

Marketing Under Socialism to Save the Earth and her Humans

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Abstract: *The attempt of this article is to control the marketing (creating, pricing, communication, and distribution) by the state under socialism. The present marketing system in the capitalism, planned economy, and the mixed economy is failing to perform responsible marketing because of the impact of the individual ownership of production factors. This research findings based on secondary data and regression analysis based on primary data shows that there is the significant dependability between the healthy earth and her humans and state-owned production and distribution, using solar energy and air driven technology, transforming raw materials into secondary raw materials and finished goods that would be converted into soil again, controlling the population, higher rate of average age based developing competition among the countries of the world, social marketing communication for demarcating and remarketing to change the consumption pattern. This research also finds out that people want to live on the healthy earth to enjoy the natural beauties for a long time than the consumption of harmful products and services which cause the shorter human life-cycle due to environmental pollution. The impact of capitalism like profit oriented unethical marketing practices, managing the government controlling agencies by unfair means in the planned or mixed economy is calling for new marketing practice by a state under socialism. In this context, all the countries are requested to operate their marketing activities (creating, pricing, communication, and distribution) under socialism for responsible marketing to keep the earth healthy and her human.*

Keywords: *Marketing, Responsibility, Capitalism, Pollution, Socialism, Healthy Earth, Long human life-cycle*

Introduction

“**Marketing** is “the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.” (Kotler, 2004). According to this definition, all products and services are creating and distributing by the owners of production factors in society under capitalism. Another definition of **Marketing** is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (AMA, 2013). In this definition, any individuals and institutions are producing and delivering

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products for the society at large under an economic system. The marketing system in society is giving the chance of much consumption for standard of livings under capitalism, mixed economy or planned economy (Smith, 1976). In fact, marketers are producing and delivering huge unnecessary products and services enjoying the ownership of production factors which decrease the human average age due to harmful food products and environment harming luxurious products. In this context, “consumption limit into fundamental needs with long existence on earth (*marketing under socialism*) is better than much more consumption for standard of living with shorten human life cycle due to industrial pollution (*marketing under capitalism*). In the twenty-first century, it is found that the impact of capitalism like social class conflicts between richer and poorer (Marx, 1978), degraded environment, pollution, uncontrollable corruption, human health, life on earth, irritable attitudes of the earth (natural disasters) are calling for new economic practices where any production and distribution (marketing) would be controlled by a State that is socialism. Profit-run marketing (creating, pricing, delivering, and communication) in a market economy under capitalism is now at the matured stage, especially in developed countries. Wealth is gradually concentrated in a few richer and the poorer are gradually poorer in the capitalism where production and distribution is operated by the people (owners of production factors) of a country. “Capitalism is defined as an economic system characterized by private or corporate ownership of capital goods; by investments that are determined by private decision; and by prices, production, and the distribution of goods that one determined mainly by competition in a free market.” (Webster, 2009). “The function of government is to represent the middle-income and working people rather than just the wealthy and powerful. [we have come to] worship greed.” (Sanders, 2016). As a result, the wealthy and powerful private investors are collecting huge raw materials for the people’s led production and distribution from the earth without considering the relationship between the earth’s health and shorten human life for long existence on earth that causes the environmental degradation and pollution. Consequently, marketing under capitalism is harming the earth health that is a great threat in terms of the existence of the human life on the earth in future. “Adam Smith is often referred to as the “father of capitalism.” He described a system in which an “invisible hand” would maintain the market without government intervention. The government exists merely to protect individual rights, which according to Smith, also include the establishment of an army to protect against foreign invaders, a police force to protect against domestic criminals, and a court system to settle disputes that arise, enforce to settle disputes that arise, enforce contracts, and punish criminals according to objectively predefined laws.” (Smith, 1776). According these statements, he said production and distribution would be directed without any government intervention. But now days, all the governments of the world, more or less are directly or indirectly controlling the creating products, pricing, and distribution. On the other hand,

governments including all agencies of the world are sometimes failure to establish the consumer rights in capitalism due to the corruption of the wealthy and powerful entrepreneurs or marketers. This is of course, a negative consequence of capitalism. The basic problems of the economics are (1) what to produce (2) how much product (3) how to produce (4) how to distribute (5) are the production factors used inefficiently? (Robert, 2013). In capitalism, these decisions are made by the self-controlling market system (Smith, 1976). There is no State controlled marketing system in terms of decision making on the basic economic problem solving. In mixed economic system, State is undertaking some sort of economic measures to protect the consumer rights, human rights, and social welfare. Actually it is an effort of encountering the effects of capitalism by the vaccine of socialism which is a blending of capitalism and socialism. There is no precise definition of a "mixed economy". Theoretically, it may refer to an economic system that combines one of three characteristics: public and private ownership of industry, market-based allocation with economic planning, or free markets with state interventionism (Nardhaus, et al, 2004). In fact, the mixed economy is also failure to control the impacts of matured state of capitalism where private owners of production factors (land, labor, capital, organization, technology) is collecting and converting limited natural raw materials from the earth which is making pollution, environmental degradation. Because, they are always after profit violating the rules and regulations imposed by the government controlling agencies of a country sometimes using unfair means due to their wealthy power including exercising political power by giving huge subscription, donation or pushing secret money. The chances of earning profits under capitalism and mixed economy through anti-social welfare marketing activities are the major causes of human and earth's health. At another extreme, In Marxist theory, socialism, also called lower-stage communism or the socialist mode of production, refers to a specific historical phase of economic development and its corresponding set of social relations that supersede capitalism in the schema of historical materialism. The Marxist definition of socialism is a mode of production where the sole criterion for production is use-value and therefore the law of value no longer directs economic activity. Marxist production for use is coordinated through *conscious* economic planning while distribution of economic output is based on the principle of to each according to his contribution. (Marx, 1978) Socialist economic systems (all of which feature social ownership of the means of production) can be subdivided by their coordinating mechanism (planning and markets) into planned socialist and market socialist systems. Additionally, socialism can be divided based on their property structures between those that are based on public ownership, worker or consumer cooperatives and common ownership (i.e., non-ownership). In one sentence, production and distribution (creating, pricing, communication and distribution) would be controlled by the government of a State. In this economy, a State will decides what to produce (products and services that are not harmful for the earth and her human), what

