

## THE THEORETICAL AND METHODOLOGICAL BASES OF PEACE MARKETING

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### *Abstract*

*. The article deals with the analysis of theoretical and methodological bases of peace marketing as the sphere of social interaction of various subjects, oriented to formation of society's negative attitude to any expression of aggression and support of peace all over the world.*

*The aim of this research is to determine the theoretical and methodological bases of peace marketing. Accordingly, the set of the following challenges was formulated: to define peace marketing; determine the concept, mission of peace marketing, its purposes and tasks; outline the methodological foundations of marketing of peace; provide examples of implementation of peace marketing concept in practice; give recommendations for peace marketing development and improvement.*

*The essence of peace marketing conception, its mission, goals and challenges are fully investigated. The methodology of peace marketing is outlined. The examples of implementation of peace marketing conception are provided, and the recommendations for its development and improvement are given.*

**Keywords:** *peace marketing, concept and methodology, mechanism, infrastructure support, institutional norms*

**JEL Codes:** *M30, M31, M 38*

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*"Seek peace and pursue it" (Psalms, 15, 14)*

*"From my earliest youth, I have known that while one is obliged to plan with care the stages of one's journey, one is entitled to dream, and keep dreaming, of its destination. A man may feel as old as his years, yet as young as his dreams. The laws of biology do not apply to sanguine aspiration..."*

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*Israel's role in the Middle East should be to contribute to a great, sustained regional revival. A Middle East without wars, without enemies, without ballistic missiles, without nuclear warheads.*

*A Middle East in which men, goods and services can move freely without the need for customs clearance and police licenses.*

*A Middle East in which every believer will be free to pray in his own language - Arabic, Hebrew, Latin, or whatever language he chooses - and in which the prayers will reach their destination without censorship, without interference, and without offending anyone.*

*A Middle East in which nations strive for economic equality and encourage cultural pluralism.*

*A Middle East where every young woman and man can attain university education.*

*A Middle East where living standards are in no way inferior to those in the world's most advanced countries.*

*A Middle East where waters flow to slake thirst, to make crops grow and deserts bloom, in which no hostile borders bring death, hunger, and despair.*

*A Middle East of competition, not of domination. A Middle East in which men are each other's hosts, not hostages.*

*A Middle East that is not a killing field but a field of creativity and growth.*

*A Middle East that honors its history so deeply that it strives to add to it new noble chapters.*

*A Middle East which will serve as a spiritual and cultural focal point for the entire world".*

*(from Nobel Prize Speech of Shimon Peres)*

## **1. Introduction**

All social achievements are created due to commercial and noncommercial activities. Herewith, in the latter kind of activity non-material values, but no less important ones, are often created: necessity for the state management, defense, security, functioning of legislative, executive, and judicial authorities, free health care, social welfare, education, religious freedom, spiritual development, stability, etc. Safe and decent life of society members, as well as partial solution of global requirements (fighting against international terrorism), depend on these factors. Thus, the special role in providing the stability and successful development of society belongs also to noncommercial scope of activity.

If we analyze the fulfilling one of the major functions by our civilization, providing of peace and stability, then it is possible to make disappointing conclusions, because:

- military conflicts permanently appear and are fomented in different regions of the Earth (Ukraine, Israel, Syria, etc.);

- the number of victims of military conflicts is increasing (in 2014 it was 180,000 people (Armed Conflict Survey 2015));
- international and local terrorism has already become not an exclusive phenomenon but rather a stable one (growth of terrorism in the EU countries and other regions);
- social conflict is brewing due to increasing number of refugees and unwillingness of inhabitants of peaceful areas to accept them.

Every 113th resident of the planet is a refugee (TV Channel 24), who has to leave his home and look for a shelter in other regions for various reasons. And in accordance with survey results (conducted on 24.06-08.07.2016, 16,040 people at the age of 16-64 years took part) 44% of Swedes, 40% of Poles, 45% of French, and 48% of Italians stand for closing the borders of the EU. At the same time in Hungary and Turkey a lot more of respondents (55% and 64 % respectively) answered this question positively, and most people of the UK and Spain, contrariwise, believe that the EU must continue to accept refugees (50% and 61% respectively) (Survey).

On the other hand, organizations of different levels were created by the world community, the activity of which is directed to defend peace (European Union is an economic and political alliance of 28 European countries with the purpose of regional integration in problems of common external policy and security policy; NATO is a military-political alliance of several European and North American countries, the aim of which is to repel the external aggression; Brit Tzedek Shalom is an American-Jewish organization, which successfully organized the grassroots movement in support of the conflict between two states through negotiations and others).

