

# Applying the Sustainable Marketing Mix to Mahakumbh 2025: Balancing Faith, Ecology, and Economy

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## ABSTRACT

Religious tourism, particularly large-scale events like Mahakumbh in Prayagraj, presents both opportunities and challenges for sustainable development. Mahakumbh 2025 in Prayagraj is attracting millions of pilgrims, making sustainability a critical concern. This study explores the application of the **Sustainable Marketing Mix (4Cs: Customer Solution, Customer Cost, Convenience, and Communication)** in the context of Mahakumbh 2025, aiming to balance faith, ecology, and economy. The research examines sustainable solutions offerings such as eco-friendly accommodations, biodegradable materials, and organic food options. It evaluates pricing strategies that encourage responsible consumption while ensuring accessibility for pilgrims of all economic backgrounds. The study also analyses sustainable infrastructural developments (Place) that minimize environmental impact, including waste management, water conservation, and carbon footprint reduction. Additionally, the role of green communication strategies, such as digital campaigns and awareness programs, is assessed in fostering environmentally responsible behaviour among visitors and stakeholders. The findings highlight best practices and policy recommendations to enhance the sustainability of religious tourism through an integrated marketing approach. This research contributes to the growing discourse on **sustainable pilgrimage management**, offering insights for policymakers, event organizers, and marketers to create a harmonious blend of tradition and sustainability.

**KEYWORDS:** Sustainable Marketing Mix, Religious Tourism, Mahakumbh 2025, Eco-Friendly Pilgrimage, Sustainable Development, Circular Economy

**JEL CODES:** L83, M31, O13, P18, P28, Q1, Q53, Q56, Z56.

## INTRODUCTION

Religious tourism is one of the oldest and most significant forms of travel, deeply rooted in cultural and spiritual traditions of India. Mahakumbh 2025 in Prayagraj is attracting millions of pilgrims, making it a vital event from both spiritual and economic perspectives. However, the scale of Mahakumbh also raises serious concerns regarding environmental sustainability, resource management. Massive number of devotees and large land area, that include not only districts of Prayagraj but nearby districts such as Varanasi, Ayodhya and Chitrakoot, make the Impact of Mahakumbh massive and extraordinary. The convergence of faith, ecology, and economy is a logical, structured approach to sustainable tourism planning.

In this context, the Sustainable Marketing Mix (4Cs: **Customer Solution, Customer Cost, Convenience, and Communication**) provides a strategic framework to ensure that religious tourism aligns with sustainability principles. Customer Solution includes offerings such as eco-friendly accommodations, biodegradable materials, Energy efficient

lighting, sustainable waste management and so on. Customer cost must balance affordability for pilgrims while incentivizing responsible consumption. Convenience includes providing all necessary services within the reach of devotees. Finally, Communication, includes digital awareness campaigns and responsible tourism initiatives, to foster environmental consciousness among stakeholders, such as Instagram reels, Facebook posts and so on.

This study explores the role of the Sustainable Marketing Mix in Mahakumbh 2025, analyzing its effectiveness in the light of Sustainable Marketing Mix. By integrating sustainable practices into religious tourism, this research aims to provide actionable insights for policymakers, event organizers, and marketers. The findings contribute to the growing discourse on sustainable pilgrimage management.

### **RESEARCH GAP**

After the review of literature, certain gaps are being found. These gaps are the foundation of this research paper.

- Very few research talks about the role of sustainable marketing mix in Mahakumbh Prayagraj 2025.

### **Research Objectives**

1. To explore the level of awareness towards sustainability in Mahakumbh 2025.
2. To analyse the role of sustainable marketing mix in Mahakumbh 2025.

### **Research Methodology**

This study uses descriptive research design. Stratified sampling is used to collect the data from the respondents using questionnaire. Data is collected from the districts of eastern Uttar Pradesh. Questionnaire has two parts, in part “A” it has general questions related to gender and income etc. in part “B”, the questionnaire has three questions for each sustainable marketing mix component, example customer solution, customer cost, communication and convenience.

**Sample size:** A sample of 150 respondents collected out of which 137 were found technically correct.

**Method of Survey:** the data is collected through structured questionnaire (google form).

**Research Approach:** Percentage analysis used to measure the data and MS Excel is used to determine the graphs and tables.

### **DATA ANALYSIS**

All the data of this present study is given below as in the form of tables, pie-charts and graphs.

