

Can Peace be the Leading Purpose of Modern Marketing?

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Publication Details: Received 28/03/20; Revised 16/05/20; Accepted: 30/05/20

ABSTRACT

The study rationalizes peace-building as the leading purpose of marketing and proposes an extended marketing mix to contribute to the world's peace eco-system. A qualitative research method is adopted to speculate the issues of peace marketing and to generate ideas on how marketing actions could facilitate the approach of the typical marketing process. An extensive literature review on peace marketing is conducted to answer the question raised in the title of the paper. Apart from that, scholars, peace workers, and marketing professionals are interviewed to obtain underlying wisdom to develop an extended marketing mix to facilitate peace-building. The study has partially proved that human greed is the main enemy of peace in society as the conventional felonious deceptive-marketing practice creates a circuitous impact on world conflict by stimulating greed in society. Three additional "Ps" namely, preach, propagate and patronage are proposed to reframe the conventional marketing mix which may facilitate the marketers to transform their marketing functions into world peace-building and to support the eco-system of peace. There is a great dilemma among the scholars and practitioners regarding conceptualization and contextualization of the concept, peace marketing. A study like this may create an opportunity to expedite further exploration on this critical issue of the current world.

Keywords: Marketing, Capitalism; Greed; Peace; Peace Marketing; Peace eco-system

INTRODUCTION

It was the 9th of June 2011. Dr. Philip Kotler, the father of modern marketing, was facilitating a Master class program titled "Marketing 3.0" at Dhaka, the capital city of Bangladesh. In that program, he was trying to preach the spiritual side of marketing and raised some questions to the floor such as- Could marketing contribute to global peace? Can peace be marketed? He answered the questions afterward on the occasion of World Business Conference held at Hiroshima, Japan in the year 2016 saying "*Marketing is love and love is peace*" (Goswami, 2017). Both the questions and later, the answers have created an opportunity to brood over how and why marketing initiatives could contribute to global peace-making. The question, how peace can be marketed like products, ideas, and a person or place was raised by many scholars, peace practitioners, media, and social activists.

Peace is one of the fundamental goals of society. It is an ideal image of harmony and the reverse of conflict (Galtung, 1969). According to the Institute of Economics and Peace

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(2018), the outcome of peace is human wellbeing and prosperity where the business has a greater role to triumph over conflicts across the globe. Violence and conflicts cost the global economy and its impact was 14.76 trillion dollars in the year 2017. However, as most of the world conflicts have some economic magnitude, business sustainability and peace-building must develop an intertwined relationship to facilitate peace and free the world from the curse of conflict (Haas, 2019). Apart from political interventions of peace-building, for ensuring peace in the society, 'to quite clamant' is a new paradigm where the business enterprises must contribute to establish and sustain peace on earth by facilitating the eco-system of peace.

The concept of peace marketing is relatively a new issue in marketing discipline that upholds humanity and sustainability of civilization by making the world free from destructive acts like terrorism, genocide, violence, war, and crimes against mankind (Nedelea & Nedelea, 2015). Many scholars and writers tried to put "Peace Marketing" under several disciplines like social marketing, conflict management, law, etc. According to the opinion of some scholars, it is the responsibility of the United Nations Organization, Government, NGOs, leaders, law enforcement agencies to work for "Peace Marketing"; some tried to propose how the marketing tools and functions can be a useful means of bringing peace in the world (Woolf, 2006; Nedelea & Nedelea, 2015; Gerson, 2001). However, the key question is, instead of many programs and actions of the peacekeepers and lots of related marketing programs taken by the corporate houses, why is the world at chaos nowadays? Why is conflict so evident and are we at war after witnessing the sufferings of World War I and II? Why are people dying, becoming homeless, and migrating every minute? What makes us so violent to each other though we belong to similar species; mostly behave similarly in response to basic needs.

