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## THE BEGINNING OF MARKETING TO INDIVIDUALS WILL NOT THE END OF MASS MARKETING

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### **ABSTRACT**

Mass marketing (MM) is an attempt to attract whole market with one basic marketing strategy utilizing mass distribution and mass media. With marketers increasingly adopting exceeding refined market segmentation schemes fueled by the internet and other customization efforts some claim MM is dead. But we are surrounded by mass market firms, multinationals aiming to maximize profits, market share and economies of scale by producing and selling huge quantities. There is marketing myth as targeted marketing is the smart, modern way to market. Consumers can split in to non-buyers, light, medium, and heavy buyers and most consumers are light buyers while diminutive percentage is heavy buyers. Companies should MM to non- and light buyers. Companies like Ford, Microsoft, Macdonald and Coca-Cola achieve market saturation by using developing product width and depth from ranges of products aimed at targeting large proportion of the market. The success of MM is contingent on the probability within the huge audience exposed to the marketing strategy. Heavy advertising, development and market research costs, Establish and keep brands in public eye and fierce Competition are disadvantages of MM while Maximizes income, Decline of one sector likely to compensated by growth in other sectors, Reduction in average costs through economies of scale, Allows Brands to use their full value are overtaken advantages. MM is more effective than targeted marketing. Light buyers heavily dominate brands' consumer bases, so targeting them will provide the greatest penetration and Brand growth lies in increasing market penetration.

**Keywords:** Mass marketing, Brand, Customer