#### ***1. Data on the basis of gender:***

**Table: 1**

Gender	Respondents	Percentage
Male	58	42.3
Female	77	56.2
Transgender	02	01.5
Total	137	100

**Explanation:** There are 58 males, 77 females, and 02 Transgender respondents out of total 137 respondents.

## 2. Classification based on age-group:

Table: 2

Age-Group	No. of Respondents	Percentage
Up to 20 years	28	20.4
20 to 40 years	91	66.4
40 to 60 years	08	05.8
60 years and above	10	07.4
Total	137	100

**Explanation:** As per the classification of age group consumers from 20 – 40 years of age group are larger number of respondents.

## 3. Classification based on educational qualifications:

Table: 3

Educational Qualification	Number of Respondents	Percentage
Up to Intermediate	101	73.8
Graduation	24	17.5
Post Graduation or above	08	05.8
Professional	04	02.9
Total	137	100

**Explanation:** As per educational qualifications most respondents are from up to Intermediate.

## 4. Classification based on occupation:

Table:4

Occupation	No of Respondents	Percentage
Agriculture	54	39.44
Business	11	08.02
Professionals	16	11.67
Students	06	04.37
Salaried Employee	37	27.00
Others	13	09.50
Total	137	100

**Explanation:** On the basis of occupation, people from agriculture are the largest respondents.

## 5. Classification on the basis of income (per annum, Indian Rupee):

Table: 5

Income (per annum)	No of Respondents	Percentage
Up to 5,00,000	79	57.66
5,00,000-10,00,000	23	16.78
10,00,000-15,00,000	21	15.32
15,00,000 and above	14	10.24
Total	137	100

**Explanation:** On the basis of income, respondents earn up to 5 lakh Indian rupees annually are maximum.

#### 6. Classification of responses related with customer solution. (First variable of sustainable marketing mix)

- In comparison with other religious places Mahakumbh 2025 in Prayagraj is more eco- friendly. (Figure 1)
- Eco-friendly solutions such as E buses and bio toilets are easily available in Mahakumbh 2025. (Figure 2)
- Future of Mahakumbh is sustainability and inclusion. (Figure 3)

