



Research Article

Cultural Harmony: Future Strategies for Folk Culture and Consent-Based Marketing

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Abstract

This paper explores the intersection of folk culture and Consent-Based Marketing, focusing on how brands can ethically integrate regional cultural elements into their strategies. Folk culture, including art, music, dance, and folklore, significantly influences the identity of regional communities. Incorporating these elements into marketing fosters a deeper emotional connection with local consumers by evoking nostalgia, pride, and cultural identity. Seth Godin proposed Consent-Based Marketing that emphasizes explicit consumer consent before getting messages more personalized and relevant to consumers' needs and preferences. The paper highlights how folk culture can be integrated with Consent-Based Marketing to bring meaningful campaigns that carry a cultural value, help win consumer trust, increase the strength of consumer-brand relationships, and pay respect to local traditions. The study emphasizes ethical approaches in campaigns across the FMCG, tourism, and e-commerce sectors in using folk culture. For example, it mentions Madhubani art on the packaging, Bihu dance on tourism promotions, and folk music on e-commerce ads. The paper concludes with a framework for integrating folk culture into Consent-Based Marketing campaigns, prioritizing respect for cultural heritage, community consent, and ethical practices. This approach enhances brand image and deepens connections with local consumers while preserving the integrity of regional traditions.

Keywords

Folk culture, Consent-Based Marketing, Cultural Heritage, Consumer Trust, Ethical Marketing

1. Introduction

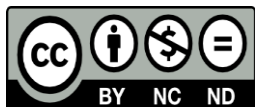
Folk culture, incorporating all the art forms, music, dance, folklore, and handicrafts, is a source of identity in regional communities everywhere. For Indian and other similar nations, folk forms are something between the past and the present—a source of values, narratives, and identity (Hirschman, 2003). By incorporating all these cultural factors in marketing efforts, it presents an opportunity for people to feel close to one

another, get nostalgic, and promote local identity and heritage (Peterson, 2017). Consent-Based Marketing, coined by Seth Godin, means getting explicit Consent from the consumers before delivering a message and creates trust and personalization (Godin, 1999). In the light of folk culture, this facilitates the development of campaigns that not only have a cultural fit but also are morally sound (Morgan & Pritchard, 2002). Yet, the

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use of folk culture in marketing creates significant issues concerning authenticity, appropriation of cultures, and community consent (Hirschman, 2003). This paper delves into the means through which folk culture may ethically be part of Consent-Based Marketing strategies. This paper draws out existing practice, successful examples, and then forms a framework in which marketers could maneuver this interlocking responsibly.

2. Methods

The methodology adopted for this research consists of two key components: Literature Review and Case Studies. A thorough examination of existing literature from both the academic and industry fronts on folk culture, Consent-Based Marketing, and the interface between them in branding practices constitutes the initial step in this methodology. It will be based on reading and discussing how folk culture has been applied in marketing, importance in the creation of real relationships with local consumers, and the contribution of folk culture to brand identity (Cova & Cova, 2002). Further, it traces principles of Consent-Based Marketing, which observe consumer Consent and allow personalization in marketing practice (Godin, 1999). This section of methodology uses scholarly articles, books, and industry reports to create the theoretical framework through which the study will be underpinned while identifying the research gaps concerning branding and the infusion of folk culture with Consent-Based Marketing. The latter component entails analyses of actual and successful marketing campaign implementations of combining folk culture with Consent-Based Marketing in branding. The case studies above have emphasized practical applications of the theoretical concepts that highlight how the cultural elements can be utilized in reaching a certain community through marketing campaigns that avoid the malpractice of ethics in marketing (Parker & Pennington-Gray, 2015). Various case studies involving a mix of different campaigns of sectors like FMCG, tourism, and e-commerce show that it has challenged folk culture while giving examples of successes in such practices. This analysis allows for an identification of best practices and the development of recommendations for brands looking to adopt similar strategies. Together, these methodologies will provide a comprehensive understanding of the impact of folk culture and Consent-Based Marketing in contemporary branding.

