

Nations Quest for Peace and Alignment to the New Normal: Any Roles for the Marketing Profession?

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ABSTRACT--- *Peace is one of the most desirable ingredients required for the existence of every human community, and the need for it has quadrupled as a result of the multiple challenges facing the world today. These challenges have further been exacerbated by the need to adjust to the new normal in our contemporary society which nexuses with business operations. The chances for peaceful societies have been fatally sacrificed at the altar of greed, selfish inclinations and the desires for self-aggrandizement of man; and these have made peace a scare commodity. The absence of peace has been linked with catastrophic effects, including business turbulence; which is the reason why deliberate efforts are constantly made by individuals, governments and religious institutions to foster peace. Sadly, the outcomes of these initiatives have not been much to be desired hence the need for a paradigm shift. This paper examined extant literature on the place of the marketing profession in nations' quest for peace. Peace like every commodity can be marketed; hence the argument of this paper that the marketing mix variables of product, price, place, promotion, preach, propagate and patronize readily find application in marketing peace. This paper concluded on the note that the clamor for a paradigm shift in the quest for peace in nations is in the right direction. More so, such shift must include the involvement of marketing professionals into the army of global peace seekers. Therefore, this paper recommends that national governments should promote matters that foster unity, develop a common national value and deploy social marketing programs. Furthermore, corporate organisations should consider peace marketing as a worthy cause to embrace, and firms should be willing to finance peace building activities as well as form coalitions of mega corporations for the promotion and protection of global peace.*

Keywords--- Mega Corporations, Nigeria, Peace, Peace Marketing Mix.

1. INTRODUCTION

Today's world is a knowledge-based society characterized by development in technology and unending creativity. In this era, individuals are continually exposed to stimuli that the society emits. The rate of exposure is determined to a large extent by beliefs and family values, societal norms and the rules encouraged by nations. The rates at which the component parts of the society assimilate these beliefs, values, traditions and rules has implications on social, political and armed conflicts that endanger world peace. As expected, hostile beliefs and actions of few individuals and organisations create havoc and destruction in the world. In the same vein, [1] reports that human greed is the main enemy of peace just as poverty is the major cause of conflict.

[2]study affirm that lack of understanding in the world as evident in the form of conflicts that has political and economic implications. This incidence has greatly increased after 2010. In the midst of the apparent misunderstanding among states majority of the world leaders have come to embrace the term peace. Global leaders' advocacy for peace has become the most frequent themes in international discussions, summits, negotiations and reunions. Actually, peace is one of the fundamental goals of every society. It is an ideal state of harmony and the reverse of conflict [3]. The outcome of peace is human wellbeing and prosperity is unquantifiable. The presence of peace enables businesses have a greater role to triumph over conflicts across the globe. It is worthy to remark that world conflicts have economic implications. The economic consequences are in the shape of business failures, unemployment, hunger, poverty, malnutrition among several others. Consequently, [4] advocates that business sustainability and peace-building efforts must develop an interdependent relationship in order to facilitate peace and free the world from the curse of conflict.

There are numerous global evidences of the havoc caused by the absence of peace. In Africa, the 1990s Rwanda genocide is a typical instance. In the present-day Nigeria, the level of insecurity is so high that citizens' now live-in apparent fear to the extent farmers can no longer go to the farms just as traders can no longer go to their markets. Also, school children are no longer safe in their various institutions as they have become a common target for kidnapping. Arising from

the dangers posed by the absence of peace, and the apparent failure of global peace initiatives as exemplified by national governments inability to guarantee adequate security for her citizens, this paper attempt to leverage on the possibility of creating a peaceful world through marketing actions that encompasses typical marketing processes.

Literature reveals that some scholars believe that peace marketing is essentially the responsibility of the United Nations Organization, National Governments, NGOs, leaders of all shades and law enforcement agencies. Similarly, several others propose that marketing tools and functions can be a useful means of bringing peace in the world [5], [6]; [7]. The contradictions in opinions about whose responsibility it is to nurture and sustain global peace is a great motivating factor for this endeavour. The crucial issue to contemplate is that despite the concerted efforts of governments, international and other private agencies, achieving global peace has remained a mirage. Consequently, this has led to the advocacy for a paradigm shift in proffering therapy for world peace. This paper examines nations' quest for peace: the roles of marketing profession. The concept of peace, peace building initiatives and the place of marketing in the creation and sustenance of peace are extensively explored.