quantity to produce (matching the natural resources with the fundamental needs and wants of the controlled population of a country), how to produce (solar energy driven technology), how to distribute (rationing system by the government), are the production factors used efficiently (government will make plans for using land, labor, capital and organization for target production in terms of full employment). In the conclusion of the above introduction, it is found that the government regulatory agencies are not being able to control the cruel collection of raw materials and transforming into secondary raw materials, finished products caused pollution which is gradually creating threats on earth health and her human under capitalist, mixed and planned economic system. Therefore, production and its distribution must be controlled by the government intervention. In this connection, creating all products, pricing, communication and distribution should be under control by the State government to keep the humans health enjoying long age on a healthy earth. So, here is a scope of research on how socialism can keep the earth healthy for long existence of her humans on the earth instead of luxurious standard life with shorter life cycle.

Literature Review

1. Socialism and its Impacts

According to classical Marxism, capitalism is characterized by the basic contradiction between the objective tendency toward socialization of production and the capitalistic system of private appropriation. The contradiction would lead to increasingly irreconcilable class conflicts as well as progressively more devastating economic crises. The contradiction could only be resolved by replacing capitalism with a fundamentally new economic and social system based on social ownership of the means of production and society-wide economic planning that would allocate social resources rationally to meet the social need (Engels, 1978). According to the mainstream view, a major failure of the socialist economics had to do with their inability to promote innovation, without private property; there was an insufficient reward for innovation and risk-taking. On the other hand, without competition and the threat of bankruptcy, there was no penalty for failure to innovate, (Hayek 1996). Did the post-1989 consensus provide a broadly correct assessment of the actual historical experience of the 20th-century socialist economics? Did the 20th-century socialism fail because it failed to work rationally as an economic system? The historical socialist states were a part of the capitalist world system and constrained by the basic laws of motion of the capitalist world system (Wallerstein, 1979). The 20th century socialist revolutions took place in the periphery and semi-periphery of the capitalist world system. In the early 20th century, Russia was a declining semi-peripheral state (Wallerstein, 1979). (Vicente Navarro, 1993) studied the health indicators of capitalist states and concluded that “at least in the realm of under development, where hunger and malnutrition are part of daily reality, socialism rather

than capitalism is the form of organization of production and distribution of goods and services that better responds to the immediate socioeconomic needs of the majority of these populations,” Giovanni Arrighi (1991), pointed out that “[socialism] versus [capitalism] has made a big difference in the status and welfare of the lower social strata of the regions in question – strata that in middle and low-income regions constitute anything between one-half and two-thirds of the population. In *General Theory*, Johan Maynard Keynes argued that capitalist investment as fundamentally unstable and moreover, the development of capitalism financial markets was likely to have further intensified investment instability (Keynes, 1964). He also proposed that a somewhat comprehensive socialization of investment will prove the only means of securing an approximation of full employment. In the *Communist Manifesto*, Karl Marx predicted that as capitalism developed a growing proportion of the society’s labor force world become wage workers. As the proletarianized working class grew in strength and learned to get organized, sooner or later it would become so powerful that it would prove to be the “gravediggers” of capitalism (Marx and Engels, 1978). Socialism, like many political and economic theories, can be considered a product of the human desire to create a utopian or ideal society motivated by dissatisfaction with perceived or social injustice. Plato’s *Republic* (380,BCE) was a vision of the ideal society in which philosopher-kings were raised and trained from birth to be logical and wise.

2. Green Marketing to Protect the Earth and her Humans

Terms like “green Marketing & Environmental Marketing” appear frequently in the popular press. Many governments around the world have become so concerned about green marketing, activities that they have attempted to regulate them (Polonsky, 1994a). One of the biggest problems with the green marketing, area is that there has been little attempt to academically examine environmental or green marketing while some literature does exist [Carlson, Grobe and Kangan 1993, Davis 1992, Davis, 1993], it comes from divergent perspectives. Unfortunately, the majority of people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. Green marketing incorporates a broad range of activities, including product modification, changes to the production, process, packaging changes, as well as modifying advertising. It includes green marketing, Environmental Marketing, and ecological marketing, while green marketing come into prominence in the late 1980s and early 1990s. The American Marketing Association (AMA) held the first workshop on “Ecological Marketing in 1975. The proceedings of this workshop resulted in one of the first book on green marketing entitled “Ecological Marketing” (Henion and Kinnear, 1976a), Since the time a number of other books on the topic have been published (Charter,1992, Coddington, 1993, Ottman,1993). The American Marketing Association (AMA) workshop was defined the Ecological Marketing as “the study of the positive and negative aspects of marketing activities on pollution, energy depletion and non-energy

resource depletion, (Henion and Kinnear 1976,). “Green or Environmental Marketing consists of all activities designed to generate and facilitate exchanges intended to satisfy human needs or wants, such that the satisfaction of those needs and wants occurs with minimal detrimental impact on the natural environment, (Polonsky, 1994b). This definition includes all the traditional components of the marketing definition that are “All activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants (Stanton and Futrell, 1987). In fact, profit run production and distribution are failing to implement the concept to save the earth health and her human. Because capitalist power is managing the all controlling government agencies by unfair means.