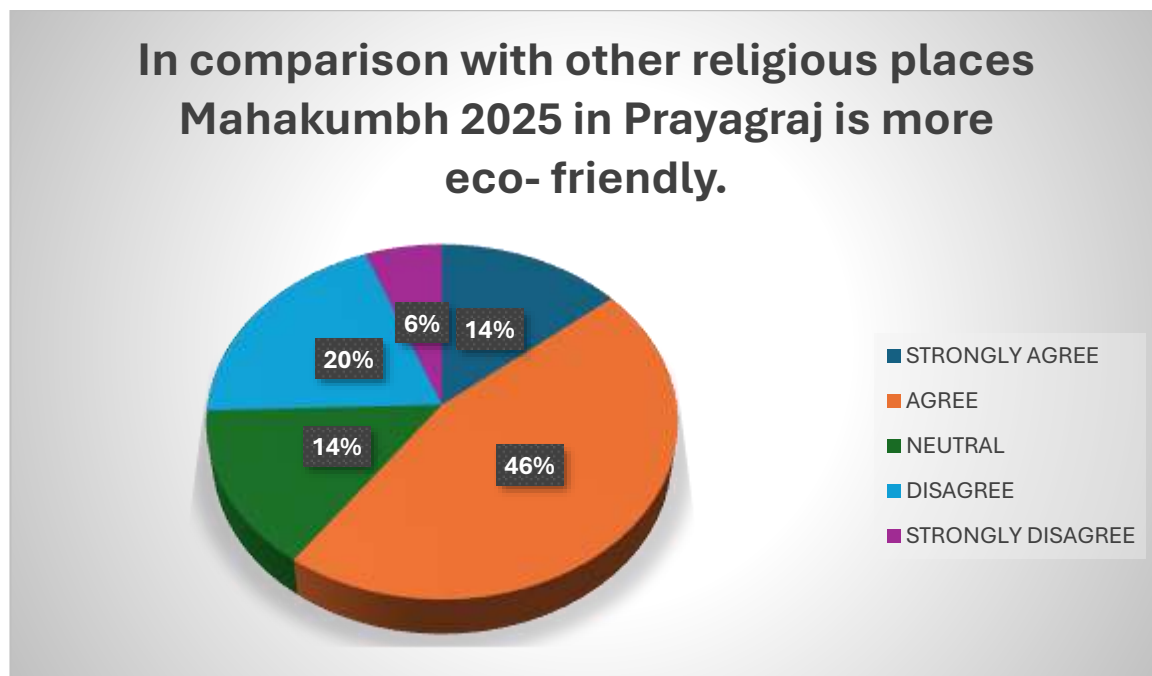


Figure: 1

### Eco-friendly solutions such as E buses and bio toilets are easily available in Mahakumbh 2025.

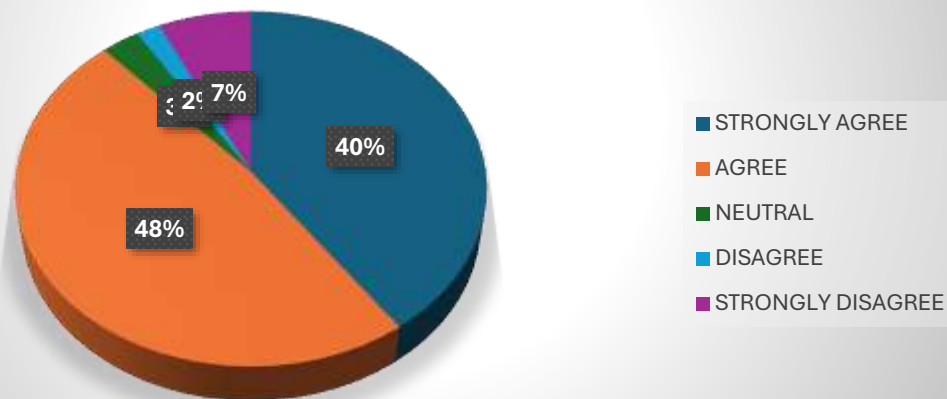


Figure: 2

### Future of Mahakumbh is sustainability and inclusion.

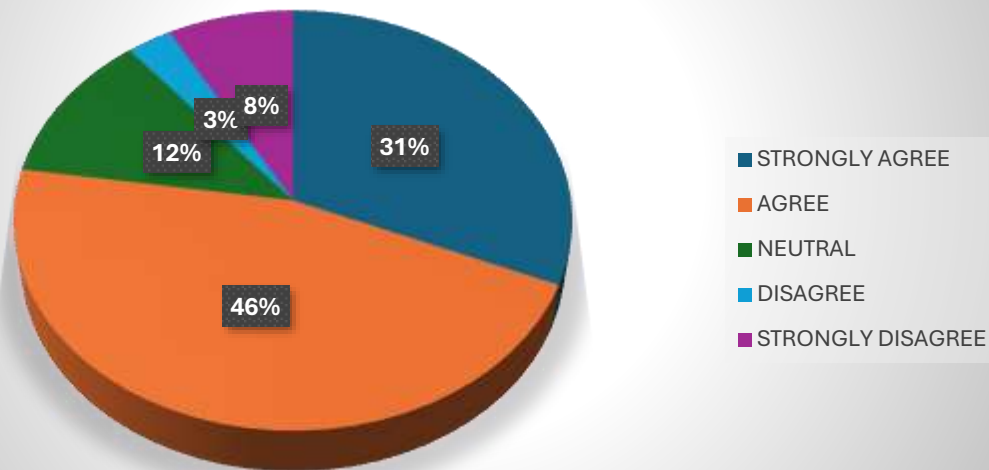


Figure: 3

### 7. Classification of responses related with customer cost. (Second variable of sustainable marketing mix)

- *Facilities such as E buses and Bio toilets are provided free or in minimum price. (Figure 4)*
- *Cost effective technologies such as LED lighting is making Mahakumbh a truly sustainable event. (Figure 5)*
- *Reduction in carbon footprint of Mahakumbh is truly helping in making it a sustainable and eco-friendly Mahakumbh. (Figure 6)*

