, pleasant ambience, and the strong Amul brand image are the major factors influencing customer satisfaction and revisit intention. The findings suggest that improving service speed, promotional activities, menu variety, and value for money can further enhance customer satisfaction and strengthen the competitive position of Amul Foodland Fine-Dine.

Keywords: Amul Foodland fine-dine, consumer satisfaction, restaurant service quality, customer experience, customer loyalty, revisit intention

Introduction

The Indian Food Services industry is one of the most vibrant industries to witness rapid and unprecedented growth over the recent past. The industry contributes significantly to the nation's economy and has been the frontrunner in terms of attracting investments. Today's restaurant sector is a heterogeneous blend of different management styles and ownership patterns that provide a range of services.

Amul Foodland, located in Anand, Gujarat, is a culinary gem that celebrates the rich legacy of Amul dairy. This restaurant, which is located right outside the famous Amul Dairy, serves a delicious assortment of dishes that highlight the quality of Amul's dairy products. Although the food is frequently commended for its flavor and cleanliness and the atmosphere is welcoming, some guests have pointed out areas where the quality of the service may be improved.

Customer satisfaction is essential for business success because satisfied customers help increase loyalty, sales, and revenue. In the restaurant industry, providing quality food and services helps attract and retain customers, making it a profitable industry. All restaurants provide warm and inviting environment and a variety of comfortable seating arrangements to accommodate anyone-from a single individual to a large family.

In order to improve its services, increase brand value, and successfully compete with other fine dining establishments, Amul must comprehend how customers feel about these locations. The analysis of consumer perceptions, experiences, and future choices with regard to Amul Foodland Fine-Dine locations is the main goal of this study.

Literature Review

The restaurant industry has become increasingly competitive due to changing consumer preferences, rising disposable incomes, and higher expectations regarding food quality, service quality, ambience, and value for money. Customer satisfaction has emerged as one of the most important determinants of customer loyalty, revisit intention, and the long-term success of restaurants. Consequently, numerous researchers have examined the factors influencing customer satisfaction and consumer behaviour in the restaurant and hospitality sector.

Stevens, Knutson, and Patton (1995) ^[1] developed the DINESERV scale to measure service quality in restaurants. Their study identified food quality, service reliability, responsiveness, ambience, and employee behaviour as the key dimensions influencing customer satisfaction. The authors concluded that superior service quality significantly enhances customer satisfaction and encourages repeat patronage. The DINESERV model continues to serve as one of the most widely accepted frameworks for evaluating restaurant service quality.

Ryu and Han (2010) ^[2] investigated the influence of food quality, service quality, and the physical environment on customer satisfaction and behavioural intentions in restaurants. Their findings revealed that all three dimensions positively and significantly affect customer satisfaction, which subsequently leads to stronger revisit intention and positive word-of-mouth. The study highlighted that maintaining high standards across these dimensions is essential for improving customer retention.

Kumar and Patnaik (2015) ^[7] examined customer satisfaction and service quality in Indian restaurants. The study reported that food quality, cleanliness, employee behaviour, and timely service were the major factors influencing customer satisfaction. The authors concluded that maintaining consistent service quality is essential for improving customer loyalty and encouraging repeat visits. Their findings emphasized the importance of operational efficiency in delivering a satisfactory dining experience.

Kalaivani and Girija (2018) ^[6] conducted a study on consumer preference and satisfaction towards restaurants in Coimbatore City. The study revealed that food quality, hygiene, ambience, pricing, and service quality significantly influenced customer preferences and satisfaction. The authors concluded that higher customer satisfaction leads to repeat visits, positive word-of-mouth, and improved customer loyalty. These findings demonstrate the importance of providing a balanced combination of quality products and excellent service.

Jenifer and Nivetha (2024) ^[3] studied consumer preference and satisfaction towards restaurants in Coimbatore City. Their findings showed that consumers place high importance on food quality, hygienic practices, menu variety, value for money, and service quality while selecting restaurants. The researchers also found that promotional activities and a strong brand image positively influence customer satisfaction and purchase decisions. The study suggested that restaurants should continuously improve service quality and promotional strategies to remain competitive.