2. THE CONCEPT OF PEACE

The term peace like many theoretical terms is difficult and slippery to define. Peace like happiness, harmony, justice and freedom is best recognized by its absence. Conversely, the presence of conflict be it ethnic or religious, kidnapping and banditry are indicative of absence of peace. The quest for peace is not restricted to within national boundaries. Rather there is greater need for peace at the international level. The continuous absence of peace both at the national and international levels poses grave danger to the survival of the people and nation. World peace is an ideal form of freedom that is aimed at achieving peace and happiness among and within all nations and/or people. The concept of World peace connotes a planetary non-violence that breeds willing cooperation either voluntarily or by virtue of a system of governance that prevents warfare among nations.

Truth be told, peace represents a need of mankind. To [8] peace connotes the need for security and safety. Peace can equated with protection and order. Peace essentially is a need to all individuals. This enables persons, organisations and nations to benefit from a stable environment devoid of tensions, conflicts as well as generate opportunity for prosperity and harmony. Peace favours harmonious development of nations. Peace in actual fact serves as an engine for the promotion of superior ideals and facilitate effective means of favourable communication between people. To many peace means prosperous life. Peace offers the creative energy needed to build the world. Peace enables man influence the cultural and technical progress. [9] believes that peace has several meanings. To [9] peace means understanding. It also connotes the existence of harmony between people. The creation of a happy life on earth and ultimately the absence of war atrocities.

3. PEACE BUILDING INITIATIVES

As a result of the place of peace, several peace building initiatives are commonly available globally. These initiatives are either promoted by individuals, governments or religious organisations. These promoters have elected to the pursuit of global peace in the process devoting enormous resources to the search for peace. Notable among this group is the Nobel Foundation in Oslo, Norway. In fact, every year the Foundation award a Peace prize to an outstanding individual whose life and actions serves as a heroic message about peace. Globally, there are other orgainsations recognized for their advocacy for peace. Some of these organisations include the American Peace Society, Asia-Pacific Peace Research Association, Bertrand Russel Peace Foundation, Buddhist Peace Fellowship and Catholic Association for International Peace. Others include the Economists for Peace and Security, German Peace Society, Global Peace Institute for Women, International Peace Institute, and Nonviolence International [10]. Regrettably, the multiplicity of these organizations is acknowledged to be one of the bottlenecks preventing a serious and impactful peace movement.

According to Collier (2003)[11], the United Nations Organization (U.N.O.), North Atlantic Treaty Organization (N.A.T.O.), the European Union (E.U.), and the Organisation of African Unity (O.A.U.) among several other regional/continental organisations are the main international organizations saddled with the responsibilities of maintaining peace and security. Specifically, in 1981, the United Nations declared September 21, the International Day of Peace. It is dedicated to peace and especially to the absence of war and violence. The day was celebrated for the first time in 1982, and since then it is celebrated each year by many nations, political and military organizations and many people.

Furthermore, religious and political leaders have equally made concerted efforts in search of peace globally. Worthy of note is the Vatican dedication of January 1 as the World Day of Peace in December 1967. It was initiated by Pope Paul the 6th, who wanted it to be celebrated each year, on the first day of the calendar year [10].

4. NEXUS BETWEEN PEACE AND NATIONAL DEVELOPMENT

The maxim of there is no meaningful development without peace holds true in every nation. This maxim has been found to be true time and time again. With peace at the epicenter and taking into consideration good governance, national development is guaranteed. Economic, educational and general societal wellbeing are the major indicators of national development. In short, the catastrophic effect of violence is an indication of the price of peace on national development. [4] reported that the global cost of violence and conflicts is 14.76 trillion US dollars in the year 2017 alone. Similarly, the Institute for Economic and Peace released its value of peace report showing the global cost of violence at 14.8 trillion US Dollars, or 12.4% of global Gross Domestic Product (GDP). 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 [4]. Undoubtedly, the absence of peace has adverse economic, educational and general societal development consequences on any nation.