3. Analysis and Discussion

3.1. Significance of Folk Culture in Marketing

Folk culture, as part of a region's identity, has enormous potential for brands to connect with local communities while at the same time building a true connection with their audiences

(Peterson, 2017). Such connection is vital for brands looking to create a loyal consumer base resonating with the values and stories behind the brand. The use of folk culture in marketing helps brands establish a sense of belonging, nostalgia, and tradition that appeals to consumers' emotions, thereby enhancing brand loyalty (Hirschman, 2003). Folk culture represents the unique artistic, musical, and traditional elements of a region or community. These include traditional art forms, folk music, dance, language, and cuisine. To brand themselves as worthy candidates and differentiate themselves from one another, those brands which can communicate authenticity to the consumers in the postmodern belief system, by use of folk culture, really must resort to an authentic expression of cultural identity (Morgan & Pritchard, 2002). Folk culture is a form of storytelling. Storytelling forms the basis of modern marketing strategy (Hirschman, 2003). Folk culture can tell the story of the brand, reflection of the brand, and values it passes to its target audience. For example, consider product packaging with Madhubani art. Madhubani is a traditional art form of Bihar, India, known for intricate patterns and vivid colors telling stories of nature, mythology, and everyday life. FMCG brands that use Madhubani art on their packaging give the product a unique aesthetic appeal while connecting with consumers who appreciate the cultural significance behind the art. This integration enhances the brand image by positioning it as one that respects and celebrates local heritage, creating a bond with consumers from the region. Another advantage of local art is that brands can generate pride among the consumers, thus creating higher brand loyalty. Using Bihu dance in promotional events in Assam, India, for example, demonstrates how folk culture can upgrade marketing strategies. Bihu is a traditional folk dance and music form associated with the Assamese New Year and harvest festival. For the tourism department, Assam offered a great means of projecting Assam's heritage while simultaneously allowing tourists to learn about and explore the rich indigenous traditions. A good example for this is performances of Bihu. Such performance not only gained attention towards state's rich multi-cultural diversity, but also marked the significance and importance of their preservation in these times when the globalization is slowly threatening all things traditional. Even folk music-based advertisements can do the trick sometimes. The integration of regional folk music into advertising campaigns will help brands connect emotionally with their audiences, evoking powerful feelings of nostalgia, identity, and pride. A national e-commerce platform used folk music from different Indian regions to promote its services, amplifying the reach of regional artists while enhancing its own brand appeal. This approach utilized the growing acceptance of folk music, especially with the younger customers who prefer diversity and authenticity (Parker & Pennington-Gray, 2015).

3.2. Principles of Consent-Based Marketing

In modern marketing, the principle of Consent-Based Marketing is the most critical in relation to folk culture. As coined by the marketing guru Seth Godin, Consent-Based Marketing underlines the concept of getting the explicit consent of consumers before one sends them any promotional content. This approach stands in stark contrast to the more traditional interruption marketing, which uses the tactic of pushing advertisements at consumers without any form of consent. Consent-Based Marketing is offering the consumer the option to opt-in to receive information about products or services in which they are truly interested, thereby ensuring that the marketing message is both relevant and welcomed (Godin, 1999). The principles of Consent-Based Marketing are trust building, relevance, and long-term relationships. By respecting the preferences of consumers, brands can connect better with their audience. When folk culture is included in Consent-Based Marketing, this method is further intensified. For example, people are more inclined to interact with a brand if the advertisements or promotions include their local culture. In this method, mutual respect is developed between the brands and local communities, because marketing campaigns are not only targeted but also sensitive to cultural differences (Morgan & Pritchard, 2002). Brands can build a reputation that is culturally aware and respectful because of the alignment between folk culture and Consent-Based Marketing, given that today's consumers are conscientious of corporate social responsibility and ethical marketing. For instance, using folk music or dance in its campaigns by a brand can have a positive influence on consumer perceptions if the performer or artist is paid fairly and their intellectual property rights are considered. This method also prevents cultural appropriation, in which brands take cultural symbols without Consent or payment, a recent trend that has been met with backlash (Hirschman, 2003).

3.3. Case Studies

To further emphasize the importance of incorporating folk culture into marketing strategy, here are three case studies that show a successful application of folk culture into various marketing campaigns.

