

CHAPTER TWO

REVIEW OF LITERATURE

This chapter reviews the literature in six areas along with a summary: (1) Meditation, (2) Dhammakaya meditation, (3) Sappāya or Favorable Conditions, (4) Motivation Theories, (5) Business Marketing VS Social Marketing, and (6) Model of Customer Behavior and The Seven Ps Concept.

2.1 MEDITATION

Meditation is a mental discipline by which one attempts to get beyond the mind into a deeper state of relaxation or awareness. When thinking about meditation, many people might imagine monks, gurus, masters, or special people sitting in silence. In fact, meditation is what we are doing in our everyday life, either intentionally or unintentionally. Whenever we are concentrating on our task or what we are doing, it could be said that we are doing simple meditation. However, our attention and concentration could be finally melted away by what happens around us. A wandering mind leads to the weakness of our body and mind. According to the simile of the old Indian philosopher (www.vipassana.com), our soul is like a piece of crystal which always takes the color of what is near it. When the crystal touches, it will defeat the strength of the color and forget itself. If the crystal touches the red flower, the crystal will take the color, forget what it is, and identify itself with red. In the same way, people have taken the color of the body and believe that they are the body. This results in all the difficulties: fears, worries, anxieties, troubles, mistakes, and weakness. The only way to make the crystal realize its own identity is a deeper meditation, a state where our mind intensely stands still.

The origin of meditation could date back to a time before recorded history. Archaeologists revealed that the practice may have existed since the first Indian civilizations. From its beginning, meditation has developed in various traditions, many of them have been known and practiced for thousands years. Because of its great benefits, these meditation techniques have been passed from generation to generation

and never went out of fashion. Yoga, Kundalini, and Transcendental from Hinduism; Sufi from Islam; Zen, Samatha, Vipassana, and Satipatthana from Buddhism are some good examples. In other beliefs such as Judaism, Christianity, and Jainism, even not so widely practiced, we could also find other forms of meditation. Some traditions are common to several religions, and some occur outside religious contexts. This shows that meditation is not the practice limited to only a few religions, yet it is a practice that can benefit millions of people of different nationalities and religious beliefs worldwide.

2.2 DHAMMAKAYA MEDITATION

The meditation technique taught at The Middle Way is the ‘Dhammakaya Meditation Technique’, one of the most ancient techniques of meditation in the world (www.meditationthai.org). This technique dates back to more than 2,500 years at the time of the Lord Buddha. ‘Dhammakaya’ is a Pali word that means a body of enlightenment and the term appears in many places in the Buddhist scriptures of Theravada, Mahayana, and Vajrayana (Tibetan) schools. The technique was lost about 500 years after the passing of the Lord Buddha and was rediscovered in 1917 by the Most Venerable Phra Mongkoltepmuni (Sodh Candasaro), a renowned Buddhist monk also known as Luang Phaw Wat Paknam.

The Dhammakaya meditation technique focuses on the center of the body as the mind’s natural home and also the inner path to enlightenment. It teaches about self-discovery, relaxation and purification of the mind. Its simplicity and effectiveness have made its popularity grow very fast. Moreover, the practice is claimed not to oppose any beliefs.

2.3 SAPPĀYA (FAVORABLE CONDITIONS)

As in modern psychology, we know that environment is very important and influential to a person’s progress or decline. In Buddhism, the Buddha always stressed the importance of environment in the form of geographical or climatic conditions as well as the people we associate with. The beneficial environment for meditation practice is called ‘Sappāya’, which means ‘favorable conditions’, and the harmful one

is called ‘asappāya’ or ‘non-favorable conditions’. According to the Visuddhimagga, a Buddhist commentary written by Phra Buddhaghosa in approximately 430 CE in Sri Lanka, describing the path to purity which is through Sila (discipline), Samādhi (meditative concentration), and Pañña (wisdom), Sappāya is divided in seven dimensions: dwelling place, occupation or place to go to, words, persons, food, season, and postures of the body.