Truth is that peace represents a felt need. Relying on the principles as enunciated in Maslow hierarchy of needs, the concept of peace unlike food, shelter, sex, clothing etc, which are existential can easily be located in the category of the needs for safety or security. It is an obvious fact that developing nations that do not have a stable economy are more prone to conflict. Scholars have established a relationship between peace and economic development of a state. This implies that peace and economic development are variables which can influence each other. Specifically, economic experts are of the opinion that on the short run economic growth has the capacity to generate peace in a country. It is also expected that on the long run peace could have positive impact on the economic growth of the society. It is noteworthy to remark that in developing economies, developments in the business environment and the rate of entrepreneurship serves as an indication of the state of the economy. This suggests that the pulse of an economy can be felt from a nations productive and consumptive levels.

A notable impact of the absence of peace in a nation is the disruption in economic activities. During war time for instance, productive activities cannot be accurately planned and executed. Similarly, market raids are a common occurrence just as warehouses are also targets to be looted. It is equally common to notice that during periods of conflicts the prices of commodities always tend to skyrocket. All these have economic consequences on the affected state. It is also true; an unsafe and unsecured place will be less attractive to investors. Taking a look at goings-on in the South Eastern and the North East sections of Nigeria, where safety of people and property is the most unguaranteed good, one can appreciate more the value of peace in relation to the development of any economy. This implies that for any meaningful economic transformation to take place, there should be a semblance of peace though absolute peace may be impossible to attain.

Nations quest for peace is not entirely restricted to adoption of common languages, the educational development of the nation is of equal importance. By nature, all humans are alike but education serves as a means of differentiation. It is a fact that education gives moral rules as well as regulates the behaviour of individuals. The level of education of a nation is indicated by these initiatives that could contribute to the consolidation and development of individual's mentality. The rate of a nation's educational development is a useful tool for the instauration of worldwide peace. It is a matter of fact that learning albeit educational activities can only take place in a stable and conducive environment. It will be a disservice to expect meaningful learning to take place in a hostile environment. Ironically, this is the current state of education in Nigeria. As a result of the activities of insurgents in Nigeria of late, there are numerous incidences of disruptions in educational activities. These disruptions vary from killing and maiming of teachers, kidnapping of school children, destruction of school buildings and forced closure of schools in troubled areas. In short academic calendars are also altered as a result of the palpable uncertainty under which learning takes place in the affected parts of the country.

[12], reported that the budget of peacekeeping is rising every year; and that over six billion dollars was earmarked to mitigate violence in the past five years. Regrettably, Nigeria of recent has found itself in the middle of conflicts. It is rather unfortunate that lately, Nigeria has become associated with terrorism, kidnapping, bandits, religious crises and other numerous vices.. In fact, all these activities have made Nigeria to be flag as a dangerous country to visit. These incidences contribute significantly to the decline in economic development and wellbeing of citizens. Constitutionally, it is the responsibility of every government to transmit to her citizens the feeling of safety as well as protection. Regrettably, this has been in short supply in Nigeria and some other African countries. The most disheartening consequence of this palpable insecurity is the negative image of Nigeria among comity of nations.

5. THE PLACE OF MARKETING

Marketing as a discipline and a vocation can be regarded as purposefully primed to solve problems. These problems could be at the individual, organizational and national levels. In other words, marketing activities entails proffering solutions to identified problems resulting in a "Problem free world" dwelling in peace. In the view of [13] marketing activities encompasses the planning and implementation of the conception, pricing, promotion and distribution of ideas, goods and services which ultimately satisfy individual and organizational goals. [14] is of the opinion that peace as an idea can be commodified as product to be marketed. As a matter of fact, all products and services are basically ideas which can be served on any platform. This suggests that marketing entails the generation of new ideas, making and implementing plans to satisfy individual, organizational and societal needs.

Marketing as a commercial activity is primarily concerned with communicating the value of a product, service or idea. The essence of such communication is the promotion of value to customers [15]. Any organization with the intent of survival need to engage in marketing activity through the provision of goods and services that persons are willing to and capable of affording. This implies that organizations marketing success rate is largely determined by the level of accuracy in ascertaining customers' demand. [15] acknowledge that the most potent marketing philosophy is customer centric. This implies that the organisation focuses its activities and services on meeting customer demands. A formal approach to this customer-focused marketing is referred to as marketing mix. The concept of marketing mix refers to those set of strategies that organisations employ to promote its brand in the marketplace.