Since the beginning of civilization, the world experienced vicious conflicts among the nations and races very frequently and that is why the budget of peacekeeping is rising every year to mitigate this violence. Despite having an average of six billion dollar budget for peacekeeping for last five years (United Nations, 2019), the nature of the conflict of today's world is getting more complex and critical than the previous times and is not limited between two states, political or religious isms but widened into societies and social groups. According to Snowdon (2014), all these violence and sufferings aggravated by greedy and exploitative capitalism and to a large extent responsible for making society more chaotic. However, as marketing is the main engine of modern capitalism (Kotler, 2016), logically, deceptive marketing practices could be made accountable for building a greed-based society eventually leading the world towards conflict.

There is also an on-going debate on the functions of marketing that social issues and contemporary marketing practices are shifting from need-based marketing to greed-based marketing (Star, 1989). Hence, the current marketing practices of organizations are much profit-centred stimulating over-consumerism and excessive consumption (Kotler, 2017) that they divert the companies from value creation to greed creation. The marketing process has become so rapacious that, it has failed to recover current economic downfalls and address societal problems (Collier, 2003). As the current marketing practices, in many cases, use deceptive approaches while pursuing targeted customers; they create greed and moral hazards to the stakeholders and the society which leads the society towards a destructive atmosphere. Thus, an immediate and radical change is obvious through private and third sector organizations' initiatives to approach a new style of peace-building in this conflicting world. To save humanity and mankind, world peace is a global concern of current time and that is why, modern marketing and its advocacy program could assist the organizations to heal the

conflict-ridden to societies (Gerson, 2001). However, the most pressing question is that, whether the purpose of marketing is to sell peace or marketing is for peace or not. Existing literature talked about how the conventional marketing system could be utilized by organizations to consider peace as the key purpose of marketing but very few of them are able to clear the idea of marketing peace as there is no clear framework of the peace-marketing mix. This study will endeavour to find out the answer to questions-why marketing as a discipline should engage in peace-building and how would it function to aid peace-building by developing a peace eco-system? Thus, the study will try to meet the gap of existing literature justifying peace-building as the main purpose of marketing where the extended marketing mix might help the business organizations to be involved in peace actions and facilitates peace-ecosystem.

LITERATURE REVIEW

Peace and Peace-building

Peace is a social obligation and economic compliance of sustainability. It is an ultimate projection of human accord and an absence of conflict (Galtung, 1969). According to Barnett, Kim, O'donnell & Sitea (2007) peace-building is the actions and interventions for strengthening peacefulness and avoiding conflicts. Modern peace theorists have categorized it in two major domains; positive peace and negative peace (Grewal, 2003; Galtung & Fischer, 2013). Negative peace incites anxiety of violence and positive peace talks about sustaining peacefulness in the society (Institute of Economics and Peace, 2018). Diehl (2016) have also argued that elimination of violence and war is not the ultimate outcome of peace rather sustainability of the world through peace interventions is the key decisive factor of peace. Absence of peace can bring human and economic catastrophe and break the backbone of social solidarity (Coulomb, 2004). According to Davies (1945), there are seven pillars of peace i.e. morality, justice, force, freedom, democracy, federalism, and education. However, the modern concept of positive peace tells about eight pillars of peace that enables a sustainable eco-system of peace-building and this framework of peace-building is proposed by the Institute of Economics and Peace (Hagerty, 2013). Robiolle (2013) and many others have also recommended it as an ideal model of the paradigm shift in peace-building activities where Haas (2019) had advised the voluntary organizations to apply this model in peace intervention. However, the Institute of Economics and Peace (2018) has published a report on positive peace proposing eight transformational factors namely "*pillars of peace*" to enable peace in the society (see figure 2).

Why Peace should be The Leading Purpose of Marketing?

According to D'Souza (2015); Sajid (2002) and many others, the root causes of all violent acts of terrorism and human sufferings are provoked by human emaciation and that is greed. Most of the economic miseries and disparities are caused by greed leading to social disorders and conflicts (Suranovic, 2010). From the religious and ethical standpoint, human greed is abhorrent and immoral (Dobre Claudia & Rășăuțeanu Costin, 2017) and the conflict at all spectrum of the society are commonly caused by raising greediness within us. Greediness is a state of excessive desire for wealth maximization and every class of our society irrespective of countries and nations are affected by this social sickness. From poor to rich, most of us are in an ailing rat race of wealth maximization. According to Robertson (2013), greediness is aroused by people's self-seeking unlimited desires. Greed is endless and it negatively directs

the human behaviors towards an eternal path of life satisfaction (D'Souza, 2015). Human greediness has the aptitude to cause damage to society (Fromm, 1939). It creates income disparity in society and that leads to all forms of conflict in the world.