3. Why Marketing under Socialism to Save the Earth Health and her Human?

“Economics is the study of how people use their limited resources to try to satisfy unlimited wants” (McTaggart, Findly, and Parkin, 1992). Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives (Keller, 1987, Shearer,1990). Organization believes that they have a moral obligation to be more socially responsible (Davis, 1992, Freeman and Liedtka, 1990). Governmental bodies are forcing firms to become more responsible (NAAG, 1990) but these efforts are not being able to achieve the goal. Competitors’ environmental activities pressure firms to change their environmental marketers’ activities (NAAG, 1990). Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behavior (Azzone and Manzine, 1994). In a Study of 16 countries, more than 50% of the consumer in each country, other than Singapore, indicated they were concerned about the environment (Ottman, 1993). A 1994 study in Australia found that 84.6% of the sample believed that all individuals had a responsibility to care for the environment. One of the more recent, publicized environmental regulations undertaken by governments has been the establishment of guidelines designed to “control” green marketing claims (Polonsky,1994). These regulations include the Australian Trade Practices Commission’s (TPC). “Environmental Claims in marketing –A Guidance (TPC,1992), and the regulation suggested by the National Association of Attorneys-General (NAAG,1990). In addition, these guidelines many states in the US have introduced legislation to control various environmental marketing activities (Kangun and Polonsky, 1997) but no measures are doing well to save the negative impact of industrial competition based on higher growth rate and per capita income.

4. Impact of Marketing on the Health of Earth and Humans

The significance of environmental factors to the health and well-being of human pollutions is increasingly apparent (Rosenstock, 2003; World Health Organization (WTO,2010b). Environment pollution is a worldwide problem and its potential to influence the health of human populations is great (Feroidoun et al., 2007; Progressive Insurance, 2005). Pollution reaches its most serious proportions in the densely settled

urban-industrial centers of the most developed countries (Kromm, 1973). In poor countries of the world, more than 80% polluted water have been used for irrigation with only seventy to eighty percent food and living security in industrial urban and semi-urban areas, (Mara & Cairncross, 1989). Over the last three decades, there has been increasing impacts attributed to environmental pollution (Kimani, 2007). Human exposure to pollution is believed to be more intense now than at any other time in human existence (Schell et al, 2006). There is no doubt that excessive levels of pollution are causing a lot of damage to human & animal health, plants & trees including tropical rainforests as well as the wider environment (Tropical Rainforest, Animals, 2008). Environmental pollution is tangled with the unsustainable anthropogenic activities, resulting in substantial public health problems (Khan, 2004, McGeehin et al, 2004) respected that U.S. population from infectious diseases to diseases such as cancer, birth defects, and asthma, many of which may be associated with environmental exposures. There is virtually no check on some 8,000 industrial units in USA that are contributing to high rates of pollution (Kaufman, 1993). The U.N –backed Millennium Ecosystem Assessment Synthesis Report Found that nearly two-thirds of Earth’s life-supporting ecosystems, including clean water, pure air, and stable climate, are being degraded by unsustainable use (Handwerk, 2005). Business and human activities can be direct threats to ecosystems; they can cause destruction, degradation, and the impairment of biodiversity and other natural resources. Ecosystem threats include (1) climate change (2) pollution (3) habitat destruction (4) overexploitation and (5) introduction of invasive species. Business and human activities can stress the ecosystem they operate in reducing its overall health and at some point the accumulation of all negative impact from human activities can exceed the ecological threshold of the plant. Driving these human activities are population, affluence, and technology.

By analyzing the literature review on the above sections, it is observed that marketing system in any kind of economy is creating new demands and arousing existing demands for creating and delivering numerous products and services to ensure the standard of living providing unlimited consumption. In fact, the marketing system is, directly and indirectly, harming the earth’s health and her humans. People of the world are enjoying plenty of consumption but their average age is being shortened in the long-run. The consumers are gradually informing about the bad impact of consuming unnecessary products and how degraded environment is creating threats on their health and human existence on the earth. On the basis of this analyzing of secondary data, there are some key variables have been aroused in terms of marketing under socialism to save the earth and her human.

5. Social Marketing to Change the Consumption Pattern

The term is introduced first in 1971 to describe the use of marketing principles and techniques to advance a social cause, idea, or behavior (Kotler and Zaltman, 1971).

Social marketing is the design, implementation, and control of programs seeking to increase the acceptability of a social idea or cause in a target group(s). The social marketing communication approach is to direct persuasive information at smokers about the risks of smoking and the advantages of not smoking (e.g., Warning: The Surgeon General Has Determined That Smoking Is Dangerous to Your Health). Family planning organizations in India, Sri Lanka, Mexico, and several other countries have sponsored major advertising campaigns attempting to sell people on the idea of having fewer children. It is a great example of behavioral changes of social marketing to control the population. Basically, people change some aspect of their behavior for the sake of their well-being. Behavioral change causes include efforts to discourage harmful products consumption, efforts to discourage excessive consumption of unnecessary products and services, efforts to discourage the use of hard drugs, efforts to discourage the use of hard drugs, efforts to help overweight and diabetic people change their food habits (Kotler, 1982). There are many social causes which have the limited objective of creating a cognitive change in the target audience. They are called public information or public education campaigns. Many examples can be cited: Campaigns to explain the nutritional value of different foods, campaigns to explain the benefits of consumption limit within fundamental needs for long human existence on the healthy earth, campaigns to expand awareness of greenhouse effect due to industrial hazards, campaigns to bring attention to pressing social problems, such as natural disaster, tsunami, earthquakes, acid-rain, lower part of the countries under water, shorten human cycle due to polluted earth etc.

Only the given secondary information is not enough to give recommendations and draw a conclusion. On the other hand the capitalism in the developed countries now at the almost matured stage. So that, it is imperative to know that how people are rethinking regarding the state-controlled production and distribution or socialist economy can be incorporated gradually in all the countries of the world. The discussion of the above sections, some research questions have been raised, they are; how a State can strongly control the major marketing activities (production, pricing, communication and distribution) under socialist economy? How transforming natural raw materials into secondary and finished goods that would be digested into the soil after consuming disposals? Is it possible to redirect the developing competition based on the rate of average age and long existence on a healthy earth instead of per capita income? How solar energy and air-driven technology can be used to protect the greenhouse effects? Is it possible to change the present consumption pattern of human by using social marketing communication into fundamentals needs and environment-friendly products? How growth rate controlling affects the healthy earth within the natural food products. Regarding this issue, it should be examined some identified key variables to test the hypothesis, how a healthy earth and her human depends on the given variables. The identified dependent variable and independent key variables are as follows;

The conceptual framework and key variables of the research:**Y = Marketing under Socialism to Save the Earth Health and her Humans (MSEHH)**