Li, Xu, Jiang, and Cheung (2024) examined the effects of over-service on restaurant consumers' satisfaction and revisit intention. The study found that while high-quality service positively influences customer satisfaction, excessively

attentive or intrusive service may reduce customers' comfort and negatively affect their dining experience, resulting in lower satisfaction and weaker revisit intention. The authors emphasized that restaurants should deliver personalized, customer-oriented service while maintaining an appropriate balance between attentiveness and customer autonomy. These findings highlight that service quality depends not only on efficiency but also on providing customers with a comfortable and unobtrusive dining experience.

Gurjar, Don, and Modi (2025) ^[5] examined the strategic positioning of ambient dairy and non-dairy products marketed by Gujarat dairy cooperatives, with a particular focus on the Amul brand. Their study found that continuous product innovation, an extensive distribution network, and the strong brand reputation of Amul play a significant role in strengthening consumer confidence, increasing brand preference, and improving market competitiveness. The authors concluded that a positive brand image has a substantial influence on consumers' purchasing behaviour and fosters long-term customer loyalty. These findings are consistent with the present study, indicating that the well-established reputation of the Amul brand contributes to positive customer perceptions, higher satisfaction levels, and a greater likelihood of revisiting Amul Foodland Fine-Dine outlets.

Research Gap

The reviewed studies mainly focus on customer satisfaction and consumer preferences in the general restaurant industry. Most of the research has been conducted on quick-service or casual dining restaurants. Very few studies have examined customer satisfaction in Amul Foodland Fine-Dine outlets. In addition, limited research has been carried out in Anand and Vallabh Vidyanagar, where Amul Foodland Fine-Dine operates. Earlier studies have also given less attention to the combined analysis of customer satisfaction, visit behaviour, and revisit intention. Therefore, the present study attempts to fill this gap by analysing these factors among customers of Amul Foodland Fine-Dine outlets. The findings of this study will help the management improve service quality, customer satisfaction, and customer loyalty. Furthermore, this study contributes to the limited literature on customer satisfaction towards Amul Foodland Fine-Dine outlets and provides a useful reference for future research in the organised food service industry.

Objectives

1. To examine customer satisfaction levels towards the Amul Foodland Fine-Dine dining experience.
2. To study consumer visit patterns and frequency of Amul Foodland Fine-Dine.
3. To evaluate customer loyalty and re-visit intention towards Amul Foodland Fine-Dine outlets.

Research Methodology

1. **Research design:** The study adopted a descriptive research design using a quantitative approach. The design is appropriate for understanding consumer attitudes, satisfaction level and behavioural patterns among customers of Amul Foodland Fine-Dine outlets.

2. **Data Collection**

Primary data: Primary data were collected through a structured Google Form questionnaire distributed to customers who had visited Amul Foodland Fine-Dine

outlets. The questionnaire contained 29 questions covering four thematic sections: demographic profile, visit behaviour, satisfaction, and future intent.

Secondary Data: Secondary data were collected from published research articles, journals, industry reports, books, and Amul's official publications.

3. Study Period: The study was conducted from March 2026 to May 2026.

4. Sampling Design: A convenience sampling technique was adopted, and data were collected using a structured questionnaire administered through Google Forms as well as direct in-person surveys. The study consisted of a sample of 123 respondents.

5. Measurement Scale: Consumer satisfaction was measured on a 5-point Likert scale (1 = Poor to 5 = Excellent)

6. Data Analysis Tools: The data were analyzed using frequency distribution, percentage analysis, and mean score analysis. The results are presented in tables along with their interpretation.

Results and Discussion

1. Demographic profile of respondents

The demographic distribution of the 123 respondents by gender, age, employment, and monthly household income is shown in Table 1.

Table 1: Demographic Profile of Respondents (n = 123)

Variable	Category	Frequency	Percentage (%)
Gender	Male	70	56.9%
	Female	53	43.1%
	Total	123	100%
Age Group	18-25 years	25	20.32%
	26-35 years	58	47.2%
	36-50 years	32	26.01%
	Above 50 years	8	6.5%
	Total	123	100%
Occupation	Student	29	23.57%
	Service	80	65.04%
	Businessman	7	5.69%
	Others	7	5.69%
	Total	123	100%
Monthly Income	Below ₹10,000	10	8.13%
	₹10,001-₹25,000	39	31.70%
	₹25,001-₹50,000	41	33.33%
	Above ₹50,000	33	26.82%
	Total	123	100%

