

# **Impact of Marketing Mix Element on Customer Purchase Intention With Reference To Lubricant Market in Sri Lanka**

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This research was conducted to find out the Impact of Marketing Mix element on the customer purchase intension for lubricant products market in Sri Lanka. Researcher has found out that there is a positive relationship among marketing mix and customer purchase intension. For the partial perspective, the study suggests some strategies for the management of Lubricant Product industry. Also mention some further research areas. A sample of 100 respondents who are above 20 years of age and who are capable of making decisions of vehicle maintenance from Colombo and Gampaha districts were selected to conduct the study. A questionnaire based survey was conducted to collect data and stated hypotheses were tested using correlation and regression analysis. SPSS was used as the data analysis tool. Results of the research provide insights for lubricant market to make marketing mix decisions.

**Keywords:** Product, Price, Place, Promotion, Purchase Intension