Peace marketing is a relatively new concept in marketing lexicon. In [14] attempted to liken peace marketing to the spiritual side of marketing. In the process raised some pertinent questions in the form of- "could marketing contribute

to global peace”? “Can peace be marketed”? Much later [14] was quoted as saying “*Marketing is love and love is peace*” [16]. The issues raised here provided opportunity for marketing scholars, practitioners and activists to contemplate over how marketing initiatives could contribute to global peace making. The common contemplation among scholars was and is still how peace can be marketed in the mode of products, ideas, and a person or place.

Marketing scholars’ associates “Peace Marketing” with several themes such as social marketing, conflict management and law [7]. [17] remarked that the concept of peace marketing can be considered as a component of international marketing. The authors believe that peace marketing could also be regarded as non-profit marketing. Furthermore, other researchers posit that peace marketing can equally be regarded as a part of social marketing. Specifically, [18] put peace marketing in the stream of societal marketing. They proposed that peace marketing interventions should influence people on the need to change their behaviour from self-centralism to social-centralism. This position is premised on the fact that the essence of peace marketing is to influence social behaviours. The scope of influence of peace marketing entails initiating changes in habits and attitudes in the entire society. The ability to achieve the peace objective requires the development of unique programs expected to drive and sustain causes and ideas that could ultimately lead to the salvation of humanity from self-annihilation.

[5] asserts that modern marketing and its advocacy programs could assist in healing conflict-ridden societies. A review of existing literature reveals how conventional marketing system could be utilized by organizations to consider peace as the key purpose of marketing. However, due to the absence of a clear framework of peace-marketing mix, very scanty literatures are able to establish the idea of marketing peace as the main purpose of modern-day marketing.

According to [19], peace marketing is governed by the principles of conflict and the principle of helix. To the authors, the principle of conflict entails striking a balance between interests and abilities while the principles of helix emphasizes the idea that intensity of conflicts tends to decrease with time as cooperation between nations or entities becomes stronger with passage of time. Peace marketing promotes humanity by modulating human behaviour towards peace and harmony. Furthermore, organizations that embrace peace marketing activities are primed to making the world free from conflict, terrorism, genocide, violence, war and self-destruction [7]. [17] equates peace marketing with human marketing. The researchers conceptualize peace marketing as the rebranding of the classical marketing that is focused on the satisfaction of the needs and wishes of clients. [14] is of the opinion that marketing peace is far more than a pointed and continuous communication campaign. Rather it calls for a fundamental change in the distribution of the world’s assets and resources.

6. PEACE MARKETING MIX

The applicability of the conventional marketing mix is undebatable in peace marketing. In particular, [20] proposed a peace-marketing mix in the mould of the traditional “4P”. The author opines that peace-building interventions are the “peace-product”, The core funding to peace building and sustenance is “peace-price”, peace keeping missions in the conflicting area is “peace-place” and publicizing peace-building information through attractive messages is “peace-promotion”.

6.1 Peace as a product

There are disagreements among scholars on the issue of peace as a product to be sold. The issue in contention is should peace be the soul of modern marketing? It is the belief of scholars that to make the world peaceful again, peace-building should be the leading purpose of modern marketing. Peace should be the obvious outcome of every marketing action. In short, [14] revised marketing function is somewhat moving towards a shift in the purpose of marketing from profit to peace. When peace is considered a product, marketing activities scope are restricted to non-for-profit organizations and government agencies. However, when peace is the generic purpose of marketing, peace can be marketed like every other product. To many scholars, peace is a product to peacekeeping organizations. It is their belief that these organisations can sell it, through the conventional marketing mix system.

6.2 Price

It is a truism that modern marketing practices has shown that not all marketing transactions involves the exchange of money for a product. Price in the context of peace is concerned with the amount needed to build and sustain peace in the long run. In short, price could be inferred from the budgetary expenditure for peace related programs. The implication is that every nation that desire to have peace within its boundaries should consistently set aside money for securing her borders. The same should be applicable even at the global level. The implication is that various countries need to progressively budget on annual basis an amount related to security matters. Evidence has shown that Nigeria annual budgetary allocation for the protection of her national borders has been in excess of Two billion US dollars since the emergence of insurgence in 2009 [21]. In practical terms, this amount represents the price set aside for peace in Nigeria.