According to Kruger (2014), modern capitalism is mostly driven by greed; the capitalistic society is a greedy society. Capitalism is making us self-centered and voracious (Snowdon, 2014). Hence, it is marketing that institute capitalism (Kotler, 2016) and indirectly promotes a materialistic society by alluring greediness. The fundamental purpose of marketing is to create value for customers (Stephen, 2017). Hence, the revised purpose of modern marketing is to create a better world (Kotler, 2016) which directs the responsibility of modern marketing towards building a harmonious and peaceful world. However, despite all reforms related to market and marketing, somehow greed and corruptions were promoted in the society (Guo, 2017) Besides, modern capitalism and marketing of current time is creating 'Frankenstein' and conventional marketing practice is compromising with many societal development issues (Driver, 2012).

Dr. Philip Kotler was the one who incorporated the social & moral issues of marketing practice (Crane & Desmond, 2002). But according to Kotler (2017), the traditional marketing practice of current time is becoming severely profit-orientated and as a result, the 21st-century marketing practice is in a moral dilemma and creates over consumerism and excessive consumption (Kotler, 2017) which ignite greed across societies and countries. Modern marketing processes promote greed and have failed to address the social and economic problems of the world (Collier, 2003). Marketing is also facing serious ethical and moral crises and undergoing a severe image problem. Sheth, & Sisodia (2005) stated that marketing has become "morally corrupt", becoming self-centered and the social part of marketing is fading away. According to Connolly (2017), marketing initiatives ignite need that leads to an unending desire. To fulfill needs generated by the marketing messages people become greedy and their deeds may be directed by that. Digital marketing is a blessing for this century but most of us are infected by "greedy marketer syndrome" avowed by Ash (2015). Caleb (2019) remarked greed as a marketing tactic to instigate demand which is a powerful tool to succeed in small business marketing (Arrance, 2014). Greed is also the main content of emotional marketing to attract customers through appealing promotional activities (Wadsworth, 2014). Therefore it is pretty clear to us that the marketers are taking advantage of human weakness "greed" as a promotional tool to create an elusive demand (Taflinger, 1996). Sheth & Sisodia (2005) placed lots of arguments and compiled a statement of elite marketing practitioners in favor of marketing reform, but their propositions were circling only on the customers where the equity issuing companies are evading the societal concern of marketing. Modern marketing of recent times has somehow stimulated greed among people and this deceptive marketing is creating conflict in the world (Datta, 2015).

The Notion of Peace Marketing

Peace marketing is relatively a new concept that represents nonprofit marketing, social marketing, or public international marketing discipline (Nedelea & Nedelea, 2015). According to Woolf (2006), it is an important matter of global peace studies and international relations. Peace marketing promotes humanity by influencing the human behavior towards social peace and harmony and to make the world free from conflict, terrorism, genocide, violence, war and self-destructive acts (Nedelea & Nedelea, 2015). It is a marketing initiative for conflict transformation (Gupta, 2019). Peace is an integral component of global sustainability and it could be promoted through an educational process (Woolf, 2006).

According to Kotler (2017), peace marketing initiatives cannot be limited within some communication campaign, rather peace leaders must focus on the income and wealth inequality issues that are causing all forms of conflicts and unrest in the world. Peace marketing initiatives must provide a solution to world problems (Nedelea & Nedelea, 2015).

War and conflict among the nations came about numerous genocides and political chaos. To uproot and eradicate these ongoing issues, individuals, companies, and governments need to establish a fundamental change in the distribution of the world's assets, resources, and ideals. According to Nedelea & Nedelea (2018), the interventions of peace marketing should aim towards the social transformation and holistic prosperity of the world. The ideas of marketing programs and campaigns must play a pivotal role in resolving conflicts leading to political, social, and individual peace and sustainability. Religious extremism can be reduced by following the societal marketing concept to promote social goodness and encourage peace (Kotler & Nancy, 2008; Goswami, 2009). Pavlát & Knihová (2019) put peace marketing in the stream of the societal marketing concept. They proposed that peace marketing interventions (peace promotion) should educate people to shift their behavior from self-centric to social-centric.