Of course, first of all, these problems should be solved by politicians at state and international levels. But, if the world community speaks out clearly about these problems, and they are solved at different levels, through different channels (Goodwill Ambassadors, academics, etc.), then, definitely, the effectiveness of such measures will be higher.

## **2. Analysis of recent researches and publications**

Scientists researched the certain aspects of peace marketing from different positions. Thus, Aaron Ahuvia conducted research on mass movements, the external policy of the USA towards the Israeli-Palestinian conflict from the point of view of social marketing, psychology, and public opinion (Ahuvia). F. Kotler (Kotler, 1995) and E.V. Romat (Romat, 1995) analyzed the philosophy of the activity in general.

Shimon Peres, the ninth president of the State of Israel was a visionary wizard of Peace. He used many methods, media, and organizational structures in order to market the idea of peace. In his books, "The New Middle East – A framework and processes toward an Era of Peace" and "Battling for Peace" he shows how peace is not only the

ending of a war situation but rather an opening for a Green Middle East where the various countries can manage together their scarce water resources in order to combat desertification. To support his arguments, he uses economic and philosophical tools and even quotes Jean-Jacques Rousseau who said "The fruit are for all and the land does not belong to anyone". With that principle, Peres elaborates on the thought that water in the Middle East belongs to all. He shows the differences between economics of war and economics of peace and the advantages of such economics (Peres, 1993; Peres, 1995).

Recently, attention has been paid to the religious issues of marketing of peace (Goswami, 2017). We can also observe significant practical steps to promote the idea of peace (Rold, 2016). But, in our opinion, theoretical and methodological bases of peace marketing are covered not enough and require the scientific study, what we began to write about lately (Bozhkova, Prokopenko & Chayen, 2018).

### **3. Setting objectives**

The aim of this research is to determine the theoretical and methodological bases of peace marketing. Accordingly, the set of the following challenges was formulated:

- to define peace marketing;
- to determine the concept, mission of peace marketing, its purposes and tasks;
- outline the methodological foundations of marketing of peace;
- to provide examples of implementation of peace marketing concept in practice;
- to give recommendations for peace marketing development and improvement.

### **4. How to make Peace Marketing a methodological process? Noncommercial Marketing as a Base for Peace Marketing**

One of effective instruments and, at the same time, means for overcoming described problems regarding growing tension in society, is Peace Marketing, that is able to change social priorities, vectors of development of relations between states on the basis of rational and emotional impact.

Actually, ***noncommercial marketing*** is defined as the sphere of social interaction, which contains the directed activity of various subjects, the aim of which is not to achieve certain economic goals (making a profit), but try to obtain results satisfying the requirements of a certain society (Romat, 1995).

To noncommercial marketing the following types of marketing can be included: social marketing (Ahuvia), political marketing, state marketing, and, in a certain sense, ecological marketing, marketing of ideas, marketing of sport, marketing of education, marketing of culture, etc. (which do not pursue the economic aims only at the first stage).

As it is well known, the theory of classical marketing was crystallized by F. Kotler (Kotler, 1995) on the base of practical experience, so, the availability of the broad base of

practices in noncommercial sphere can become the basis for foundation of the theory and the methodology of peace marketing.

Taking into account the fact that there does not exist a methodology for marketing of peace, and from a theoretical point of view the noncommercial marketing of ideas is the closest to it, let's try to systemize and generalize the available experience of providing stability and peace by means and instruments of this type of noncommercial marketing.

## 5. Theoretical Foundations of Peace Marketing

So, *peace marketing* is the sphere of social interaction of various subjects, oriented to formation of negative attitude of society to any expression of aggression and support of peace all over the world.

The **concept** of peace marketing presupposes the formation of the public opinion that condemns aggressors and those, who support them.

The **mission** of peace marketing is to establish peace throughout the world and mutual understanding among people all over the world.

The main **task** of peace marketing is to decrease the amount of conflicts (ideally – their disappearance); maximization of the social effect after the liquidation of military, terroristic, and other conflict. That means:

- 1) maximum satisfying of socially important noncommercial requirements of the society in stability, housing, food, etc.;
- 2) global widening of peace ideas and influence on the maximum possible quantity of population;
- 3) optimum use of limited public resources (financial, ecological, and others like that) for achievement of the mentioned tasks.