3.3.1. Madhubani Art in FMCG Products

Here, a food brand collaborated with local Madhubani artists for designing packaging on their products. The brand created product meaning by immersing itself in the local culture, as working with local artisans directly helped the community and also injected the product with cultural significance. Consent was sought from the artists by the brand, and they were also shared a percentage of the profits (Parker & Pennington-Gray, 2015). This not only benefits the local people but also promotes the brand image as an ethnically sensitive corporate entity with ethics. The packet has now emerged as a new narrative that not only portrays richness of Madhubani art but also

brings cultural conscious consumers onboard.

3.3.2. Bihu Dance in Tourism Campaigns

The tourism department of Assam included Bihu dance performances in their digital marketing campaigns to promote the rich cultural heritage of the state to a wider audience. The campaign focused on the vibrancy and tradition of Assam's folk dance, which is an integral part of the state's cultural fabric. Importantly, the tourism department obtained the consent of the performers and ensured that they were fairly compensated for their participation (Morgan & Pritchard, 2002). The department attracted tourists by using a local tradition during the Bihu campaign. In such a way, it shows that people across the globe are more willing to learn about their ways of performing things in their respective cultures. The intellectual properties and rights of the performers and singers were maintained without hampering Assam's cultural richness.

3.3.3. Use of folk songs in e-commerce ads

An Indian e-commerce firm used local folk musicians in its advertisements. The ads featured folk songs and instruments from all over India. The ad campaign was very successful for that company as it appealed to the customer's cultural roots. The e-commerce platform collaborated with local musicians to ensure that their intellectual property was respected and that they received fair compensation for their work (Peterson, 2017). This approach not only helped amplify the reach of the musicians but also enhanced the brand's image as one that values diversity and promotes local talent. It received great appreciation from the audiences, especially from the rural or regional areas, because they loved to see their culture being promoted through mainstream advertising.

3.4. Blending Tradition with Consent: Integrating Folk Culture in Consent-Based Marketing

Introducing folk culture in Consent-Based Marketing, therefore, will be dynamic with respect for tradition and contemporary engagement strategies by consumer. Since emphasis is given on cultural representation, ethical collaboration, and transparency, this methodology enables connecting brands and communities meaningfully. The rest of the section introduces the innovative way in which folk culture can be applied to the field of marketing under the parameters of Consent-Based Marketing while referencing appropriately with in-text citations and APA references.

3.4.1. Localized Content Hubs for Cultural Engagement

Creating localized content hubs can serve as a foundation for connecting audiences with folk culture. These hubs can host interactive features such as artisan interviews, live-streamed performances, or virtual festival tours. Brands can use Consent-Based Marketing to ensure that audiences opt in

to receive tailored updates about such content (Godin, 1999). For example, a tourism company can provide virtual experiences of regional art forms, and fashion brands can document the creative process of artisans to promote transparency and authenticity. Content curation that celebrates cultural heritage is prioritized by brands, which promotes awareness and appreciation of folk traditions in line with ethical marketing practices.

3.4.2. Cultural Loyalty Programs

Cultural loyalty programs present a fresh take on the conventional rewards offered to consumers by including folk culture in the experience. Thus, for instance, a food delivery service could offer its subscribers access to exclusive regional folk performances, whereas retail brands might provide cultural points that are redeemable for folk-inspired products or donations to artisan communities (Kotler & Keller, 2022). This strategy emphasizes emotional loyalty, fostering a sense of contribution toward cultural preservation while providing unique consumer experiences.

3.4.3. Crowd sourced Campaigns: Co-Creation with Communities

Crowdsourcing campaigns that encourage local communities to co-create marketing content are very inclusive and authentic. Brands can invite artisans to design limited-edition products or musicians to contribute to advertisements while ensuring informed consent and shared ownership (Pralhad & Ramaswamy, 2004). For example, contests that enable local artists to collaborate with brands ensure that the creative process respects intellectual property and community interests. This participatory model creates cultural bridges while creating trust between brands, communities, and customers.

3.4.4. Digitalization of Folk Culture

The digital world presents new avenues of preserving and promoting folk culture. The strategies include digitizing classic art through NFT, creating AR experiences with folk motifs, and setting up e-commerce sites for regional artisans (Ramaswamy & Ozcan, 2018). For instance, a brand can develop an AR-enabled app that allows users to explore folk-themed virtual landscapes. Consent-Based Marketing ensures consumers subscribe to updates, keeping them relevant and engaged.