#### Facilities such as E buses and Bio toilets are provided free or in minimum price.

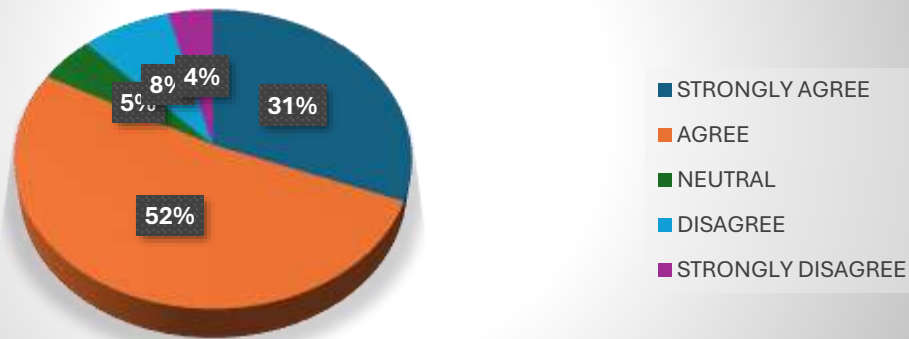


Figure: 4

#### Cost effective technologies such as LED lighting is making Mahakumbh a truly sustainable event.

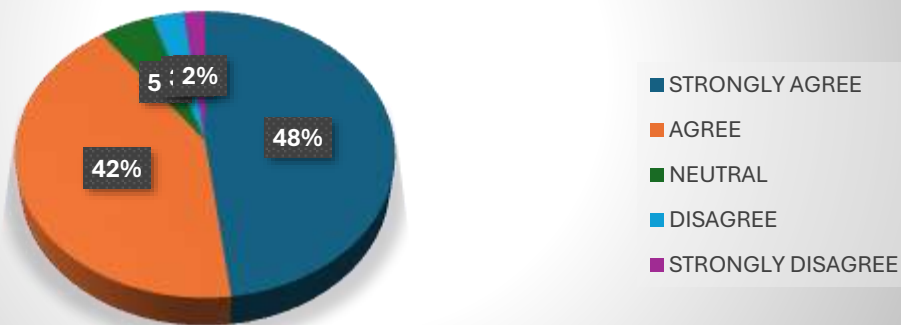


Figure: 5

### Reduction in carbon footprint of Mahakumbh is truly helping in making it a sustainable and eco-friendly Mahakumbh.

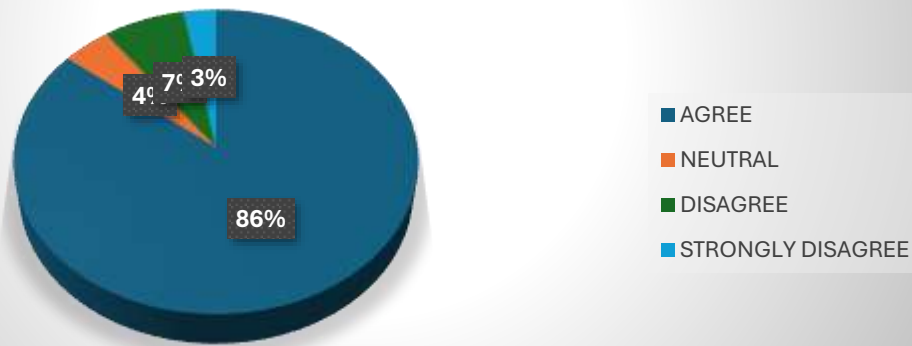


Figure: 6

#### 8. Classification of responses related with convenience. (Third variable of sustainable marketing mix)

- Electric Buses and Eco frindly toilets are easily and widely available in Mahakumbh. (Figure 7)
- Eco frindly bedding, hotels and other places to stay are available in Mahakumbh. (Figure 8)
- Sustainable and Green initiatives are widly available and visible in Mahakumbh. (Figure 9)

