Chapter 6

Marketing of Peace of Demarketing of War?
A Qualitative Study on University Students Effect of Demarketing of War

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ABSTRACT

The marketing of peace has been of great impact during the previous century and the first two decades of the 21st. From famous songs to international institutions, the efforts to establish peace as a universal value were multiple. Marketing tools are the main approach to achieve this goal. Yet marketing peace can take more than one form, as demarketing war is also used to prepare people to reject it and pressure governments to take more peaceful measures to keep their interests. The rise of social media and viral videos has played an important role in raising the awareness against war and other kinds of violence. Therefore, this research aims at testing the impact of those videos on their target groups. To achieve this goal, the researchers study the impact of emotional and objective videos about the war in Syria to assess their impact on their analysis of the situation. As a key finding, the two groups had different approaches depending on the video introducing the topic, one more centered on politics and another giving a more humanitarian analysis.

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INTRODUCTION

This article is written while the world is experiencing several wars as the civil war in Syria, the Israeli Palestinian conflict, and the crisis in Venezuela. It is a fact that humankind has been through multiple violent conflicts: ideological, resource driven or territorial wars. And modern times are no exception yet.

War is a very ancient aspect of civilizations where peace, conflict avoidance and adaptation are strong impulses of human culture (Fry, 2007). History showcases that war is deeply rooted in Western culture, as it appears in monuments that rarely convey peace. In fact, clear evidence proposes that humans share a collective memory or a hegemonic ideology. This ideology appears to be predominant and adheres to a vision where history is powered by violence. This is why revolutions and wars are the most mentioned events in history and are thought to be more representative of human history.

Throughout this last century, especially after the Second World War, and the demonstration of what violence brings to humanity. Huge efforts have been deployed to spread peace though political, economic and social mechanisms. Peace has become a purpose for many institutions, and the idea of it became a universal value that humanity aspires for.

The world has seen the rise of organizations that promote peace in the globe. As Amnesty international, United Nations, Human Rights Watch and other Governmental and non-governmental institutions. Among the efforts made, it is easy to notice communication campaigns and events organized by several NGOs, Governments and even celebrities.

These institutions act through plans and strategies to establish and maintain peace, in a world where management and marketing tools are developing rapidly. In fact, technologies and the emergence of more effective marketing tools and theories offered the possibility to lead their struggle more effectively.

On another hand, efforts are also made to counter the acceptance of war by the public and build a resistance to such decisions so governments can find such measures hard to take. Those actions are part of the demarketing of war. Our research aims to test the demarketing approach through the analysis of the vocabulary used and the ideas expressed after exposure to two videos (one demarketing war through emotional triggering, and the other objectively approaching a war situation through analysis).
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