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AUSTRALIAN & NEW ZEALAND MARKETING ACADEMY

ANZMAC 2024

## AI for Sustainable Marketing:

Bridging Innovation  
and Responsibility

2-4 December 2024

Conference Proceedings

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## **Indigenous Culture and Marketing: An Aotearoa Perspective**

Paula Arbouw, Lincoln University, Te Whare Wānaka o Aoraki  
Hiraina Tangiora, Lincoln University, Te Whare Wānaka o Aoraki  
Linda McKitterick, Ara Institute of Canterbury

### **Abstract:**

This study focuses on the gap of an Indigenous perspective in the marketing academy. Specifically, it explores New Zealand commercial marketing practitioners' perspectives and the integration of Māori cultural elements (Tohu Māori) in the Aotearoa New Zealand context through in-depth interviews of both Māori and non-Māori commercial marketing practitioners. Results indicate the importance of intent, the application of Te Ao Māori, and tikanga (Māori protocol) to convey meaning to prevent tokenism, exploitation, or unauthenticity. Relationships and consultation are critical for using Tohu Māori in marketing for both Māori and non-Māori. Our findings contribute to the marketing academy by incorporating Indigenous culture and perspectives in academic marketing research.

*Keywords: Indigenous marketing, Māori branding, Aotearoa*