2.3.1 Dwelling Place

This is the first factor that is believed to enhance or detain the progress of meditation practice. Our mind can be easily distracted in the place which is noisy or where there are many people doing different activities. That is why the Buddha encouraged his disciples to go to the forest, under the shade of a tree, or an abandoned place. In the town, however, a place which can induce serenity of mind is also Sappāya.

2.3.2 Occupation or Place to Go to

People engaged in some occupations, most of which are immoral, normally find it difficult or impossible to meditate. In contrast, occupations that develop the quality of mind are favorable.

2.3.3 Words

This means the topic of conversation. Issues such as politics, wars, obscenity, and crimes are sensitive and authorities on meditation believe they should be avoided. The favorable talk should focus on topics which improve the quality of mind.

2.3.4 Persons

Associating with people who are fickle or like to talk non-sense should be avoided. On the other hand, making friends with those who are stable in precepts, meditation, and virtues will facilitate the development of meditation.

2.3.5 Food

Meditation experts tell us to select the food that is suitable. This could be individual issue as different people are fond of different things. Moderate eating, not too much or too little, is also important.

2.3.6 Season or Temperature

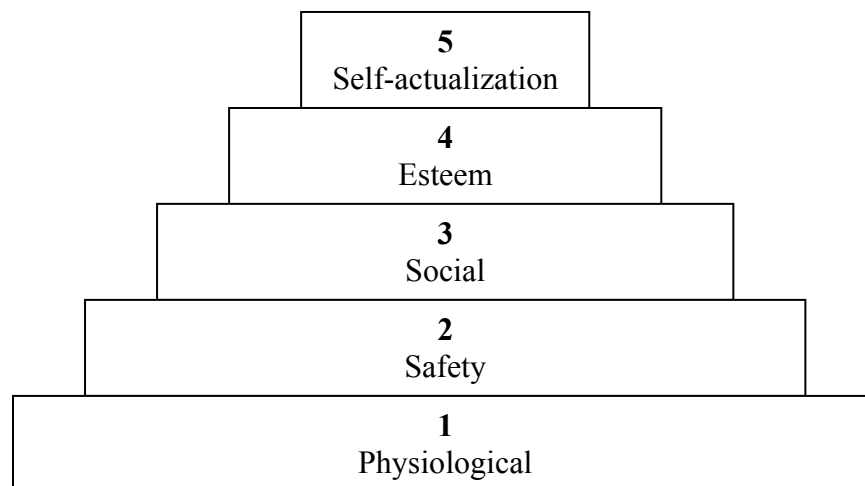
Each person has their best time to practice meditation. Unfavorable weather could lead to the discomfort of the body. The following result is the troubled mind.

2.3.7 Postures of the Body

Mind training can be practiced with all postures of the body: sitting, standing, lying down, or walking. In whatever posture the mind becomes still, that posture is favorable

2.4 MOTIVATION THEORIES

There are many theories related to human motivation. One of the most well-known and widely accepted theories is the Pyramid of Requirements or 'Hierarchy of Needs' developed by Abraham Maslow. He categorized human needs into five groups and arranged them as a hierarchy as shown below (Canwell & Sutherland, 2004):



Maslow explained through this hierarchical concept that the higher level needs will be addressed only if all the needs that are lower down are mainly or entirely satisfied. Each level can be explained as follows (Kressler, 2003):

Level 1: Physiological needs

Needs in this level are human's basic needs in order to survive. These includes the need to breathe, the need for clothing, the need for shelter, the need for sleep, and the need for activity and movement.

Level 2: Safety needs

They are the needs for physical safety and security, including security in the figurative sense, uncertainty avoidance, and protection through law and order.

Level 3: Social needs

Once the physiological and safety needs are fulfilled, the needs for social acceptance, love and affections will emerge. The fulfillment of such needs creates a sense of belonging and emotional security. Social needs include the feeling of belonging in the family, a circle of friends, a group, or a union.