X_1 = State Control Production and Distribution to Protect the Production of any Harmful Product for Humans' Health. (SCPDH)

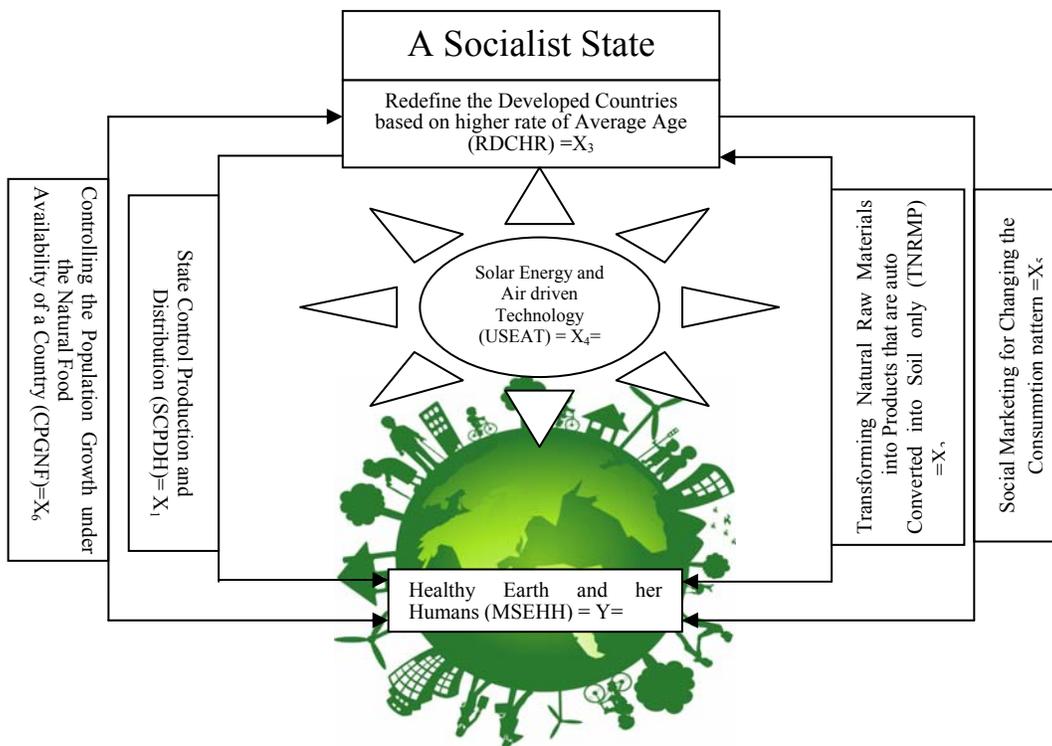
X_2 = Transforming Natural Raw Materials into Products that are auto-converted into Soil only (TNRMP)

X_3 = Redefining the Develop Countries on the basis of the Higher Rate of Average Age of the People instead the per Capital Income Generating Competition (RDCHR)

X_4 = Using Solar Energy and Air-driven Technology in Production instead of Mineral Oil (USEAT)

X_5 = Social Marketing for Changing the Consumption Pattern from Luxurious Life into Long-Existence on the Earth (SMCCP)

X_6 = Controlling the Population Growth under the Natural Food Availability of a Country (CPGNF)

Figure 1: A Conceptual Model of Marketing to Save the Earth Health and her Humans

Objective

The main objective of this research is to identify the scope of marketing under socialism to control the environment degraded and unnecessary luxurious products and services that are harmful to human health and earth's health for long existence of human on earth planet. The other specific objectives are;

1. To control the production and distribution of harmful products and services to save the earth health and her humans through controlling the production factors by a State.
2. To transform the natural raw materials into products that are re-converting into soil only.
3. Re-define the developed countries on the basis of higher average age of the people of a country instead of the per-capita income generating competition.
4. Encourage the producers or marketers to use solar energy and air-driven technology in creating and delivering their products instead to protect the greenhouse effects on earth.
5. Apply social marketing to change the consumption behavior from using unnecessary harmful luxurious products with shortening life-cycle into fundamental products consumption for long life-cycle on the earth.
6. Control the population growth for making the balance of the people's needs and wants with the limited production factors of a country.

Methodology

- a) Problem identification:** In a capitalist or planned economy, people of a State are the owners of the production factors for marketing goods and services that are causing ecological imbalance gradually. They are not controllable in terms of creating, pricing, communication and delivering harmful products and services that are making threats on earth health and the human existence on the earth in the long-run.
- b) Nature of the research:** This is a descriptive nature of research under conclusive research design.
- c) Research Question:**
RQ₁: What type of economic system would be appropriate to control the environment degraded and human health-harming products and services marketing?

RQ₂: Which lifestyle is better to you; (1) unlimited consumption with shortening life-cycle, (2) Limited consumption with long life-cycle on a healthy earth?

RQ₃: Is it possible to change the consumption pattern by using social marketing communication into limited healthy products for long human life-cycle?

RQ₄ : What score do you consider the degree of relationship between the dependent variable Y and independent variables X₁, X₂, X₃, X₄, X₅, X₅ out of 100 scores?

d) Hypothesis Development :

Ho: There is no significant relationship between marketing under socialism and keeping healthy earth for long human life-cycle.

Ha: There is a significant relationship between marketing under socialism and keeping healthy earth for long human life-cycle. [Accepted]

- e) Population, Sample size, and Sampling technique:** The problem-related population is the economically knowledgeable people of a country who know the basic difference between marketing under capitalism and socialism to save the earth and her human. The first class citizen in Bangladesh those are directly and indirectly involved in the production and delivering products and services at commercial and social organization levels. The sample size is 300 (three hundred). The sample has been selected by using non-random sampling technique from the 800 (eight hundred) post-graduate diploma students in major marketing and human resource management at Bangladesh Institute of Management who are presently doing the job as executives in a different level of organizations in Dhaka, Bangladesh.
- f) Type of data and sources of data:** Qualitative secondary data has been used to analyze the literature from a number of journals, research paper, and books to identify the key variables. Quantitative data has been collected by conducting a survey of the post-graduate students at Bangladesh Institute of Management, Dhaka, Bangladesh.
- g) Questionnaire Development and Data collection:** A structural questionnaire has been developed containing four key questions including seven variables. Face to face personal interview method has been used to collect data from the executives in the classrooms. The author personally collected the data.
- h) Data analysis Techniques:** Data has been analyzed by using SPSS for frequency distribution in preparing table and graphs. A linear statistical regression analysis has been conducted to fit a conceptual model and test the hypothesis.