### Electric Buses and Eco frindly toilets are easily and widely available in Mahakumbh.

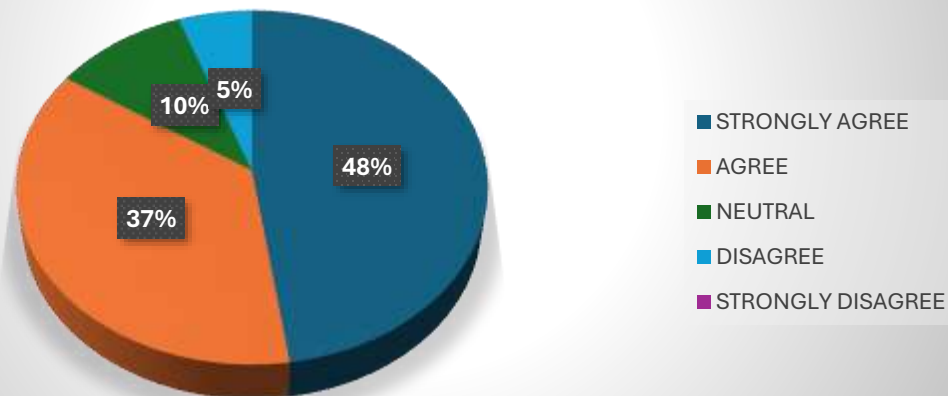




Figure 7

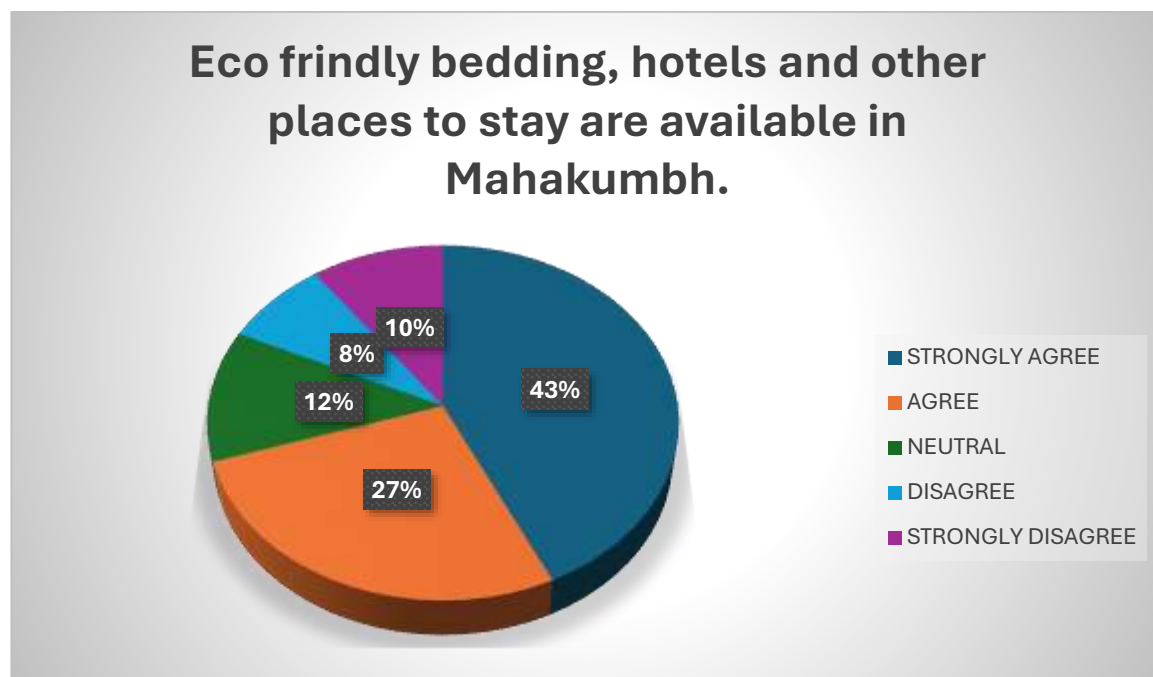


Figure: 8

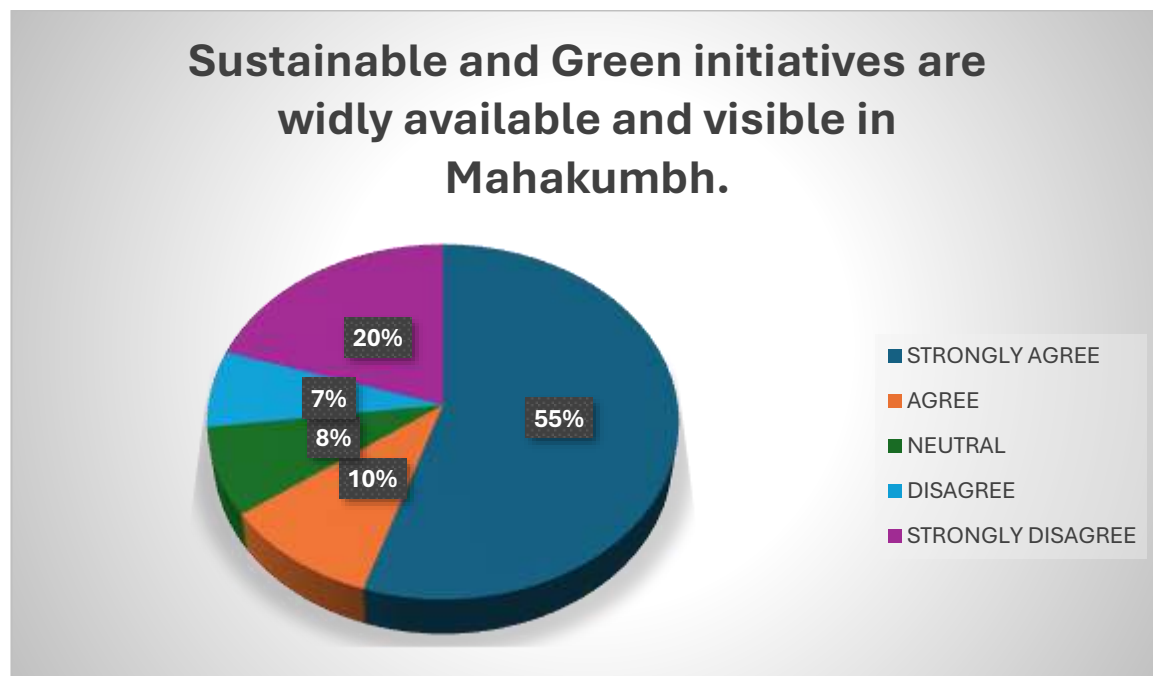


Figure: 9



### 9. Classification of responses related with communication. (Fourth variable of sustainable marketing mix)

- *Mahakumbh would help to increase awareness about sustainability and Eco-friendly tourism. (Figure 10)*
- *Sustainability efforts of Mahakumbh are visible on social media such as Instagram reels or Facebook posts. (Figure 11)*
- *Mahakumbh is creating a positive change of awareness towards sustainability. (Figure 12)*

