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**IMPACT OF MARKETING MIX IN BRAND PREFERENCE SPECIAL  
REFERENCE IN LUBRICANT IN MARKET IN JAFFNA DISTRICT**

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**ABSTRACT**

The usage of lubricant among Sri Lankan consumers had been increasing since recent decade while globally accepted & fully localized brands were recording a positive growth in terms of the usage. Purpose of this study is to explore how the marketing mix factors influence the brand preference of lubricants among the lubricant consumers in the greater Jaffna region. Sample consisted of 200 consumers in greater Jaffna region. Data were gathered by administering questionnaires. The independent variables are product, price, place and promotion and dependent variable is the brand preference. Analysis was done using the correlation and regression at the significant level of 0.05. The results indicated that there were significant relationships between price, product, place, promotion and brand preference. There is a huge competition in the lubricant market to retain the market share and grow it there for all the lubricant companies practice varies strategies to acquire the competitive market place in the market. Market could have a better understanding of their target audience and thereby make their marketing more effective. This study mainly focused on marketing mix factors and that can be affected to the brand preference of the lubricant. Marketing mix factors divides in to factors such as price, place, product & promotion. In this study researcher has reveal that relationship of the variables which influence to the brand preference.

**Keywords:** Marketing Mix, Brand Preference, Lubricant in Market