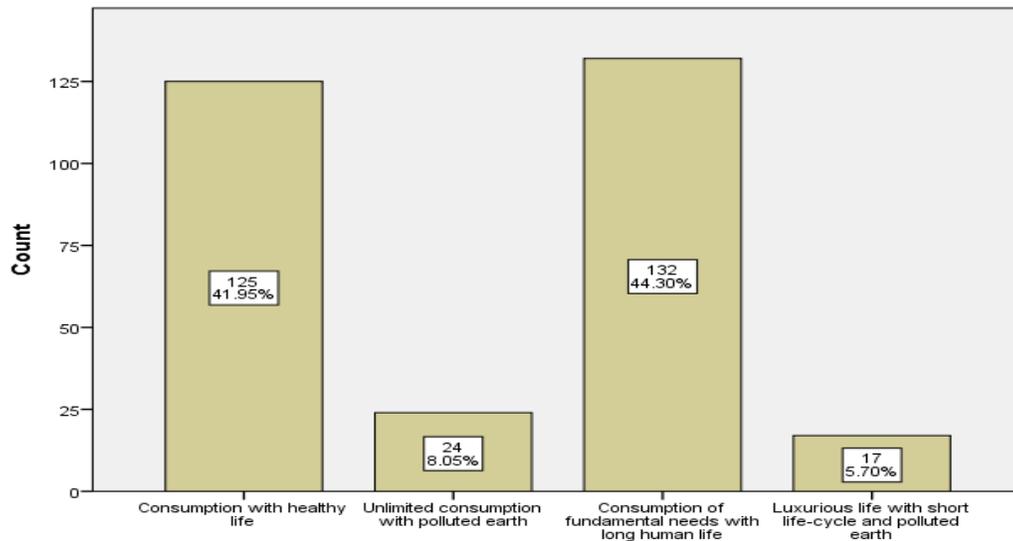
- i) **Limitation:** The sample has been selected from Bangladesh, but almost they are the representatives of the world class similar citizens.

Findings/Results

Table 1 shows that out of 300 sample respondents, 15% is Graduate; around 77% is Masters Degree holders. It is observed that majority respondents are higher educated and their perceptions and attitudes are almost more valuable in society. [Appendix-10]

It is shown in table 2 that there are four categories of the organization in a country. There are four categories of sample respondents under four kinds of organizations. The 37% sample respondents are included from manufacturing organizations, 26% sample respondents are from the social organization (public and private), 28 % respondents are from NGOs and 8% respondents are from service-oriented government organizations.

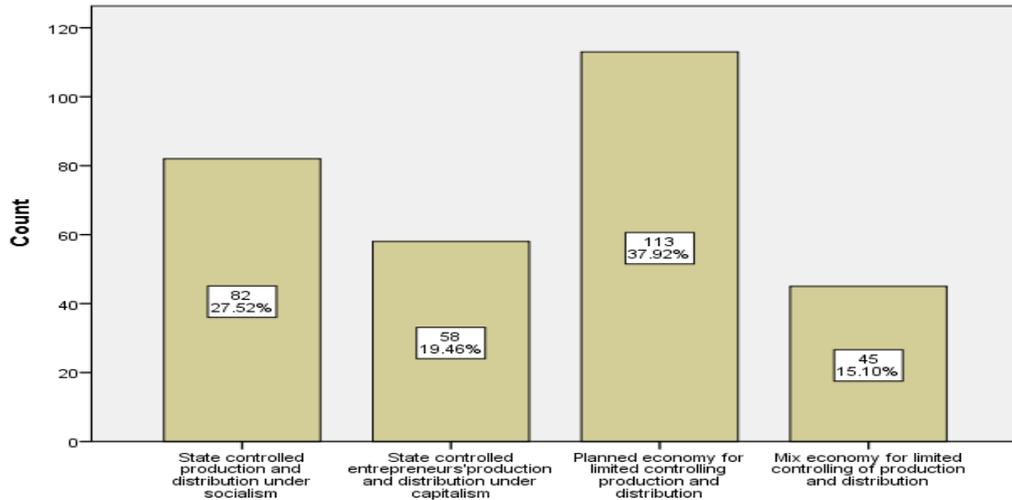
In the graph 1, it is observed that out of 300 sample respondents from the executives in human resource, marketing, industrial management, computer science, financial management at different categories organization, 42% prefer the lifestyle as consumption with healthy life, 6.05 % respondents prefer as unlimited consumption with polluted earth, 44% respondents want to lead their life as consumption of fundamental needs with long human life, 5.70% sample respondents prefer the lifestyle with luxurious life with short life-cycle and polluted earth.



Graph 1 : Expected Consumption Pattern and Life-style of the Humans on Earth

The graph 2 shows the preference of production and distribution system of a country for keeping the earth healthy and her human's long life-cycle. It is observed that around 28% sample respondents prefer the State controlled production and distribution under

socialism, 19% respondents want to set the state-controlled production and distribution under capitalism, around 38% sample respondents prefer the planned economy for limited controlling production and distribution, and 15% sample respondents want a mixed economy for limited controlling production and distribution system.



Graph 2 : Appropriate Economic System to Control the Production and Distribution of Environment harming Products

A question is asked to the 300 sample respondents to identify the possibility of changing consumption pattern of the human on earth by using social marketing communication for bringing about the behavioral changes in favor of a healthy earth and her human. In the following graph 3, around 86% respondents believe that it is possible to change the consumption pattern of the human in favor of a healthy earth and her human; only 14% respondents think that it is not possible to change the present consumption pattern toward a healthy earth.