Gruener (2016) has projected a peace-marketing mix specifically for the United Nations (UN) in the light of traditional "4P" (Figure 2) which is aimed at sourcing funds from the member nations. According to her, peace-building interventions are the "peace-product", core funding to build and sustain peace is "peace-price", UN missions in the conflicting area is "peace-place" and publicizing peace-building information through attractive messages is "peace-promotion". The discussion of Nedelea & Nedelea (2015) was also limited to the financial effort by the companies for peace-promotion and as a result, the function of marketing, in this regard, was missing. Gajdošík, Sokolová, Gajdošíková & Pompurová (2019); Todua & Jashi (2016) and many others have projected voluntary tourism as a tool of promoting peace. They tried to establish a correlation between tourism and peace marketing and have argued that such an initiative is effective than the peace interventions like international peace summits and diplomatic plays. Voluntary tourism could prevent conflict by connecting different cultures and developing mutual understanding among different countries & communities. The best result of peace marketing could be achieved through effective educational interventions by marketers (Gupta, 2019). Marketing may influence people's learning on the means to resolve conflict in the societies by enriching the moral merit, cooperation, discipline, cohesiveness, and fellow-feelings among people, societies, and countries (Urban & Urban, 2016).

From the literature, it is quite evident that peace marketing is a new agendum of the marketing communities but the existing discussions on peace marketing are directing towards how peace could be marketed as a product not peace as the main purpose of marketing. Hence, how marketing actions could facilitate creating a peaceful and conflict-free world is missing in the literature and there is no specific direction on how modern marketing as a system could function in peace-building. The current study will try to fill the research gap by justifying the responsibilities of marketing in peace-building activities and will propose an extended marketing mix for peace-building to make an idealistic shift from greed-based marketing to need-based marketing.

Research Questions

The literature review of the current study leads to answering the following questions.

1. Why should peace be the purpose of marketing?
2. How could marketing functions contribute to peace-building?

RESEARCH METHOD

The study was qualitative in nature which endeavored to find out the answer of two research questions i.e. why peace should be the leading purpose of marketing? And what should be the marketing actions in peace-building? To answer the first research question, existing thoughts on marketing actions for peace-building were critically reviewed. Rationalizing peace as the leading purpose of marketing was the main endeavor of the study which is based on the existing literature. The study also attempted to find out the facts in this regard. The second research question led the study to develop a marketing mix function to facilitate peace-building. Face to face discussion, telephonic interview, and a focused group discussion was conducted with the scholars and marketing practitioners to obtain underlying wisdom on peace marketing mix.

The key matter of all the discussion was on the prevailing marketing initiative for peacemaking, its challenges, and necessary intervention to ensure world peace through marketing actions. The opinion of the respondents and the participants were recorded in a notebook and later used to design a distinct marketing mix for peace-building programs.

RESULTS & DISCUSSIONS

Based on the literature review, the study found some evidence on how marketing is instigating greed in the society which is somewhat connected with conflict, and the link is graphically presented in (Figure 1). Therefore, the marketers should compensate for the damages and should come forward to liberating the world from all sorts of conflicts considering peace-building as the leading purpose of marketing. Existing literature and the opinion of the scholars partially proved that deceptive marketing actions of the current times are somewhat responsible for social immorality and chaos caused by human greediness. To free the world from the error of terror and the conflicts caused by greediness, an immediate revision of marketing purpose and practice is obvious.