6.3 Place

Place in this context essentially refers to the geographical location where there is incidence of violence. To an undiscerning observer such places may seem remote from the metropolitan city. Or the number of persons affected in the troubled areas

may be insignificant. It is important to take punitive actions as evidence has shown that outbreaks of conflict in one place can easily spread to unsuspecting areas. The Arab spring of 2011 readily comes to mind.

6.4 Promotion

Promotion as a marketing mix attempts to resolve the issues connected with where, when and how firms pass their marketing message. In the context of peace marketing, it is also concerned with the agency that can champion the marketing efforts and the choice of the appropriate channels. Peace like health has a value. In short, the value of peace can be promoted. The value of peace can be perceived from the need for people to live in peace and harmony with those around just as well as to live a calm and carefree life within family.

Furthermore, [1] proposed preach, propagate and patronage as additional peace marketing mix. This proposition is hinged on the intent of reframing the conventional marketing mix. It is expected that the proposition would facilitate marketers attempt at transforming marketing functions into a peace building world.

6.5 Preach

The term preach is common to all the major religions of the world. To preach among all religion zealots is considered a command from the creator of all. [22] sees it as a method of mobilizing human and social values among societies. Following the methods of religious preaching, marketers could send special campaign programs to promote peace in the world. Organizations could sponsor the programs of 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 promotional campaigns to minimize consumerism. Besides, marketers must preach societal marketing values to avoid puffery, racisms, and other forms of marketing malpractices. [5] also suggested that private sectors could be involved in the marketing and advocacy for peace building. Marketing firms could help in spreading the benefits of living in a peaceful world. These firms may also independently activate religious and social value-based campaigns to facilitate peace-building.

6.6 Propagate

In most cases marketing programs involves activating projects aimed at spreading moral values and spiritual practices. These practices are commonly followed in every issue connected with religion and social culture. [23] proposed the propagation of religious principles of tolerance and cohesiveness to make peace among conflicting nations. Similarly, marketers could sell social values like brotherhood, patriotism and volunteerism through social campaign to expedite social change [15]. Propagating peace through social marketing intervention could be a great idea to resist religious fanaticism or counsel misguided people to give-up extremism.[24] and [25] in their research affirmed the effectiveness of this practice. In practical terms, organizations may nominate celebrities to propagate peace in conflicting societies.

6.7 Patronage

Peace building is a multi-stakeholder process. The importance of peace cannot be overemphasized to the success of any business venture. Consequently, the absence of peace is very inimical to business success. It therefore behooves on organizational managers to incorporate regular philanthropic activity into its programs that could enable it sponsor peace initiatives aimed at preventing conflict. It is also common practice among high value brand organizations to collaborate with national and international peacekeepers in their search for peace. [26] reports that the BMW group organizes an international award program. The award is granted to the organization with the most innovative ideas on peace building at the grassroots level. The essence of such an award is to foster intercultural and interfaith understanding of peace, diversity and cross-cultural sensitivity among firms. Marketers could leverage on the inherent benefits of this practice and consequently encourage their target customers to engage in charitable works.

Furthermore, social entrepreneurs could also get involved in peace building activities through socio-economic empowerment. [27] remarked that few firms in Nigeria and Brazil are currently paused with the idea of assisting small business startups that support marginalized women in rural communities. Patronizing as a peace marketing mix can be closely associated with "Cause Based Marketing". The foregoing notwithstanding, marketing firms that specialized in philanthropic programs has the capacity to facilitate global peace.

7. PEACE MARKETING AS CAUSE RELATED

Private organizations establish businesses both within and outside the borders of a country. In the course of their activities these mega corporations introduce new technologies, participate in foreign direct investments and contribute to regional stability albeit global peace. In the light of this scholars advocate that organisation considers peace marketing effects as caused related. As in cause- related marketing, all stakeholders are expected to be committed to the cause of peace.