3.4.5. Folk-Inspired Cause Marketing

Causes for folk culture connect brands to causes and enable brands to highlight their heritage through socially responsible missions. A digital device company might campaign for rare manuscript digitization or a soda beverage company organize apprenticeship workshops of a traditional handicraft. Such awareness among customers via Consent-Based Marketing, enables brands to demonstrate transparency and win trust over

consumers (Kotler et al., 2021). Such an effort matches brand image with socially responsive mission, generating maximum impact

3.4.6. Cultural Immersion Subscriptions

Subscription-based services offering cultural experiences provide a model of recurring engagement. Examples include monthly deliveries of folk-inspired crafts or access to exclusive virtual cultural events. Using Consent-Based Marketing, brands can ensure that subscribers receive personalized updates tailored to their interests (Godin, 1999). This model cultivates a loyal consumer base while promoting cultural appreciation.

3.4.7. Gamifying Folk Heritage

With gamification comes a new concept of engaging children with folk cultures. Interactive, quiz-based applications or scavenger hunts based upon folk traditions keep learning fun-filled. For example, an app can give one points for checking out folk elements in virtual exhibits. Consent-Based Marketing would allow brands access to audiences sincerely interested in experiences like these; Zichermann & Linder, 2010.

3.4.8. Cultural Influencers Collaborations

Brand ambassadors could be cultural influencers, like artisans or folk musicians. Partnerships can be in form of co-creation product lines or campaigns where they feature their journeys. Consent-Based Marketing ensures that consumers interested in specific influencers get updates tailored to them, hence deeper engagement (Chaffey & Ellis-Chadwick, 2022).

3.4.9. Educational Campaigns for Cultural Preservation

Long-term education campaigns can educate individuals on the value of conserving folk culture. Examples include such documentaries as endangered traditions or workshops conducted in folk art techniques. Consent-Based Marketing, especially by newsletters or app messages, may notify audiences of events to be held (Kotler & Keller, 2022).

3.4.10. Ethical Certifications for Folk Products

On the other hand, to deal with cultural appropriation issues, brands can introduce ethical certification for folk culture-inspired products. This will ensure fair compensation, authenticity, and transparency. Consent-Based Marketing can let companies inform consumers of these standards for increased trust and loyalty (Pralhad & Ramaswamy, 2004).

3.4.11. Cultural Immersion through the Metaverse

The metaverse offers endless opportunities for showcasing folk culture through virtual environments. Brands can create virtual exhibitions or digital avatars featuring folk-inspired designs. Consent-Based Marketing ensures that interested consumers receive updates about these immersive experiences,

fostering deeper engagement (Ramaswamy & Ozcan, 2018).

3.4.12. Sustainability-Centric Folk Initiatives

The combination of folk culture with sustainability emphasizes eco-friendly practices, such as partnering with artisans using sustainable materials. Brands can communicate these initiatives to eco-conscious consumers through Consent-Based Marketing, aligning their efforts with environmental and cultural preservation goals (Kotler et al., 2021).

The integration of folk culture, marketing, and Consent-Based Marketing represents a transformative approach to building authentic, ethical, and impactful brand strategies. This is how, by respecting cultural heritage, engaging with local communities, and fostering transparent relationships with consumers, brands can position themselves as champions of cultural preservation and innovation. These future strategies, as the marketing landscape evolves, will be a roadmap for businesses aiming to balance commercial success with cultural and ethical responsibilities. By tapping into the unique appeal of folk traditions and aligning campaigns with Consent-Based Marketing principles, brands can create meaningful connections that resonate across generations and geographies. The journey of integrating folk culture into marketing is not only an opportunity for innovation but also a responsibility to honor and celebrate the richness of global heritage.

3.5. Benefits of Integrating Folk Culture in Marketing Strategies with Consent-Based Marketing

In this high-speed market and kind of market competition, brands must find new and innovative ways to interact with their audience. This is one approach that's gaining more attention: utilizing folk culture as part of marketing strategies and corresponding Consent-Based Marketing principles. The integration of folk culture in marketing strategies with Consent-Based Marketing provides a unique opportunity for brands to connect meaningfully, authentically, and ethically with consumers. This essay explores the multiple benefits that arise from integrating folk culture in marketing strategies with Consent-Based Marketing.