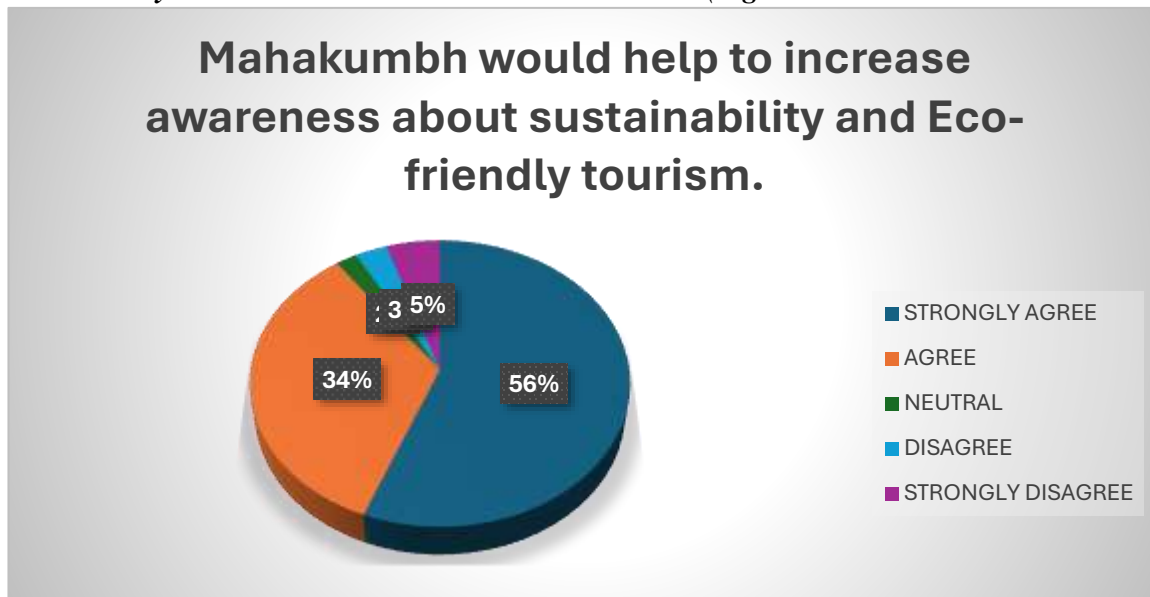


Figure: 10

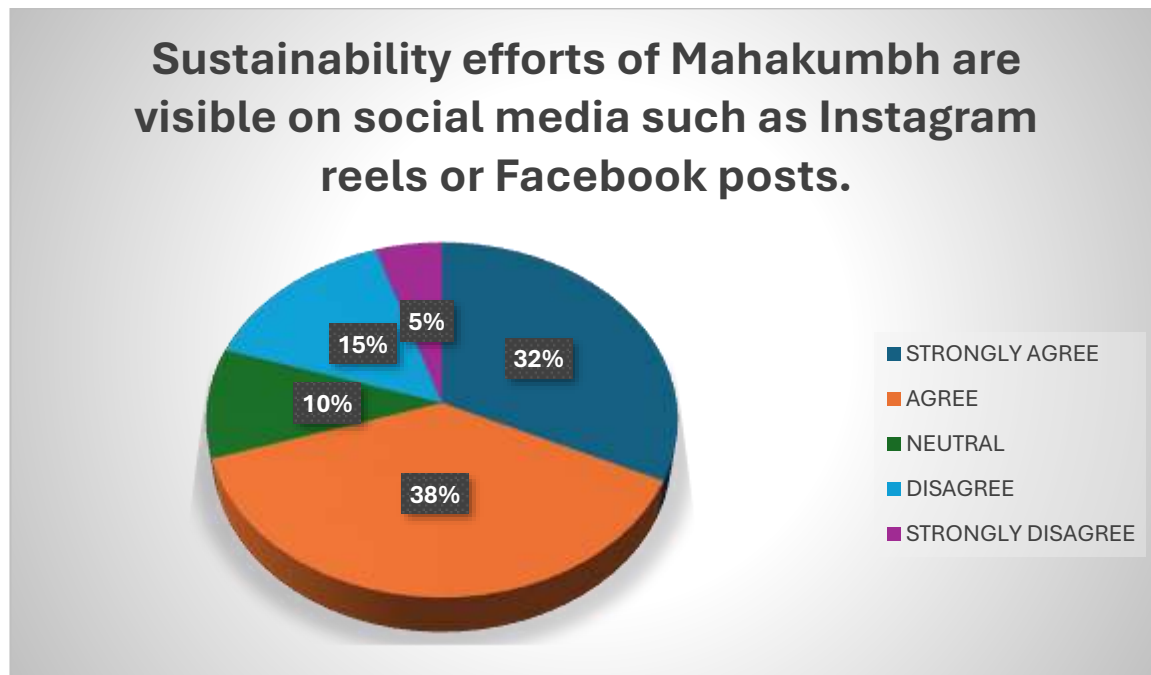


Figure: 11

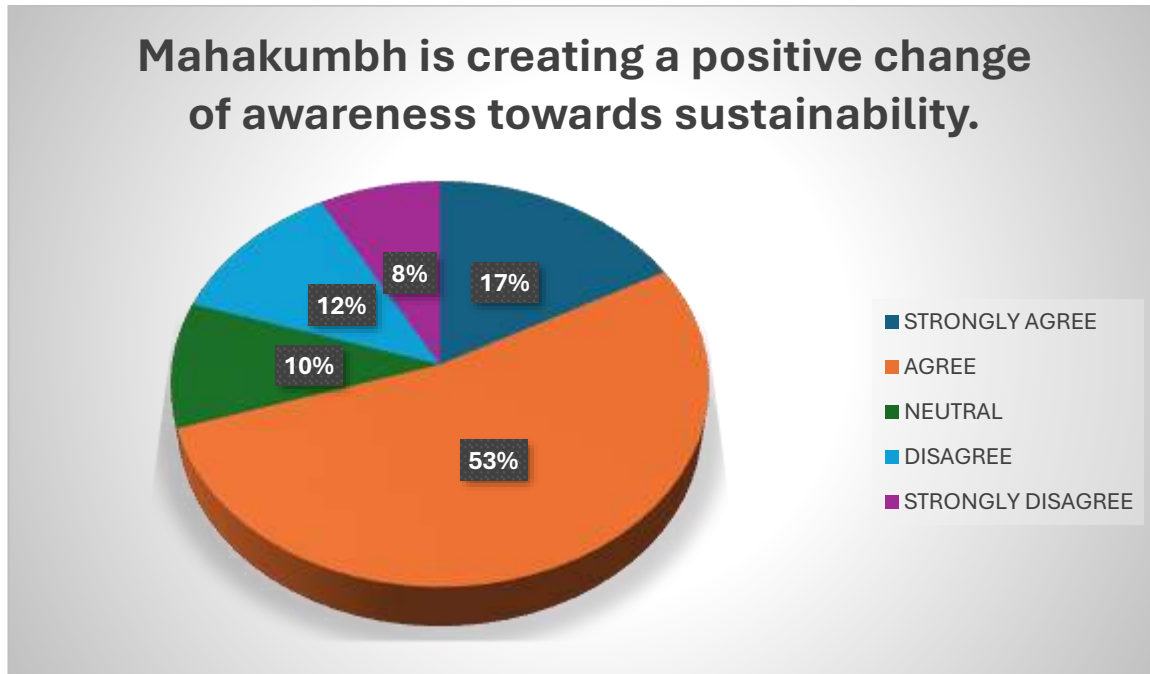


Figure: 12

## FINDINGS AND RESULT:

- Gender:** The number of respondents participated in this survey is 137. Out of which 42.3% are male, 56.2% are female and 01.5% are transgender. It shows that large number of female participants are participated in this survey.
- Age Group:** The highest number of respondents are from 20 to 40 years of age group. It is the middle – aged adults, usually the potential buyers of two or four wheelers' vehicles.
- Educational Qualification:** As per the educational qualifications of the respondents 73.8% are having the qualification of up to intermediate. It shows that even the less educated population has taken interest in this survey.
- Occupation:** As per the occupation of the respondents, people from agriculture are the most percent of respondents.
- Income (per annum):** As per the income of respondents, 57.66% respondents are having up to 5 lakh per annum income and 16.78% respondents have 5 lakhs to 10 lakh per annum income in Indian rupees. It represents the usual population of age between 20 to 40 years of population, that is the potential visitors of Mahakumbh.
- Responses on Customer Solution:** In terms of first question asked about the comparison of Mahakumbh as a Sustainable event more than 60% respondents has answered in strongly agree or agree it shows that Mahakumbh is more sustainable and eco-friendlier than any other similar event. (Figure 1)

The second question is about Eco-friendly solutions such as E buses and bio toilets are easily available in Mahakumbh 2025. Maximum respondents are positive about the availability of such facilities. (Figure 2)

The third question is about Future of Mahakumbh is sustainability and inclusion. The positive responses of this question shows that people are understanding the importance of sustainability in religious tourism. (Figure 3)