(Source: Primary Data-2026)

The demographic profile of the respondents shows that out of 123 customers, 70 (56.9%) were male and 53 (43.1%) were female, indicating that male customers visited Amul Foodland Fine-Dine slightly more than female customers. The largest age group was 26-35 years (47.2%), followed by 36-50 years (26.01%), 18-25 years (20.32%), and above 50 years (6.5%). This indicates that the restaurant is most popular among young and middle-aged adults. In terms of occupation, 65.04% of the respondents were service/employed, making them the largest customer group, while 23.57% were students. Businessmen and respondents from other occupations each accounted for 5.69%. Regarding monthly income, the highest proportion of respondents (33.33%) earned between ₹25,001 and ₹50,000, followed by 31.70% earning ₹10,001-₹25,000 and 26.82% earning above ₹50,000. Only 8.13% of the respondents had

a monthly income below ₹10,000. Overall, the findings indicate that Amul Foodland Fine-Dine mainly attracts employed customers aged 26-35 years with middle-to higher-income levels, while also serving customers from different age groups, occupations, and income categories. This suggests that the restaurant has a broad customer base, with working professionals forming its primary target segment.

2. Consumer satisfaction analysis

Consumer satisfaction was evaluated across eight key attributes using a 5-point scale (1 = Poor, 2 = Fair, 3 = Average, 4 = Good, and 5 = Excellent). Scores represent the mean responses of all 123 customers who had visited Amul Foodland Fine-Dine outlets.

Table 2: Customer Satisfaction with Amul Foodland Fine-Dine (n = 123)

No.	Attribute	P	F	A	G	E	Total	Mean	Median	SD
1	Taste and Presentation of Food	3	7	15	56	42	123	4.03	4	0.96
2	Menu Variety and Options	2	4	18	66	33	123	4.01	4	0.83
3	Freshness and Quality of Ingredients	2	10	18	51	42	123	3.98	4	0.98
4	Service Quality and Professionalism	4	7	20	48	44	123	3.98	4	1.02
5	Ambience, Decor & Seating Comfort	1	8	18	52	44	123	4.06	4	0.92
6	Cleanliness and Hygiene Standards	3	5	15	56	44	123	4.08	4	0.93
7	Value for Money at Fine Dine Price Point	1	9	32	59	22	123	3.75	4	0.86
8	Overall Fine Dine Experience	1	6	10	71	35	123	4.08	4	0.80
	Total	17	56	146	459	306	984			

(Source: Primary Data-2026)

Key Satisfaction Insights

Table 2. provides a detailed account of consumer satisfaction towards Amul Foodland Fine-Dine across eight important attributes. The findings reveal an overall positive level of satisfaction among consumers, with most respondents rating the quality and services offered by the restaurant as good to excellent.

Cleanliness and Hygiene Standards and Overall Fine Dine Experience received the highest mean score of 4.08, indicating that customers were highly satisfied with the cleanliness maintained at the restaurant and their overall dining experience. Most respondents expressed satisfaction or high satisfaction, demonstrating that the restaurant performs exceptionally well in these areas.

Ambience, Decor and Seating Comfort recorded a mean score of 4.06, suggesting that customers appreciated the pleasant atmosphere, attractive interior design and comfortable seating arrangements provided by the restaurant.

Taste and Presentation of Food obtained a mean score of 4.03, indicating that customers were satisfied with both the taste and visual appeal of the food served. Menu Variety and Options received a mean score of 4.01, showing that respondents were satisfied with the range of food choices available at the restaurant.

Freshness and Quality of Ingredients and Service Quality and Professionalism both recorded a mean score of 3.98, suggesting that customers were satisfied with the quality of ingredients used and the professional behaviour and service provided by the staff members.

Among all the attributes, Value for Money at the Fine Dine Price Point received the lowest mean score of 3.75. Although this score still indicates a favourable level of satisfaction, it suggests that some customers felt that the prices could be better justified by the value received.

The median value of 4 for all attributes further indicates that the majority of respondents rated the dining experience as Good. Overall, the findings suggest that customers were generally satisfied with Amul Foodland Fine-Dine, particularly with respect to cleanliness, ambience and the overall dining experience. However, improving customers' perception of value for money could further enhance overall satisfaction, strengthen customer loyalty and encourage revisit intentions.