Graph 3 : Impact of Social Marketing Communication on the Consumption Pattern to Save the Earth and Long-human life-cycle

Regression Analysis

Table 3: Variables Entered/Removed			
Model	Variables Entered	Variables Removed	Method
1	<p>X₆ = Redefining the Develop Countries on the basis of the Higher Rate of Average Age of the People instead the per Capital Income Generating Competition (RDCHR),</p> <p>X₄= Using Solar Energy and Air-driven Technology in Production instead of Mineral Oil (USEAT),</p> <p>X₃ = Controlling the Population Growth under the Natural Food Availability of a Country (CPGNF),</p> <p>X₁= State Control Production and Distribution to Protect the Production of any Harmful Product for Humans' Health. (SCPDH),</p> <p>X₂ = Transforming Natural Raw Materials into Products that are auto-converted into Soil only (TNRMP),</p> <p>X₅ = Social Marketing for Changing the Consumption Pattern from Luxurious Life into Long-Existence on the Earth (SMCCP)^b</p>		Enter
<p>a. Dependent Variable: Y = Marketing under Socialism to Save the Earth Health and her Humans (MSEHH)</p> <p>b. All requested variables entered.</p>			
<p>Model: A regression model has been developed for the purpose of this study. A total of 6 independent variables were included in the unrestricted model and finally, using the stepwise regression method, 5 independent variables were found to be significant in the restricted model. The restricted Model is as follows:</p> $Y_{\text{MSEHH}} = a + b_1\text{SCPDH} + b_2 \text{TNRMP} + b_3 \text{CPGNF} + b_4 \text{USEAT} + b_5 \text{SMCCP} + b_6 \text{RDCHR} \dots\dots$			

X₁ = State Control Production and Distribution to Protect the Production of any Harmful Product for Humans' Health. (SCPDH),

X₂ = Transforming Natural Raw Materials into Products that are auto-converted into Soil only (TNRMP),

X₃ = Controlling the Population Growth under the Natural Food Availability of a Country (CPGNF),

X₄ = Using Solar Energy and Air-driven Technology in Production instead of Mineral Oil (USEAT),

X₅ = Social Marketing for Changing the Consumption Pattern from Luxurious Life into Long-Existence on the Earth (SMCCP)^b

X₆ = Redefining the Develop Countries on the basis of the Higher Rate of Average Age of the People instead the per Capital Income Generating Competition (RDCHR),

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.653 ^a	.426	.414	15.63463

a. Predictors: (Constant),
 X6 = Redefining the Develop Countries on the basis of the Higher Rate of Average Age of the People instead the per Capital Income Generating Competition (RDCHR),
 X4 = Using Solar Energy and Air-driven Technology in Production instead of Mineral Oil (USEAT),
 X3 = Controlling the Population Growth under the Natural Food Availability of a Country (CPGNF),
 X1 = State Control Production and Distribution to Protect the Production of any Harmful Product for Humans' Health. (SCPDH),
 X2 = Transforming Natural Raw Materials into Products that are auto-converted into Soil only (TNRMP),
 X5 = Social Marketing for Changing the Consumption Pattern from Luxurious Life into Long-Existence on the Earth (SMCCP)

As per the above model summary we see that the relationship between Dependent and Independent variables is strong (R=.653).

Above table shows that dependent variable is 43 percent influenced by the independent variables that are included in the model. (Adjusted R Square = .412)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51895.494	6	8649.249	35.384	.000 ^b
	Residual	69910.274	286	244.442		
	Total	121805.768	292			

a. Dependent Variable:
 Y = Marketing under Socialism to Save the Earth Health and her Humans (MSEHH)

b. Predictors: (Constant),
 X6 = Redefining the Develop Countries on the basis of the Higher Rate of Average Age of the People instead the per Capital Income Generating Competition (RDCHR),
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 X5 = Social Marketing for Changing the Consumption Pattern from Luxurious Life into Long-Existence on the Earth (SMCCP)

The ANOVA procedure tests the null hypothesis that all the β (regression coefficient) - values are zero against the alternative that at least one β (regression coefficient) is not zero. That is,

$$H_0: \beta_1 = \beta_2 = \beta_3 = \beta_4 = \beta_5 = \beta_6 \dots \dots = \beta_k = 0$$

H_a: At least one β is not zero.

In the above ANOVA table it can be seen that the null hypothesis is rejected (Since the Calculated value of $F >$ Table value of F). In this case, we can conclude that the equation is statistically significant

Table 6: Coefficients'

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	14.764	4.855		3.041	.003
X1 = State Control Production and Distribution to Protect the Production of any Harmful Product for Humans' Health. (SCPDH)	.423	.057	.413	7.481	.000
X2 = Transforming Natural Raw Materials into Products that are auto converted into Soil only (TNRMP)	.156	.059	.154	2.652	.008
X3 = Controlling the Population Growth under the Natural Food Availability of a Country (CPGNF)	.143	.056	.142	2.551	.011
X4 = Using Solar Energy and Air-driven Technology in Production instead of Mineral Oil (USEAT)	.093	.064	.080	1.462	.145
X5 = Social Marketing for Changing the Consumption Pattern from Luxurious Life into Long-Existence on the Earth (SMCCP)	-.144	.074	-.124	1.953	.052
X6 = Redefining the Develop Countries on the basis of the Higher Rate of Average Age of the People instead the per Capital Income Generating Competition (RDCHR)	.159	.066	.147	2.421	.016

a. Dependent Variable: $Y =$ The relationship of ($X_1, X_2, X_3, X_4, X_5, X_6$) Marketing under Socialism to Save the Earth Health and her Humans (MSEHH)

$\beta_1 = .42$, i.e., 100% change in the healthy earth and her human leads to 42% change the dependent variable.