In a nut shell the customer solution part of sustainable marketing mix is very positive towards Mahakumbh Prayagraj 2025. People like the offerings and understand its benefits for the environment and society.

- **Responses on Customer Cost:** The first question related to customer cost asked about, Facilities such as E buses and Bio toilets are provided free or in minimum price. Maximum responses were showing that sustainable facilities are free or almost free in Mahakumbh. This led to a vary positive inclusion of green initiatives in religious tourism. This is a very important result in this finding. (Figure 4)

The next question asked about Cost effective technologies such as LED lighting is making Mahakumbh a truly sustainable event. This Mahakumbh introduced some cutting-edge technologies first time, like LED lights, Electric Busses and even the Electric boats. Respondents are positive about such technologies. (Figure 5)

Third question on customer cost asked about, Reduction in carbon footprint of Mahakumbh is truly helping in making it a sustainable and eco-friendly Mahakumbh. As the carbon foot print of Mahakumbh is not increasing in respect to its size. It is ultimately reducing the human cost such as by less effect of pollution. Respondents are positive about this change. (Figure 6)

Overall, apart from operating cost, all other factors of customer cost are positive for Mahakumbh 2025. It also shows the positive impact of sustainability premium and government subsidies.

- **Responses on Convenience:** The first question related to convenience is, Electric Buses and Eco frindly toilets are easily and widely available in Mahakumbh. Respondents are positive about this, but in suggestions part of our questionnaire we get some issues on dates of sacred bathing. Other than that people are positive. (Figure 7)

The next question related to Eco frindly bedding, hotels and other places to stay are available in Mahakumbh. Respondents are positive about it. Despite huge number of devotees, the facilities are available. (Figure 8)

