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A study on consumer buying behaviour of non-dairy Amul product: Janmay Oil

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Abstract

Edible oil is an important component of kitchens in the world. In the market, various types of edible oils are available like cottonseed oil, groundnut oil, sunflower oil, corn oil, mustard oil, etc. During earlier times, people used to consume '*kachi Ghani oil*' which was extracted by farmers at *Ghani* (oil extraction mechanism) in the village. Traditionally people have been using unrefined oils such as Mustard oil, ground nut oil, and coconut oil. Recently, there has been growing awareness of quality amongst consumers and they have also becoming more health-conscious which resulted in the arrival of refined oil. Gujarat Cooperative Milk Marketing Federation (GCMMF) is a well-known organization for milk and milk products marketing and distribution in India. GCMMF recently launched its edible oil with the brand name "Janmay" in 2020. Janmay oil range includes groundnut oil, cottonseed oil, sunflower oil, mustard oil, and soya bean oil, which will be sold across 30,000 stores in a one-liter pouch, five-liter jar, and 15 kg tin packing. This research study was undertaken basically to know consumer awareness and buying behaviour for non Dairy Amul product Janmay oil. The research methodology and findings are discussed in the paper.

Keywords: Janmay Oil, GCMMF, Kachi Ghani oil, refined oil, Consumer preference, Consumer Awareness

Introduction

Edible oil consumption has been changed in recent years in many states of India due to several socio-economic and policy changes. As most of the respondents change their oil for better health, very strong brand loyalty is not displayed for oil. In every business, one of the important components of the decisions related to marketing is consumer preference so it is essential to study consumer preference to remain in the oil market. The present study was undertaken to understand the consumption pattern in the edible oil category by using a market survey. This study will give an idea regarding consumers' behaviour and the parameters they compare while purchasing edible oil. This study will also help to carry out the comparative analysis of Janmay oil with other brands. Several research studies have shown that consumers are more concerned about the brand not only in urban but also in rural areas. Most of the people both from illiterate & literate groups prefer branded products with the belief that quality was assured as the manufacturers were reputed companies.

Objective of the study

- To study the consumer awareness of Janmay Oil in Anand and Vadodara cities
- To study consumer behaviour with reference to Janmay oil

Research Methodology:

Data Collection

This study was carried out in Anand & Vadodara cities, targeting the consumers around this region. Two methods were followed for the collection of data

- Primary data collection
- Secondary data collection

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Primary data Collection

The primary data for the study were collected through a set of questionnaires. For this purpose, a questionnaire for oil consumers was prepared and responses were collected from the respondents. The piece of information was collected through verbal communication with the industry people.

Sample design: The survey was conducted in the Anand & Vadodara city market. For a comparative study, a visit to the oil processing plant of Anand Regional Co-operative Oilseeds Union Limited at Anand was undertaken.

Sampling method: Selection of respondents was based on simple random sampling

Sample size: we covered a total of 178 respondents. (Anand: 103 respondents, Vadodara: 75 respondents) through Questionnaires.

Secondary data Collection

Secondary data was collected from the official websites of the companies, annual reports of the organizations, government publications, and other related sources.

Results and Discussion

Janmay Oil was launched on the 48th Foundation Day of GCMMF, Janmay oil range is available in five variants. As demand for branded & packed oil was increasing in the pandemic time, launch of Janmay oils offered an option to consumers as trusted & pure brand. Through a "value for many" and "value for money" based business philosophy, the launch of Janmay oils aimed to serve both the raw material suppliers (in this case, 3.6 million farmer owners of GCMMF) and millions of consumers in equal measure. It was launched through Amul outlet and retail counters in Gujarat and Rajasthan.

Results

Consumer Awareness about Janmay Oil

Table 1: Consumer awareness about Janmay oil and Anand oil (n = 180)

Sr. No.	Awareness about Oil	Anand			Vadodara			Total				
		Yes	No	Total	Yes	No	Total	Yes	%	No	%	Total
1	Janmay Oil	22	78	100	12	68	80	34	18.8	146	81.1	180

Source: Primary data

Table 1 shows that only 18.8 percent of the 180 respondents were aware of Janmay oil, and 81.1 percent were not even aware that it exists. Before a consumer decides to purchase a brand, they must be made aware of it. For brand attitudes and purchasing intentions to emerge, brand awareness was required. Therefore, the company needs to concentrate on marketing and advertising initiatives so that customers

become aware that GCMMF's Janmay oil is offered in the market.

Respondents Source of awareness About Janmay

Customers can obtain information about Janmay oil through five channels: Amul outlets, product displays, any person, the internet, and advertising. The majority of respondents got information about Janmay oil from the Amul outlet.

Table 2: Consumer's source of information about Janmay oil and Anand oil (n = 180)

Sr. No.	Source of Information	Anand (n = 100)		Vadodara (n = 80)		Total			
		Janmay Oil	Anand Oil	Janmay Oil	Anand Oil	Janmay Oil	%	Anand Oil	%
1	Amul outlet	15	-	8	-	23	67	-	
2	Product display	2	18	2	11	4	11.7	29	23
3	Friends/Relative	2	20	2	15	4	11.7	35	27.7
4	Internet	2	3	0	5	2	5.8	8	6.3
5	Advertisements	1	34	0	20	1	2.9	54	42.8
		22	75	12	51	34	100	126	100

Source: Primary data

Given that Janmay oil was exclusively sold at APO (Amul Preferred Outlet) locations, it was evident from table 2 that 67 per cent of respondents came to know about the oil from Amul outlet because it was only available at APO. According to earlier research, over 83.8 percent of consumers buy edible oil from wholesale stores and D-Mart. As a result, the company needs to expand its presence in these and other locations. In addition, 42.8 percent of respondents also got information from advertisements, so that the promotional activity of Janmay oil should be increased.