Level 4: Esteem needs

At this level, people will desire to be respected. Self-confidence, sense of power, prestige, and dignity are obtained by being accepted by others. In contrast, failure to fulfill these needs may result in low self-esteem.

Level 5: Self-actualization needs

Self-actualization is the need to make the most of natural abilities to achieve a sense of ultimate fulfillment. People who have these needs seek for wisdom. Since they do not need to worry about the basic needs or security, they do things that they love to do, not because they have to.

2.5 BUSINESS MARKETING VS SOCIAL MARKETING

According to Sargeant (2005), nonprofit organization is an organization that exists to achieve some goal other than the usual business goals of profit, market share, or return on investment. A nonprofit organization needs the strategy of 'Social Marketing' which is stated as "the use of marketing principles and techniques to influence a target audience to voluntarily accept, modify, or abandon a behavior for the

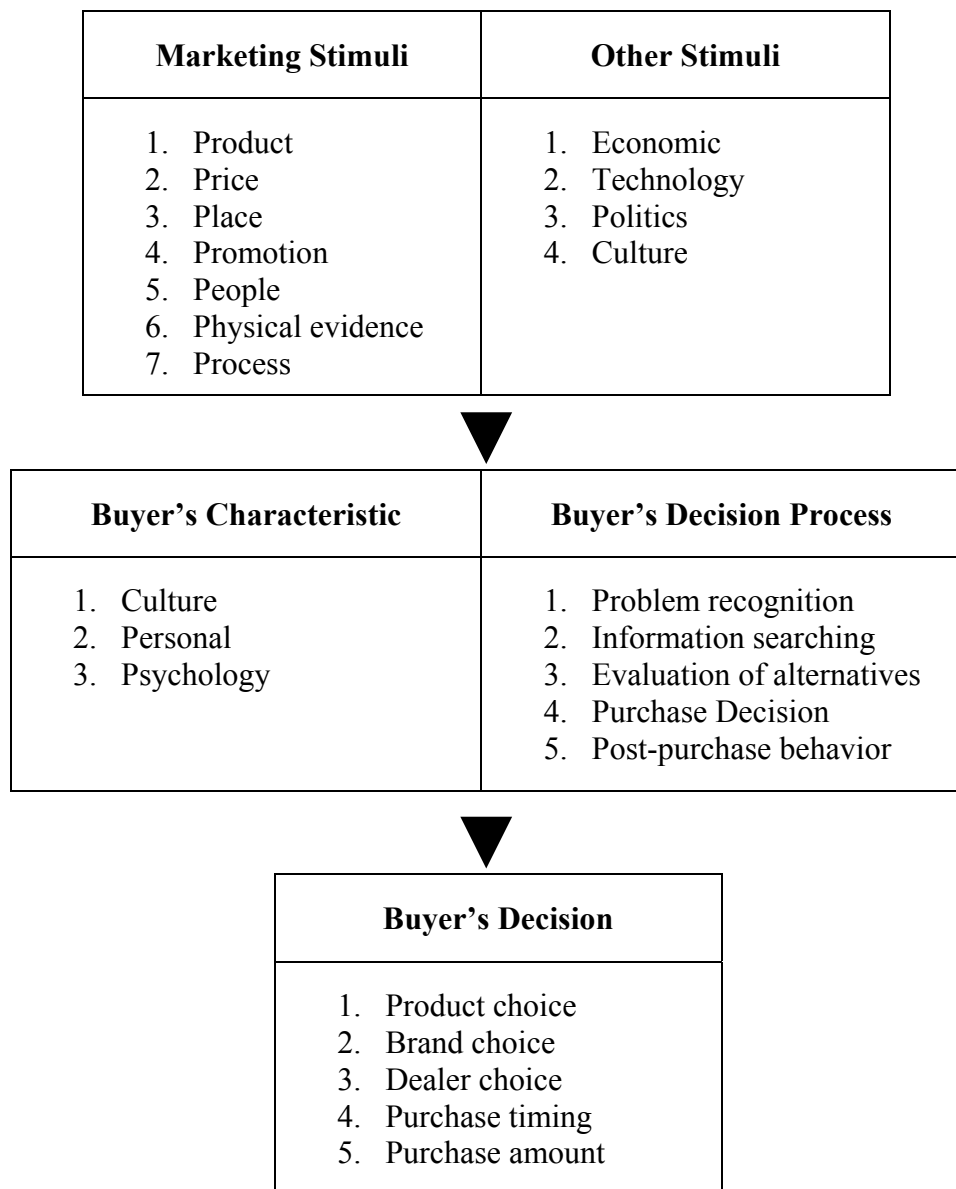
benefit of individuals, groups, or society as a whole” (Kotler & Andreasen, 1995). The key differences between Business Marketing and Social Marketing are:

Business Marketing	Social Marketing
<ul style="list-style-type: none"> • The main objective is to gain profit. • Main capital comes from investment. • Benefits are mainly for individuals. • Operational success can be measured by the profit or market share. • Focus on short-term behavior. • The product or service must not be against the target’s behavior. • The manager enjoys risk taking. • The relationship tends to be in the form of competition. 	<ul style="list-style-type: none"> • The main objective is to do good deeds. • Main capital comes from donation. • Benefits are mainly for the public. • Operational success is hard to measure. • Focus on long-term behavior. • The product or service tends to be against the target’s behavior. • The manager enjoys risk taking. • The relationship tends to be in the form of cooperation.

2.6 MODEL OF CUSTOMER BEHAVIOR AND THE SEVEN Ps CONCEPT

It is truly important to understand consumer behavior. Understanding how consumers make decisions can be helpful in many ways. For example, if a company learns through research what attribute is the most important for a certain target market, the company can design the product or service to meet that criterion.

According to Kotler (2004), a customer behavior model shows the relationship of ‘Stimulus’ influencing ‘Customers Response’. In other words, the stimuli play a key role in encouraging customers’ needs and response. The relationship is displayed through ‘Customers’ thinking process’ affected by ‘Buyer’s Characteristics’ and ‘Buyer’s Decision Process’. The following table shows an example of the customers’ behavior model:



Note: From Marketing Management: Analysis Planning Implementation and Control (p. 161), by Kotler, 2004. New Jersey: Prentice Hall.

The marketing stimuli could be considered as the factors influencing customers' decisions to buy the product or service. It is also known as the concept of Seven Ps, which could be applied to a successful marketing strategy for nonprofit organizations as following:

The 1st P: Product

Things that should be considered are the features of the product such as the packaging, branding, and warranties which should be able to attract the target customers.

The 2nd P: Price

The price of the product or service should be considered together with the term of payment and the special rate for specific groups such as senior citizen rate or group rate.

The 3rd P: Place

Things that should be considered are the location or the channel of distribution including the method of logistic or transportation.

The 4th P: Promotion

Things that should be considered are the channel to communicate with the target customers to inform and educate about the organization and the product; for example, the advertising or public relations. Sales promotion is also included in this fourth P.

The 5th P: People

All people directly or indirectly involved in the consumption of a service play a key role in the service marketing. Not only should the customers be considered in this fifth P, staff and employees are also significant.

The 6th P: Physical evidence

The ability and environment in which the service is delivered, both tangible goods that help to communicate and perform the service, and intangible experience of existing customers and the ability of the business to relay that customer satisfaction to potential customers.

The 7th P: Process

Procedure, mechanisms, and flow of activities by which services are consumed (customer management processes) are an essential element of the marketing strategy.

To summarize, this chapter illustrates the concept of meditation, Dhammakaya meditation, Sappāya, Motivation Theories, Business marketing VS Social Marketing, and Model of Customer Behavior and The Seven Ps Concept. The subjects, materials, procedures for data collection, and data analysis will be presented in the next chapter.