[28] the proponent of cause related marketing acknowledge that cause related marketing is an alignment of corporate philanthropy and business interests. The essence of cause-related marketing is the shift of firms' communication emphasis to customers in quest for their support for a cause so as to create a bond between the cause and customers. This implies that through cause-related marketing activities organisations solicit for customers support through the purchase of the

firm's products and services. In practice promotional campaign is the commonest vehicle for the propagation of cause related marketing activities.. Cause related promotional campaign activities consist of a series of mass or personal communication messages that share a single idea and theme. In most cases this mass communication messages appear in different media within a specific time frame [29]. In this regard, firms could adopt every available promotional activity to the end that the conduct of business is geared towards the creation of global peace.

8. CONCLUSION

This paper examines the place of marketing in nation's quest for peace. It reviewed literature on individuals, governments and religious institutions peace building initiatives. Literature reveals that absence of peace is catastrophic both to the individuals, organisations and nations. The absence of peace has great economic, political, educational and societal among several others consequences. Specifically, apart from the freedom of movement, the traditional marketing activities among many others are hampered. Of recent the quest for peace constantly remains the central theme of discussion in every gathering of global leaders.

As a result of the necessity of peace, individuals, organisations and governments of nations have devoted substantial resources towards attaining peace. In spite of these efforts, the consensus among global leaders is that attaining peace in the world has become a herculean task. Experience has shown that reliance on conflict resolution strategies is not sufficient to guarantee global peace. In fact, extant literature reveals that conflict resolution theories do not seem to provide sufficient knowledge and procedures that could facilitate peaceful settlements. This has led to the clamour for a paradigm shift in the quest for peace in nations. This shift is recruiting business organisations into the army of global peace seekers. The inclusion of business organisations would enable business enterprises contribute to nurturing and sustaining the eco-system of peace.

Peace marketing highlights the importance of marketing as it facilitate an improvement in collaboration between organizations and nations as it relates to the promotion of global peace. It is a known fact that marketing activities hold a strategic place in international affairs such that it contributes to the provision of solutions to global conflicts. It is generally expected that marketing of peace in particular could result in an increase in the level of security, generate higher level of satisfaction of individual needs and contribute to maintaining global peace.

In the same vein, it is also expected that the involvement of business organisations in conjunction with government interventions would facilitate the nurturing and sustenance of global peace building efforts. It is however the contention of this paper that in the light of business organizations commitment to goals attainment objectives, nation's quests for peace could be closer than it is ever imagined and it is only in the atmosphere of peace that aligning to the new normal can be possible.

9. RECOMMENDATIONS

Following the review of literature on peace building initiatives and their attendant outcomes, this paper recommends the following.

(1) Governments all over the world can promote peace through the development of a common national language. This practice takes advantage of the benefits of marketing communication. In fact, learning and speaking a common language contributes to the removal of linguistic barriers. It is a proven fact that people spoken language does not only ensures communication among its members, but also represents a symbol of national unity.

(2) National governments should promote matters that foster the unity of the citizens rather than encourage divisive tendencies. This can be done when appointments and election into offices are on the basis of merit instead of nepotism. Furthermore, persons or tribes with divergent opinions should be integrated rather than ostracize them

(3) The government of all nations should undertake social marketing programs to educate the people about the emotional and functional benefits of respect for all religions in building a peaceful world. As a matter of fact, social marketing of secularism would help all governments of the world to keep the world free from religious zealots and conflicts.

(4) Corporate organisations should consider peace marketing as a worthy cause to embrace. This firms can do as they deploy adequate resources towards the search for national peace. It is strongly believed that firms' involvement in peace marketing should be aimed towards the social transformation and holistic prosperity of the world. In short, peace marketing programs and campaigns must play a pivotal role in resolving conflicts leading to political, social, and individual peace and global sustainability.

(5) Corporate organizations should be willing to finance peace building activities. All that is required is for these organisations is to contribute a certain proportion of the firm profits for funding peace movements globally.

(6) This paper also recommends that mega corporations can either form national, continental or global coalitions just like the governments of nations to promote peaceful coexistence. It is expected that with these organisations collaborating firms can successfully harness their resources and messages to achieve a media presence that would create an impact in the search for global peace.

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