Third question is Sustainable and Green initiatives are widly available and visible in Mahakumbh. Respondents are highly positive and considering this as an achievement of Mahakumbh 2025. (Figure 9)

As a conclusion at convenience part Mahakumbh is not only achieving new milestones but has also developed the sustainable supply chain in Prayagraj district

**Responses on Communication:** The first question related to communication Mahakumbh would help to increase awareness about sustainability and Eco-friendly tourism. As per the respondents this Mahakumbh is showcasing the sustainable practices and increasing the awareness towards Environmental sustainability. (Figure 10)

The next question of communication is Sustainability efforts of Mahakumbh are visible on social media such as Instagram reels or Facebook posts. The Mahakumbh has generated huge buzz on internet. All social media platforms are flooded with this event. (Figure 11)

The third question related to communication is Mahakumbh is creating a positive change of awareness towards sustainability. Respondents are highly positive towards this. (Figure 12)

At a conclusion we can say Mahakumbh has created awareness towards sustainability, waste management and new progressive technologies.

## **CONCLUSION:**

This is a study with 137 responses to explore the sustainable marketing mix for Mahakumbh 2025 in Prayagraj, along with other cities of eastern Uttar Pradesh such as Varanasi and Ayodhya. It touches all aspect of sustainable marketing mix such as, customer solution, customer cost, convenience, and communication. This study reveals that respondents are aware about the sustainability revolution at Mahakumbh 2025. They also understand the benefits of sustainability. And this that the future lies in sustainability in religious tourism. But along with this, this study also reveals the awareness created by Mahakumbh for sustainability and sustainable tourism. Overall, this study tries to see the Mahakumbh through the lens of sustainable marketing mix.

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