Figure: 1 Shade Impact of Deceptive Marketing Practice

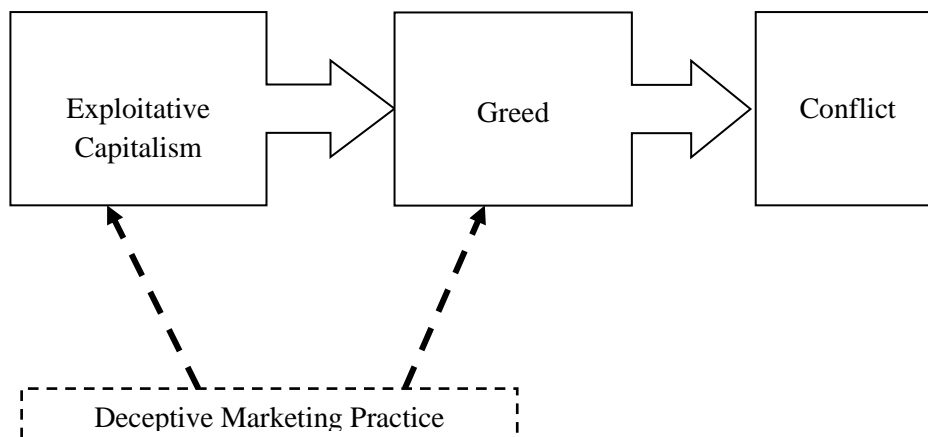


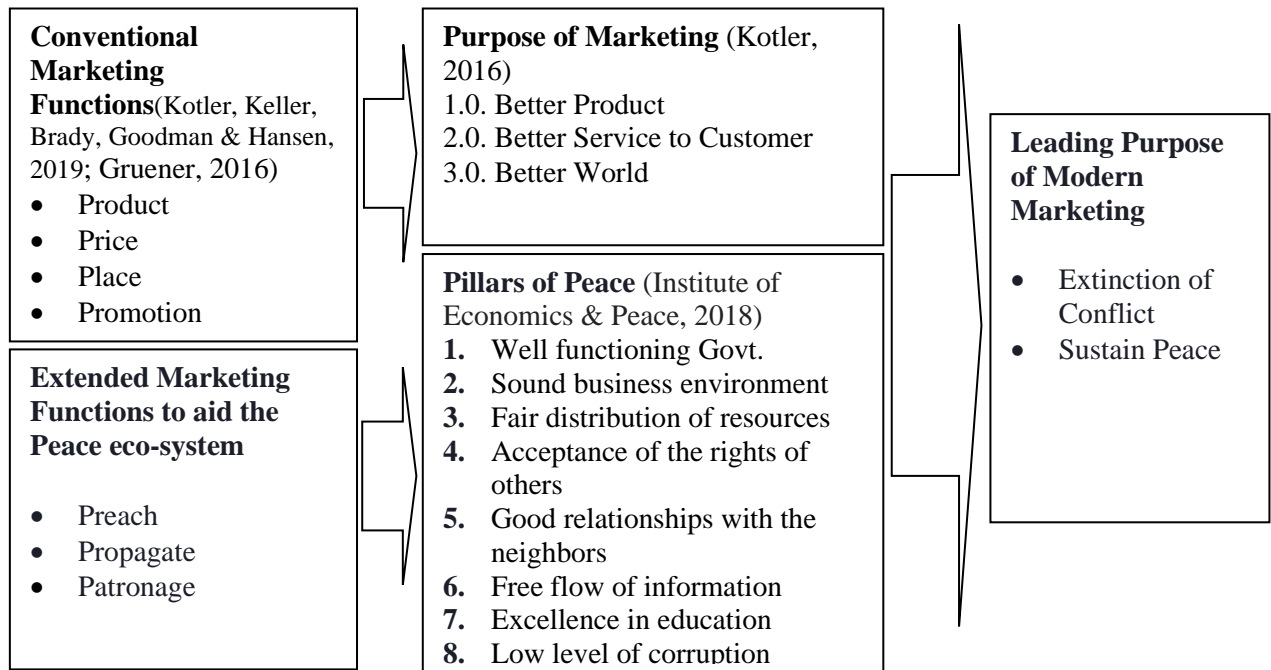
Figure 1 projects the impact of deceptive marketing practice on capitalism, human greed, and conflict. Exploitative capitalism is creating a plutocratic and hedonistic society and forming a greedy market (Gough, 2017), where marketing as a key driver of capitalism injecting greed among people (Kotler, 2016). Therefore, the marketers all around the globe must take responsibility for the damages caused by their illusory marketing actions and think about how marketing to be perceived by future marketers at this critical time of the world. Modern marketers must put the social issues of marketing at the top of their agenda to consider peace as a key outcome of the marketing system and it should be highly regarded as the marketing education and marketing culture. Marketing managers must justify both financial and social value maximization of business while practicing marketing. Hence, the value-based marketing concepts are commonly practiced by the marketers for consumer value creation and maximizing shareholders' equity (Doyle, 2009) but maximizing social & spiritual value through marketing initiatives is missing in today's marketing actions. Marketing should find meaningful ways to address peace by minimizing conflict (Goswami, 2009).