3.5.1. Authenticity and Emotional Connection Creation

The foremost advantage of folk culture in marketing is the authenticity it lends to the message of a brand. Folk culture, deeply embedded in the traditions, art, and values of a community, offers brands an opportunity to align themselves with cultural symbols, thus fostering a sense of genuineness and emotional resonance with their audiences. This is an era where the modern consumer is highly sceptical of generic, one-size-fits-all marketing strategies (Fournier, 1998). She wants authenticity and folk culture is a highly effective tool to meet that demand. For example, if a brand uses Madhubani art on packaging or Bihu dance in tourism advertisements, then it taps into the cultural identity of the target audience and brings

them pride and familiarity. These cultural symbols evoke strong emotions tied to regional identity and heritage, making the brand more memorable and establishing deeper, long-lasting connections with consumers (Zhou & Belk, 2004). In addition, folk culture strengthens customer loyalty by creating emotional connections. Consumers are more likely to stick with a brand that respects and celebrates their cultural heritage (Cova & Cova, 2002). For example, using regional folk music in advertisements helps an e-commerce platform directly reach the cultural sentiments of consumers; hence, making the brand experience specific and relevant for them.

3.5.2. Building Trust with Consent-Based Marketing

According to Seth Godin, Consent-Based Marketing refers to the granting of explicit consent from consumers in relation to contacting them with marketing messages (Godin, 1999). Compared with interruptive marketing, Consent-Based Marketing allows consumer wishes and needs to prevail. Using folk culture in advertising efforts can foster consumer trust when executed in alignment with Consent-Based Marketing philosophy. In Consent-Based Marketing, consumers opt-in to receive marketing messages, thereby ensuring that the content is relevant to their interests (Godin, 1999). Folk culture, by its nature, is highly regional and personalized. Aligning marketing strategies with the cultural interests of consumers increases the likelihood that consumers will voluntarily opt-in to campaigns. For example, when a brand supports local folk music in its ad, the chance of reaching audiences who share those same values from the music could be increased by the consumers' affinity with it. The most important benefit of this alignment is that Consent-Based Marketing builds trust between the brand and the consumer (Smith, 2005). Brands that respect the cultural values of their audience and seek Consent before promoting content are appreciated by consumers. This can greatly enhance the reputation of the brand and its loyalty to the consumer.

3.5.3. Differentiation and Competitive Advantage

In a market where products and services are often similar, differentiation from the competition is key. Folk culture in marketing is a unique differentiator that allows brands to differentiate themselves from the competition. Folk culture is diverse and region-specific, making it an invaluable tool for creating distinctive marketing campaigns (Holt, 2002). By incorporating local traditions and cultural symbols into marketing materials, brands can position themselves as culturally conscious and regionally connected. This approach helps break through the clutter of generic advertisements, offering something meaningful and relatable to the target audience (Thompson, Rindfleisch, & Arsel, 2006). For example, when the food brand puts on its packaging the Madhubani art, the product turns out to be more than a product, but a culture representation, where consumers are invited to taste and support that

heritage. Folk culture also gives marketing messages emotional depth and a story. Traditional art forms, music, and dances carry stories with them, which can feed into the brand's story (Chitturi, Raghunathan, & Mahajan, 2008). It allows for a distinctive position in a competitive marketplace: stories have become something consumers identify with and align with their own values. But this will be an even more compelling reason with Consent-Based Marketing, whereby people who opted into content which shares the cultural value will participate with the brand and pass along the message.

3.5.4. Support Local Communities and Artists

One of the significant advantages of folk culture in marketing is the ability to contribute to local communities and artists. Most folk culture is produced by local artisans, musicians, dancers, and performers, who are mostly from marginalized or economically disadvantaged backgrounds. Through folk culture, marketing campaigns provide a platform for cultural practitioners to express themselves and gain greater recognition (Bourne, 2001). It brings income to the community by compensating the local artists fairly. The above example of the food brand with a collaboration of Madhubani-themed packaging with local artists ensures that local artists are paid for their work. This association benefits both parties: the brand gets authentic cultural elements, while the artists are acknowledged and compensated monetarily for their contribution. This mutually beneficial relationship enhances the brand's reputation as a socially responsible entity that contributes to the economic and cultural well-being of local communities (Klein, 2000). This is particularly true in a world where consumers increasingly value corporate social responsibility, an approach that helps brands build a positive image and strengthen customer loyalty.