Let's consider in detail the foundations of peace marketing on the basis of components of the well-known concept "4P" (the abbreviation consists of the first four words: *Product, Price, Place, Promotion*) by F. Kotler.

**Product** is the idea of the world-wide understanding of peace marketing. It is necessary to create such an idea, which:

- meets explicit and implicit, as well as actual and potential needs of society, or its individual members (that is quite difficult, taking into account the difference in religion, habits, traditions, and so on, among different peoples);
- ensures the full satisfaction of the most important social needs of the society;
- creates the required image of the idea and provides its support among all segments of the population;
- promotes the formation of optimal environment for citizens.

**Price** – for noncommercial peace marketing the value of the idea is the most important, which allows:

- to create and maximize the social effect;

- to minimize the expenses for weaponization and support of armies;
- to win in the fight against aggressors at the global level.

The methods of spreading the idea or ***distribution*** (*place*) must provide the effectiveness of ***delivering the main ideas of peace marketing through appropriate channels to the maximum amount of the planet population***. For instance, if the Internet is not available in China, then peace-making ideas can be spread through the Chinese, which live in all regions of the world, but maintain the contacts with relatives.

Stimulation or ***promotion*** allows to influence the society members by means of marketing and interpersonal communications.

Extremely important is the problem of disseminating truthful communications and practices of world-wide dissemination of independent information on each conflict on the planet. Online illumination of conflicts can undoubtedly affect their course and social cohesion in society.

***The tools*** of communication that have an impact on the world community can be: advertising, PR, propaganda and others. It is difficult to determine the most important one among them, because each one aims to achieve a certain goal, and together - on solving the urgent problems of peace for mankind.

Thus, using the motives of emotional orientation, attractive colors, and interesting objects, the social (noncommercial) advertisement can influence on the representatives of different races, religions, etc., in printed Mass Media (fig. 1) and in the Internet.

*Figure no. 1 Printed advertisement “Peace”*



*Source:* Social advertisement of peace in the Internet

Especially effective marketing tools in modern conditions are Internet tools. This also applies to peace marketing (Illiashenko, Ivanova, 2015) (fig. 2–3).

*Figure no. 2 Advertisement of peace in the Internet in video hosting YouTube*



*Source:* Advertisement of peace in the Internet in video hosting YouTube

*Figure no. 3 Social advertisement “Children of War” in the Internet in video hosting YouTube*



*Source:* Social advertisement of peace in the Internet

The advertisement of social orientation can spread not only from the side of the state, but also from the side of manufacturers of food products, for example (fig. 4).

Figure no. 4 The social advertisement in Pinterest “Make pasta but not war”



Source: Social advertisement of peace in the Internet

A Visit of Merilyn Monroe and Elvis Presley to the American soldiers became the most well-known PR-actions, that greatly influenced not only lifting the spirit of military men, but also increase of those who wish to serve in the army and improving the attitude of citizens to soldiers.

## 6. Principles and Mechanisms of Peace Marketing

In addition to the theoretical foundations discussed above, the methodology of peace marketing includes:

- principles of restoration and development of peace,
- institutional norms,
- infrastructure support,
- mechanisms,
- models of development.

Let us discuss in detail these components.

In our opinion, the *principles* of restoration and development of peace are best formulated in the UN Charter, namely (The Charter of the United Nations and the Statute of the International Court of Justice, 1945):

- principles of justice and international law,
- principles of equality and self-determination of peoples,
- principles of cooperation in support of international peace and security, including principles governing disarmament and arms control,
- the principle of the primacy of the interests of the population of territories,

- the principle of good neighborliness,
- the principle of sovereign equality,
- principles of law recognized by civilized nations.

***Institutional norms*** of peace marketing, in our opinion, should be incorporated into the ideology, theoretical outlooks and models of each nation, through the prism of which people perceive and appreciate the world around, and therefore, formulate their own behavior patterns. The ideas of peace marketing should be higher than political and social ones.

The ***infrastructural support*** of peace marketing includes all organizations of the world that directly or indirectly implement in their work the conceptual foundations of world peace, is at the global level:

- United Nations (UN) – the organization of independent countries united in the name of universal peace and social progress (The Charter of the United Nations and the Statute of the International Court of Justice, 1945);

- Council of Europe (CE) - the oldest international political organization in Europe, created to build a united Europe based on the principles of freedom, democracy, human rights and the rule of law;

- North Atlantic Treaty Organization (NATO) – the intergovernmental international organization in the field of defense, security and politics;

- The United Nations Educational, Scientific and Cultural Organization (UNESCO) - the specialized agency of the UN that, through the development of cooperation between States in the fields of education, science and culture, seeks to achieve the ultimate goal of securing peace and international security, respect for human rights, mutual respect for people and peoples.