There are disagreements among the scholars on the issue of peace as a product to be sold or peace as the soul of modern marketing. To make the world peaceful again peace-building should be the leading purpose of modern marketing and an obvious outcome of every marketing action. Many scholars had coined peace as the product of peacekeeping organizations. As they sell it, they can design a marketing mix according to the conventional marketing system. Hence, Kotler's (2016) revised marketing function somewhat moving towards a shift in the purpose of marketing from profit to peace. If we consider peace as a product, then the idea narrows down to the marketing objectives of an organization by selling peace though the scope is very limited to nonprofit organizations and government agencies. But, if peace is the generic purpose of marketing, then we sell peace with every product.

The second objective of this study was to propose a model of the marketing mix for businesses to facilitate a positive peace-ecosystem. This proactive approach of marketing will endeavor to eliminate conflict at its root by diminishing "greed syndrome" through marketing actions. Through the qualitative inquiry, it is quite clear that, through deceptive marketing practices greed can be generated among people and which leads them towards irresponsible consumption. Human greediness can cause an economic disparity in society and create conflict among individuals, societies, and nations. Modern marketers must take charge of this conflicting situation happening around us and should include peace marketing initiatives in their companies' marketing mission. The proposed framework of the peace marketing mix is speculated in the following discussion.

Figure 2 propounds a marketing function for peace-building that could be affixed with the "4Ps" of the conventional marketing mix. These new components are to preach, propagate, and patronage. The additional 3Ps could be applied simultaneously to traditional marketing functions to attain the existing and leading purpose of marketing. The proposed peace marketing mix may allow business organizations to participate in peace interventions to free the world from conflict. It may help the organizations to build a sustainable ecosystem through conflict prevention procedures and redirecting the marketing programs towards the agreed free world. The detailed discussion on "3Ps" of the peace-building is as follows.

Figure 2: Marketing model for peace-building



P1. Preach: Preaching is a common program in all the major religions of the world and it is considered as the “Will of the Creator”. It is a method of mobilizing human and social values among societies to spread peace (Arnold, 1913; Reeber, 1991; Goldsworthy, 2000). Following the methods of religious preaching, marketers could set special campaign programs to promote peace in the world. Organizations could sponsor the programs of a different religious institution to expedite the peace program. Peace slogans could be added creatively to advertising messages. Religious and social values could be projected through a promotional campaign to minimize consumerism. Besides, marketers must preach societal marketing values among them to avoid puffery, racisms, and other forms of marketing malpractices. Gerson (2001) has also mentioned the private sectors’ involvement in marketing and advocacy in peace-building.

The initiative of Coca Cola Company, "Small World Machines" could be a great example of peace building between two hostile neighboring nations India and Pakistan (Green, 2013). Marketers could help peacekeeping organizations or independently activate religious and social value-based campaigns to facilitate peace-building. However, the "preaching" function of marketing may drive the peace-ecosystem towards attaining pillar numbers four, five, and eight of a positive peace model.

P2. Propagate: Marketing programs must include activation projects to spread moral values and spiritual practices that are commonly followed in every religion and social culture. Issues like responsible consumption, fair distribution of wealth, charitable works, peaceful coexistence, etc. can bring people of various faiths and backgrounds together, can promote cross-cultural dialogue and cooperation. Bobrovniko (2002) also proposed to propagate the religious principles of tolerance and cohesiveness to make peace among the conflicting nations. Marketers could sell social values like brotherhood, patriotism and volunteerism, world health promotion issues (Anti-smoking, anti-narcotics, child & women health, lethal diseases) through the social campaign to expedite social change (Kotler & Zaltman, 1971).