Consumption of Janmay Oil by Respondents

Currently, the Indian edible oil market is expanding due to factors such as rising income levels, changing consumer lifestyles and food consumption patterns, improved health and wellness, and rising trends of using non-traditional oils like soya bean oil and rice bran oil.

In the study consumption pattern of branded oils Janmay oil and Anand oil were analysed.

Table 3: Consumption of Janmay oil (n = 34)

Sr. No.	Consumption of about Oil	Anand		Vadodara		Total				
		Yes	No	Yes	No	Yes	%	No	%	Total
1.	Janmay Oil	7	15	6	6	13	38.2	21	61.7	34

Table 3 shows that, from a total of 34 respondents, only 13 respondents (38.2%), tried Janmay oil. While 21 respondents (61.7%) were aware of it but have not tried it yet. The consumption of Janmay oil was lower among respondents in Anand and Vadodara because consumer knowledge of it was much lower than that of other oils, and

it was also less readily available because it was exclusively sold at Amul parlours.

Factors Responsible for Low Preference of Janmay

There were numbers of factors listed in the table below that were responsible for low usage of Janmay oil.

Table 4: Consumers reasons for not preferring Janmay oil and Anand oil (n = 21)

Sr. No.	Opinion regarding not trying Janmay oil	Anand	Vadodara	Total	
		Janmay Oil	Janmay Oil	Janmay Oil	%
1.	Non availability	3	5	8	38.0
2.	High Price	6	4	10	47.6
3.	Any other	2	1	3	14.2
				21	

Source: Primary data

Based on Table 4, it can be inferred that 47.6 per cent of respondents had never tried Janmay oil due to its higher price when compared to other brands, and 38 percent have never tried Janmay oil due to its unavailability at a local market.

Satisfaction Level of Consumers with Respect to Janmay Oil: The satisfaction level of customers of Janmay oil is given in the following table. A customer who liked Janmay oil told that he/she was highly satisfied from all aspects, while the other scales were satisfied, neutral, dissatisfied, and highly dissatisfied.

Table 5: Satisfaction level of consumers towards Janmay oil and Anand oil (n = 13)

Sr. No.	Opinion regarding not trying Janmay oil	No. of Respondents from Anand	No. of Respondents from Vadodara	Total Respondents	
		Janmay Oil	Janmay Oil	Janmay Oil%	
1.	Highly satisfied	0	1	1	7.7
2.	Satisfied	3	3	6	46.1
3.	Neutral	3	1	3	23
4.	Dissatisfied	1	0	1	7.6
5.	Highly dissatisfied	0	2	2	15.3
				13	

Source: Primary data

Table 5 shows that 53.8 percent of the 13 respondents who tried Janmay oil at least once were satisfied with it, 23 per cent were neutral, and 23 per cent were dissatisfied with it. Only 8 percent of the respondents were highly satisfied with Janmay oil. So that firm has to find the reason for the negative behaviour and try to improve it so that they can create more market for Janmay oil.

Loyalty of Consumers with Respect to Janmay Oil

A majority of respondents change their oil for improved health, there wasn't a lot of brand loyalty shown when it comes to using oil. Not only health considerations but also price were important parameters when customers switch brands.

Table 6: Loyal consumers of Janmay oil and Anand oil (n = 127)

Sr No.	Loyal consumers of Edible Oil	No. of Respondents from Anand		No. of Respondents from Vadodara		Total		
		Yes	No	Yes	No	Yes	%	Total
1.	Janmay Oil	4	18	3	12	7	53.8	13
2.	Anand Oil	19	47	12	36	31	27.1	114

Source: Primary data

Table 6 shows that only 7 of the 34 knowledgeable respondents used Janmay oil on a daily basis and were satisfied with the product. It was difficult to present a genuine, acceptable product to a buyer without understanding them. Customer brand awareness, customer brand attitudes, and consumer perceptions of brand ethics were the three key sub drivers of brand equity.

Factors Affecting Respondents Preference for Janmay Oil

Factors responsible for purchase of Janmay oil are classified into respected brand name, good quality of product, low price, high nutritional value, and good taste. Table no 7 shows factors affecting the purchase of Janmay oil.

Table 7: Factors affecting consumer preference for Janmay oil and Anand oil (n=13)

Sr. No.	Factors affecting the purchase of Janmay oil	Anand	Vadodara	Total	
		Janmay Oil	Janmay Oil	Janmay Oil	%
1.	Strong brand image	6	1	7	53.8
2.	Good quality of products	3	2	5	38.5

3.	Low price	0	0	0	0
4.	High nutritional value	0	1	1	7.6
5.	Good taste	0	0	0	0
				13	

Source: Primary data

Table 7 reveals that, out of the total 13 Janmay oil consumers, around 7 (54%) consumers purchase Janmay oil because of the respected brand name, total 5 (38%) respondents purchase Janmay oil because they think Janmay oil has good quality and 1 (8%) respondent purchase Janmay oil because of its high nutritional value. There were many different brands of edible oil on the market right now during study period. Every oil brand was distinct from its rivals. Customers have different attitudes towards pricing, quality, packing, quantity, and other factors; thus, manufacturers must offer better products to customers in order to retain and increase market share for a long time.

Conclusion

This research was done to analyse consumer buying behaviour towards Non Dairy Amul Products and its awareness. According to the results of this study, it was found that consumer awareness of Janmay oil is very low in the selected cities Anand & Vadodara. Overall, only 19% of the respondents were aware of the presence of Janmay oil in the market. The Majority of the aware respondents came to know about Janmay oil from Amul Preferred outlets (APO) (66%). Further majority of the aware respondents said that they avoided Janmay oil mainly because of its High Price (48%) and also because there was a significant lack of its availability in local markets.

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