3. To study consumer visit patterns and frequency of Fine-Dine

Table 3: Consumer visit frequency (n = 123)

Visit Frequency	Frequency	Percentage (% of Visitors)
Once	62	50.4%
2-3 times	49	39.8%
4-5 times	5	4.1%
More than 5 times	7	5.7%
Total Visitors	123	100.0%

(Source: Primary Data-2026)

The data show that 62 respondents (50.4%) had visited the outlet once, which was the highest proportion among the visitors. This was followed by 49 respondents (39.8%) who had visited the outlet 2-3 times. Only 5 respondents (4.1%) had visited 4-5 times, while 7 respondents (5.7%) had visited the outlet more than 5 times.

The results indicate that most respondents had visited the outlet only once or a few times. This suggests that consumers have shown interest in trying the outlet, but regular and frequent visits are comparatively lower. The lower proportion of repeat visitors may be due to factors such as personal preferences, availability of alternative dining options, distance, or limited promotional activities. Overall, the findings suggest that Amul Foodland Fine-Dine outlets have successfully attracted consumers, but there is scope to encourage repeat visits and build long-term customer loyalty.

4. Revisit Intention in Amul Foodland Fine-Dine

Table 4: Revisit Intention (n = 123)

Revisit Intention	Frequency	Percentage (%)
Definitely will revisit	45	36.6%
Likely to revisit	55	44.7%
Unsure	14	11.4%
Unlikely	4	3.3%
Will not revisit	5	4.1%
Total	123	100.0%

(Source: Primary Data-2026)

The data show that 44.7% of respondents are likely to revisit, while 36.6% stated that they would definitely revisit the outlet. Together, these results indicate that 81.3% of respondents have a positive intention to revisit Amul Fine-Dine. In addition, 11.4% of respondents were unsure about revisiting in the future. In contrast, a very small proportion of respondents expressed a negative intention, with 3.3% reporting that they were unlikely to revisit and 4.1% stating that they would not revisit. The findings indicate that most respondents have a positive intention to revisit Amul Fine-Dine in the future.

Suggestions

Based on the findings of the study, Amul Foodland Fine-Dine should add more variety to its menu, including regional and seasonal dishes, vegetarian options, and desserts. The restaurant should also offer meal combos, discounts, and loyalty programmes to improve value for money and encourage repeat visits. Service speed should be improved, especially during peak hours, to reduce waiting time. Regular customer feedback should be collected to improve service quality and increase customer satisfaction.

Limitation

This study was conducted exclusively among customers of Amul Foodland Fine-Dine outlets in Anand and Vallabh Vidyanagar. Consequently, the results reflect the satisfaction levels of customers in these two locations and should not be generalized to customers from other geographical regions without further investigation.

Conclusion

The present study evaluated customer satisfaction, dining behaviour, and revisit intention towards Amul Foodland Fine-Dine outlets located in Anand and Vallabh Vidyanagar. The results reveal that customers were generally satisfied with their overall dining experience. Among the various dimensions assessed, cleanliness and hygiene, ambience, food quality, and the overall fine-dining experience received the highest satisfaction ratings, reflecting the restaurant's

strong performance in these areas. In contrast, the value-for-money attribute recorded the lowest mean score, suggesting that customers perceived room for improvement in pricing and overall value offered by the restaurant.

The study also revealed that most respondents had visited Amul Foodland Fine-Dine at least once, and 81.3% expressed a positive intention to revisit the outlet, demonstrating high customer satisfaction and loyalty. The findings suggest that the strong Amul brand image, combined with quality food, hygienic practices, a pleasant ambience, and professional service, plays a significant role in influencing customer satisfaction and repeat patronage. These results highlight the importance of maintaining high service standards while continuously enhancing the overall customer experience.

Overall, the study contributes to the growing body of knowledge on restaurant consumer behaviour by providing empirical evidence on customer satisfaction and revisit intention towards Amul Foodland Fine-Dine outlets. The findings suggest that management should focus on improving perceived value for money, enhancing service efficiency during peak hours, expanding menu variety, and strengthening promotional and customer loyalty programmes. Implementing these strategies can further improve customer satisfaction, encourage repeat visits, and strengthen the competitive position of Amul Foodland Fine-Dine in the organised food service industry.

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