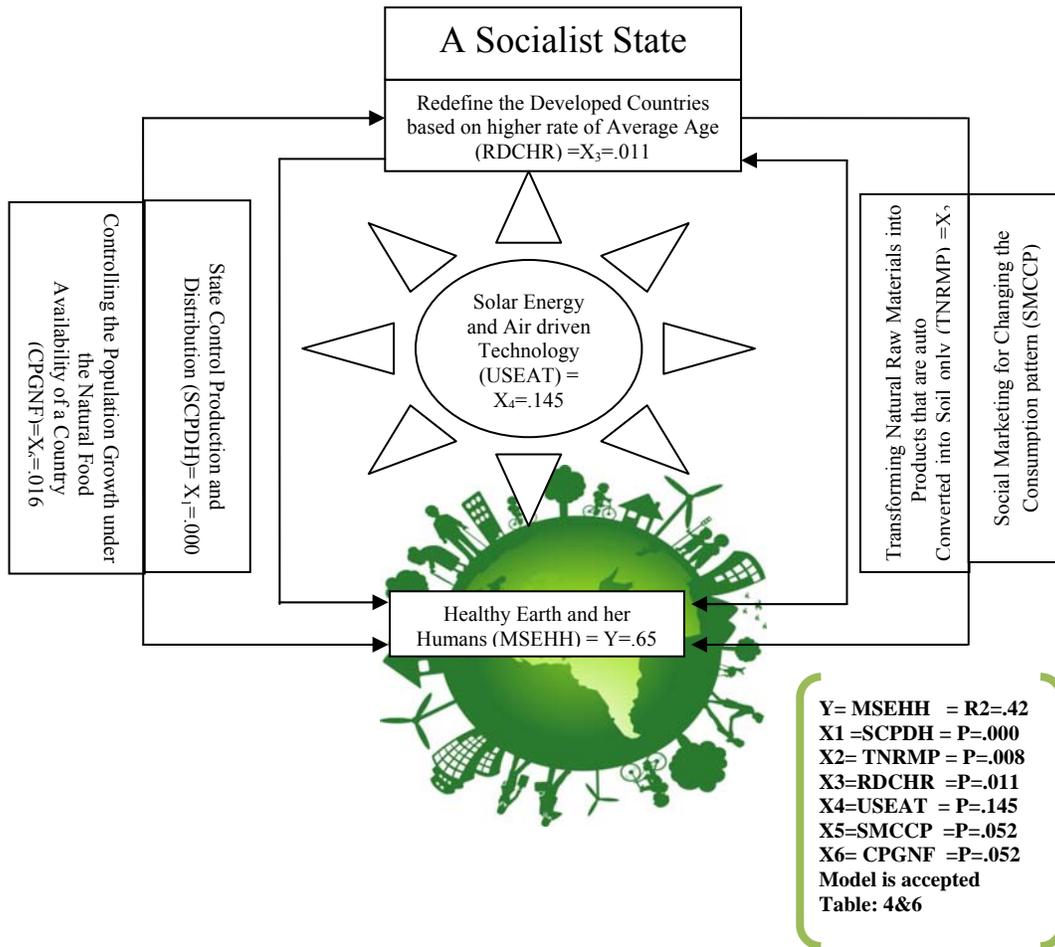
$\beta_2 = .15$, i.e., 100% change in the healthy earth and her human leads to 15% change the dependent variable.

$\beta_3 = .14$, i.e., 100% change in the healthy earth and her human leads to 14% change the dependent variable.

$\beta_5 = -.14$, i.e., 100% change in the healthy earth and her human leads to -14% decrease in the dependent variable.

$\beta_6 = .15$, i.e., 100% change in the healthy earth and her human leads to 15% change the dependent variable.

Figure 2: A Restricted Model of Marketing to Save the Earth Health and her Human



Recommendations

On the basis of the research findings, the following recommendations can be suggested for practical implications. The major recommendations are as follows;

1. State-controlled marketing system of a country should be incorporated in production and distribution of goods and services for ensuring the consumption of healthy products. The profit-oriented marketing system in self-controlling production and distribution system is not suitable for protecting industrial pollution, health risk products consumption. The State-owned production and distribution or socialism influence 42% to the healthy earth and her human. Therefore, each and every state should strongly control the product creating, pricing, marketing communication, and distribution which is calling for re-practicing of socialism.
2. Transforming natural raw materials in producing secondary raw materials and finished goods that are converting into soil finally influences the dependent variable 15%. Therefore, all manufacturing commercial organization should use such raw materials in finished goods that would be re-converted into the soil for ensuring the good health of the earth and her humans. The secondary raw materials or any scientific raw materials should be prohibited from the production system.
3. Competition for becoming developed countries among the countries of the world based on achieving a higher rate of average age influences the dependent variable 14%. So that all countries should limit their population growth to match it with the natural food availability. The natural system of producing the farm products will decrease the food production. Therefore, each and every state should control her population growth within the limited production of foods.
4. Using solar energy and air driven technology in any manufacturing influences 093% to the dependent variable or healthy earth and her human. But the P value of this variable is not cover the significant level .05. In fact, sample respondents should respond positively on this variable. It means most of the sample respondents did not understand the necessity of using solar energy and air driven technology in manufacturing and household consumption for anti-polluted healthy environment or earth.
5. Applying social marketing communication to bring about behavioral changes negatively influences -14% which decrease the dependent variable. Actually, social marketing communication can change the people's belief, attitudes, and behavior. It means the sample respondents did not understand the meaning of social marketing communication. In this connection, a question has been asked to the same sample respondents [graph-3] to identify the possible use of social marketing concept to bring about the behavioral changes in their consumption pattern. 86% respondents

- say that social marketing communication will be enough to change the consumption behavior to keep the earth healthy and her human. Therefore, each country should use social marketing communication techniques to change the consumption behavior in favor of healthy earth.
6. Controlling the growth rate of the population within the foods limit influences the dependent variable 15%. Therefore, each and every country should compete in achieving the higher rate of the average age of long human life-cycle on the healthy earth. Basically, people want to enjoy the beauty of the earth and her nature for a long time as much as possible. In the new economy, all countries are competing to achieve a *higher rate of gross domestic product (GDP)* and *per capita income* which causes the polluted environment and degraded the earth's health. If this practice is converted into the higher rate of the average age of people of a country in world competition for development, it would be possible to protect the unnecessary production and consumption of harmful products and services and long existence of human on the healthy earth. Basically, people of the world prefer long existence on the earth than consuming harmful foods and unnecessary luxurious product [grap-1].