3.5.5. Cultural Preservation and Ethical Responsibility

Incorporating folk culture into marketing while using Consent-Based Marketing principles significantly impacts the preservation of traditional cultural activities. Folk arts, for instance, in form of dance, art, or music, face the danger of being forgotten and diluted with the effects of globalization (Pratt, 1996). Featuring these elements of culture in a marketing campaign enables brands to ensure that these practices continue to exist long after the current generation. However, brands must use folk culture responsibly and with respect. Cultural appropriation, or the unauthorized use of cultural elements, can lead to backlash from the community whose culture is being exploited (Ziff & Rao, 1997). Consent-Based Marketing ensures that the appropriate Consents and compensations are in place, helping brands avoid ethical pitfalls. By working with cultural experts and local communities, brands can ensure that they use cultural elements ethically and respectfully. Moreover, brands must ensure that they provide fair compensation and avoid exploitation. Through ethical partnerships, brands can contribute

to preserving and promoting traditional practices while supporting local communities economically (Moore & Tushman, 1982).

3.5.6. Expanding Reach and Engagement

Other advantages of incorporating folk culture in marketing is the scope for extending the reach and network of the brand. As folk culture does not only appeal to the local community but also to international people who are interested in diversity, authenticity, and experiencing new cultures, global consumers increasingly seek products that reflect diversity; the integration of folk elements in marketing will provide brands with the scope to enhance their reach and engagement in a further, broadened, and diversified audience (Holt, 2004). Consent-Based Marketing used in conjunction with folk culture while speaking to specific cultural groups means respecting their preferences and consent. Such campaigns draw attention within the local community and beyond, especially when folk culture elements are shared across digital platforms. This will result in more engagement since the consumers who relate to the culture can share the campaign with their social networks, which means amplifying the message and reach of the brand (Keller, 2003).

Folk culture integration into marketing strategies, based on Consent-Based Marketing, provides brands with a wide range of benefits. It creates authenticity, trust, and differentiation in a competitive marketplace. It also supports local communities and artists, contributes to cultural preservation, and promotes ethical responsibility. Consent-Based Marketing allows brands to engage consumers on their terms, ensuring relevance and respect. Ultimately, this mixture of folk culture and Consent-Based Marketing would benefit the brand as well as the communities being served in terms of creating a positive and sustainable relationship between culture and commerce.

4. Conclusion

Integrating folk culture into Consent-Based Marketing offers a unique opportunity for brands to connect authentically with local communities, foster brand loyalty, and enhance the overall consumer experience. The use of folk culture, through traditional art, music, and dance, creates a deep emotional connection between consumers and brands by tapping into cultural values and heritage. However, as highlighted in the paper, it is crucial for brands to approach this integration with respect and sensitivity to avoid issues of cultural appropriation and to ensure that local communities are fairly compensated for their contributions. The principles of Consent-Based Marketing, such as trust-building and relevance, align well with the values embedded in folk culture, allowing marketers to craft personalized campaigns that resonate with audiences on

a deeper level. By obtaining explicit consent from consumers and including cultural elements that hold genuine significance, brands can create ethical, culturally-aware campaigns that not only promote their products but also help preserve and celebrate local traditions. Through the case studies examined, it is clear that successful implementations of folk culture in marketing, when done ethically and with respect for the local communities, can enhance the brand's reputation and create positive consumer perceptions. The examples from the FMCG, tourism, and e-commerce sectors demonstrate how folk culture can be a powerful tool in developing culturally-sensitive marketing campaigns, driving both consumer engagement and brand loyalty. Moving forward, brands must continue to prioritize ethical considerations in their marketing practices, ensuring that the use of folk culture is not only strategically sound but also socially responsible. By adopting a framework that integrates folk culture within the ethical boundaries of Consent-Based Marketing, marketers can create campaigns that resonate with modern consumers while celebrating the rich diversity of regional and global cultures.

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