Also, the list should include organizations operating at the level of individual territories (the political and economic Association of Southeast Asian Nations – ASEAN (Association of Southeast Asian Nations), the Organization of African Unity – OAU, etc.) and independent organizations engaged in charity in the name of the world.

The ***mechanism*** of implementing peace marketing can be detailed in terms of organizational, economic, motivational and other components.

In particular, the organizational component includes managing and providing subsystems that specify the subjects, objects, models and interrelations of the system as a whole.

The economic component of the mechanism of peace marketing is based on the understanding that wars have not only a terrible personal and emotional cost. Wars have also an economic cost that can be measured. They are not sustainable. They destroy industries, they pollute land, water and air and damage many physical entities.

In an outstanding analysis of the Second Civil War in Sudan (1983–1993) Nadir A.L. Mohammed (Mohammed, 2017) shows the economic costs of the war. He shows,

for example, that many livestock were killed, namely the national herd was estimated in 1983 at 20.5 million cattle, 19.3 million sheep, 14.8 million goats and 2.8 million camels.

The war killed 6.6 million heads of cattle, 2 million sheep and 1.5 million goats. Industrial projects worth over 100 Million USD had to stop working. It is estimated that losses in tourism during the war amounted to 607 million USD.

The Ukraine-Russia conflict since 2014 has also caused severe economic costs (Kalachova, 2016). Thus, GDP of Ukraine fell in 2014 by 6.8% and in 2015 – by 9.9%.

These few examples show that war has real economic costs, which affect economic sustainability.

The motivational component of the mechanism of peace marketing includes a range of motives that are significant for different peoples. It is important to have a positive motivation for the formation of peace, as well as negative motivation for the deployment of conflicts.

Among the development models currently associated with peace marketing should be distinguished: model of sustainable development, models of economic development.

Taking into consideration the impossibility to solve the outlined problem radically once and for all, we believe, that at the modern stage the following measures on the development and improvement of peace marketing are expedient:

- it is required to allocate budget funds to all advanced states for improvement of peace marketing conception;
- improving international law can expand the possibilities of third countries and empower their rights to interfere between conflicting countries.

Implementation of the mentioned propositions will allow gradually to decrease the amount of conflicts and to minimize their consequences as well as to prioritize Peace as the leading priority for the development of society.

## **Conclusions**

Let us summarize the mentioned above and emphasize:

1. Taking into account the existence of different types of noncommercial marketing (state marketing, etc.), the availability of existence of peace marketing has been proved as a separate type of marketing activity in the field of social interaction of various entities, aimed at forming a negative attitude of society towards any manifestations of aggression and support for peace throughout the world;
2. The expediency and necessity of using peace marketing by all progressive countries has been justified;
3. The concept of peace marketing, based on the generally accepted world-wide concept of "4P" by F. Kotler and aimed at shaping the world public opinion towards the condemnation of aggressors and all those who support them, has been defined;

4. The mission of peace marketing, its goals and objectives, which are generally aimed at establishing peace and mutual understanding among people all over the world, have been identified;

5. The methodological foundations of marketing of peace, which include principles, institutional norms, infrastructure provision, mechanisms, models of development, have been outlined;

6. The examples of implementation of peace marketing concept in practice have been given;

7. The recommendations for peace marketing development and improvement have been formulated.

### **Towards a peaceful and sustainable world – Possibilities for further research**

The results of this research can be the ground for further scientific inquiries and used in the practical international activity of states and socially oriented activity of product manufacturers. In addition, it is clear from this article that wars are not sustainable. Since the UN Conference for the Human Environment, which took place in Stockholm in 1972, many mechanisms have been formed to save our common environment. The Montreal Protocol has proven to reduce concentration of Ozone depleting chemicals. The annual meetings on Climate Change have also shown remarkable cooperation between nations to mitigate climate change. The main question that comes up is: since obtaining sustainability is not enough and wars continue damaging the world, shouldn't the world wake up to the need in combining tools of keeping sustainability together with marketing of peace?

It seems that only the strong combination of Peace Marketing together with taking care of a sustainable planet, will bring us to a peaceful and sustainable world.

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