Propagating peace through social marketing intervention could be a great idea to resist religious fanaticism or counseling the misguided people to give-up extremism. Similar actions are also proposed by Goswami (2009) and Datta (2015) in their research. An organization may nominate celebrities like actors, sports stars as a peace ambassador to propagate peace in conflicting societies. The current tension between India and Pakistan could be reduced using the aforementioned idea as both the nation is sport-loving and culturally analogous. Hence, "propagating" is somewhat closed to the function of publicity and public relations that may be specialized to obligate the peace-ecosystem towards attaining pillar numbers four, five, and eight of positive peace model.

P3. Patronage: Peace-building is a multi-stakeholder process and as one of the key stakeholders of peace business, it must understand that the conflict will cost them severely (Benraïs & Simon, 2016; Ganson, 2011). Thus, organizations could incorporate regular philanthropic activity to patronage or sponsor peace initiatives to prevent conflict. Large or high brand value organizations may participate in the peace process with the national and international peacekeepers. BMW group organizes an international award program titled "Intercultural Innovation Award" in association with the United Nations Alliance of Civilizations. The award is granted to the organizations which innovates new idea on peace building at the grassroots level of society to facilitate intercultural and interfaith understanding of peace, diversity and cross-cultural sensitivity (United Nations Alliance of Civilizations, 2019). Many Indonesian enterprises are also working on the same idea to minimize cross-cultural tensions among different religions. Marketers could encourage their target customers to engage in charitable works.

Shiksha a global philanthropy initiative by P&G, India could be an example in this regard. They often engage their customers, local NGOs, celebrities and social activists to facilitate learning for underprivileged children (Rajni, 2014). Sponsoring social entrepreneurs could be an effective way of building peace through socio-economic empowerment. Some companies in Nigeria and Brazil are working with the idea and helping small business startups to support the marginalized communities focusing on women empowerment (Grim, 2014). Patronizing is fairly closed to the "Cause Based Marketing" function. However, specialized philanthropic programs by modern marketers may aid the peace-ecosystem by achieving the goals of pillar number two, three, seven, and eight of the positive peace model.

MANAGERIAL IMPLICATIONS

The world is breaking apart in the name of power and politics. Violence is spreading across societies, countries, and regions. Hostility is visible among developed nations like the USA and UK. Africans and Arabs nations are at war and the economic antagonism is cracking the long alliance among the EU nations. Many Asian nations are sheared by a territorial dispute and communal agony. Sustainability of the world is under threat. Hence, it is very difficult to conclude with one solution of peace-building and to discover a unique formula of conflict extinction. The study tried to prove "human greed" as the main cause of all conflicts and correlated it with deceptive marketing practice as a factor of stimulating greed. The study suggests that there must be a shift in marketing practices from maximizing consumer value and shareholders' equity to maximizing social value to secure the sustainability of the business. A shift from the greed-based marketing to need-based marketing is an obligation to the marketers of the current time.

The paper attempts to settle the debate on peace as a product or peace is a purpose. If peace is a “product” then it is just a goal of a peace organization, but if it is the “purpose” then it becomes the soul of every organization. So, modern marketing concepts should be optimistic in considering peace as a purpose to achieve the greater result in peace-building and try to visualize the concept of peace marketing as a tool to free the world from the destruction of greed by preaching and propagating human values through proactive marketing actions. It also raises the issue of philanthropic activity among marketers to sponsor peace initiatives across the world. It is also odious that social sustainability is the building block of business sustainability and where marketing must shoulder the responsibility to revert the world disharmonious to a peaceful one. The modern marketers must cherish this slogan “*conflict anywhere is a threat to peace everywhere*” to make their business stable and sustainable.

FUTURE RESEARCH DIRECTIONS

The paper tried to contribute to the existing body of knowledge by conceptualizing peace as the intrinsic purpose of marketing and proposed “3Ps” as an extension of the marketing mix. The marketers of the specialty products may take the opportunity to apply this extended marketing mix with the regular model for facilitating the ecosystem of peace where all the pillars of positive peace will eventually be realized. However, the academicians may use these issues further in proving the broader applicability of the extended model through empirical investigation in facilitating the peace eco-system.

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