Conclusion

On the basis of the overall research findings, it is observed that the people want to enjoy the beauties of the earth and lead their lives for long existence on earth. Basically, they need fundamental products or services for their survivals to see the natural scenario of the earth. But in the market economy of capitalism, marketers are expanding and creating new demands, sometimes unnecessary demands by using science and technology. In this context, the entrepreneurs of a country, as well as the world, are creating, pricing, communicating and delivering huge unnecessary products and services that direct the innocent people to use numerous harmful products persuaded by marketing communication through electronic and print media. Because human needs have no bound. In fact, they do not know the direct or indirect impact of these unnecessary products and services in their health in the question of long existence on the earth in a healthy earth. No state is being able to control the environment-friendly production and distribution to protect the irritable attitudes of the earth like increasing temperature, greenhouse effect, tsunami, acid raining, air and water pollution due to the ownership of production factors of people in the capitalist countries. The cruel manner of the entrepreneurs in the capitalist countries is collecting unlimited raw materials from the earth and gradually transforming them into directly or indirectly harmful products that are decreasing the average age of the human. Most of the capitalist countries are trying to protect the earth's health and her human by setting some controlling government agencies and undertaking planned economy, mixed economy to control the production and economic system. But these efforts are not being successfully run due to the power of

capitalism and corruption. This research finding shows that people want a planned economy for limited control of production and distribution system [Graph-2]. But it is found that state control production and distribution economy influences 42% to the healthy earth for long existence of human life-cycle in the world. In the conclusion of these research based on the findings and analysis, markets should be more responsible by the strong controlling production and distribution system under socialism. Social marketing communication can be helpful tools in a country to educate the people on how limited consumption can praise the healthy earth and long human life-cycle. There is a proverb, nobody wants to die in the world to enjoy the natural beauties. The matured stage of capitalism is remaining stay by the partial treatment of socialism. This effort is gradually increasing toward the socialism. Therefore, all countries should practice socialism for responsible marketing to save the healthy earth and her human.

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APPENDIX -1**Table 1 : Educational Qualification of the Sample Respondents**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Graduate	45	15.0	15.0	15.0
	Masters	232	77.3	77.3	92.3
	Above Masters	23	7.7	7.7	100.0
	Total	300	100.0	100.0	

Table 2 : Kinds of Organization

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Manufacturing Organization	110	36.7	37.2	37.2
	Social Organization	78	26.0	26.4	63.5
	NGOs (Non Government Organization)	84	28.0	28.4	91.9
	Service Oriented Commercial Organization	24	8.0	8.1	100.0
	Total	296	98.7	100.0	
Missing	System	4	1.3		
Total		300	100.0		

APPENDIX-2**Questionnaire**

**Questionnaire for Studying on
MARKETING UNDER SOCIALISM TO SAVE THE EARTH AND HER
HUMANS**

“Please note that the information collected through this questionnaire is confidential and will be used for research purpose only.”

Profile of the Respondent

1. Cell No :	01	
2. levels of education:	Degree	Masters Above
(Please tick mark√):	<input type="checkbox"/>	<input type="checkbox"/>
3. Types of Organization:	1. Manufacturing 2. Social 3.NGOs 4.Commercial Service	

Question no. 1: Which consumption pattern and lifestyles do you like most from the following options; [please, check your preference by giving √ tick mark]

1. Limited consumption with healthy life
2. Unlimited consumption with polluted earth
3. Consumption of fundamental needs with long human life
4. Luxurious life with short life-cycle and polluted earth.

Question no.2: What type of economic system would be appropriate to control the environment degraded and human health-harming products and services marketing?

- a. State controlled production and distribution under socialism.
- b. State-controlled entrepreneurs’ production and distribution under capitalism
- c. Planned economy for limited controlling production and distribution
- d. Mix economy for limited controlling of production and distribution

Question no. 3: Is it possible to change the consumption pattern by using social marketing communication into limited healthy products for long human life-cycle on the healthy earth?

Answer: A. Yes B. No

Question no. 4: Do you think that the production and distribution under socialism for keeping the earth and her humans depends on the variables in the following table? How would you score in the following boxes out of 100 for each independent variable's ($X_1, X_2, X_3, X_4, X_5, X_6$) relationship on the dependent variable (Y) and how (Y) is influenced by all the variables out of 100 scores for each independent variables? [Please tick the appropriate score on the given scale]

Name of the Steps	Functions	Relationship Score (100)
Y =	Marketing under Socialism to Save the Earth Health and her Humans (MSEHH) Poor 10—20—30—40—50—60—70—80—90—100 Strong	?/100
X_1 =	State Control Production and Distribution to Protect the Production of any Harmful Product for Humans' Health (SCPDH) Poor 10—20—30—40—50—60—70—80—90—100 Strong	?/100
X_2 =	Transforming Natural Raw Materials into Products that are auto-converted into Soil only (TNRMP) Poor 10—20—30—40—50—60—70—80—90—100 Strong	?/100
X_3 =	Controlling the Population Growth under the Natural Food Availability of a Country (CPGNF) Poor 10—20—30—40—50—60—70—80—90—100 Strong	?/100
X_4 =	Using Solar Energy and Air-driven Technology in Production instead of Mineral Oil (USEAT) Poor 10—20—30—40—50—60—70—80—90—100 Strong	?/100
X_5 =	Social Marketing for Changing the Consumption Pattern from Luxurious Life into Long-Existence on the Earth (SMCCP) Poor 10—20—30—40—50—60—70—80—90—100 Strong	?/100
X_6 =	Redefining the Develop Countries on the basis of the Higher Rate of Average Age of the People instead the per Capital Income Generating Competition (RDCHR) Poor 10—20—30—40—50—60—70—80—90—100 Strong	?/100