

Mechanism of Emotional Marketing in Enhancing Appeal of 'Ban Anxiety' Bananas

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Abstract: Under the background of increasing competition and homogenization of agricultural products, emotional marketing has become an important direction of agricultural marketing innovation. This paper takes the banana of 'Ban Anxiety' as an example, and adopts the questionnaire survey method to investigate 131 respondents. It is found that the brand has attracted many young consumers through the new means of emotional marketing, enhanced product awareness and market competitiveness, and has a high rate of consumer repurchase. The analysis of 'Ban Anxiety' bananas benefited from significant marketing, innovative and unique creative types, and precise and clear targeting, which provides a lot of insights for the marketing of other agricultural products in the future. In conclusion, the empowering effect of emotional marketing is very significant, and in the future, the marketing of agricultural products should deeply explore the emotional value of products and innovate the marketing mode to adapt to the development of the market.

1 INTRODUCTION

At present, the competitive situation in the market of agricultural products is getting more and more intense. With the rapid advancement of agricultural modernization, the output of agricultural products has been rising, but this has also made the problem of product homogenisation in the market more and more serious. Agricultural products vary in terms of quality, price, and other conventional characteristics. In such a competitive environment, it has been difficult to make agricultural to differentiate agricultural products, capture consumer attention, and earn consumer preference by relying only on these conventional selling points. Many agricultural products are facing severe challenges such as difficult sales growth and smaller profit margins in the market wave, and are in urgent need of innovative marketing strategies to achieve breakthroughs and development.

Emotional marketing, as an emerging and influential marketing concept, has received widespread attention in the field of marketing in recent years. It breaks the limitation of traditional marketing which only focuses on product function and price, and puts the focus on consumers' emotional needs and emotional experience. Emotion is an

“informational cue” that can directly influence consumers' decision-making judgments (Berger & Schwartz, 2011). Fundamentally, emotion marketing is a marketing strategy in which brands achieve sales growth of their products or services by stimulating and mobilising the emotions of consumers, so that they have positive emotional resonance during the purchasing process, thereby influencing the purchasing decision. The generation of emotions is mainly based on whether the objective things can satisfy the basic needs of individuals. When the needs are satisfied, individuals will produce positive and affirmative emotions such as happiness and satisfaction; on the contrary, once the needs are not satisfied, individuals are prone to negative and negativistic emotions such as fear, anger and pain (Yang & Fan, 2024). Therefore, the comprehensive marketing of agricultural products and emotions is one of the effective opportunities for traditional products to break through their niche markets.

In the research related to the topic of emotion marketing, different case studies have adopted different analysis methods. Firstly, Beastie is a diversified art and lifestyle brand with unique design and emotional marketing to deliver high-end life concepts. Therefore, the research on how to build the

long-term value of the brand in the new era of emotional marketing with Beastie Pie as an example shows that today's research focuses on the short-term effect of traffic conversion, i.e., marketing, and that it is necessary to focus on the 'long-term value' through the three major strategies of story marketing, co-branding, and positive marketing in order to build the brand and the long-term value of the consumers. To build the emotional resonance between the brand and the consumers, and to enhance the loyalty. By combing the academic research results on emotional marketing, the authors found the theoretical gap between short-term and long-term effects, which further clarified the research objectives of the article. The research object mainly covers the core business of the Beastie brand and its target group - young consumers in the Z era. The sample size is not specified, but the study focuses on the consumption characteristics of the new generation of young people who are 'pleased with themselves'. The case study is not representative enough, the applicability of a single high-end art and lifestyle brand to other brands and industries is limited, and there is a lack of quantitative data to support the data, focusing on qualitative analysis. Even though the goal of long-term value is proposed, there is a lack of systematic means of verification for clear and specific assessment indicators (Ni, 2024). Comparison, quantitative analysis and cross-group research can better focus on segmentation perspective and overall perspective together.

Secondly, in the analysis of goodwill marketing fit type and moral sentiment on purchase intention, the article mainly explores the goodwill marketing fit type and image fit (corporate image and values) are more likely to stimulate consumers' purchase intention than functional fit (product function), while moral sentiment plays an intermediary role between fit type and purchase intention to indirectly promote the behaviour of purchasing. The authors designed an experimental study taking multiple variables for scenario simulation to exclude the interference of inherent impressions of real brands. The sample focuses on young women and the vast majority of them have higher education degrees, thus lacking the representation of middle-aged and older and lower-market groups. The virtual brand controls the inherent attitude of the brand, while the familiarity and trust of the brand in the real market may affect the marketing effect, and there is a gap between the study's view and reality. The epidemic context was used as the background, and other social contexts lacked empirical evidence. Moral emotions were only selected as the two dimensions of 'pride' and

'gratitude', ignoring other emotional dimensions such as sympathy and empathy (Yang et al., 2023). The theory and practice of emotional marketing can only be further expanded with real brands, diverse groups and social issues.

Focusing on the emerging case of 'Ban Anxiety' bananas, the emergence of the 'Ban Anxiety' bananas marketing case has given. The emergence of 'Ban Anxiety' bananas has brought new ideas and vigour to the field of agricultural marketing. Lin Wenhai, from Pinghe County, Fujian Province, has cleverly combined bananas with bananas, giving them the words 'Banana Friends, No Anxiety', 'Banana Green', 'Banana Friend', 'Banana Green' and 'Banana Friend'. 'Banana a friend' and other particularly creative new names, but also carefully made matching cardboard boxes and cards. This innovative approach has successfully attracted the attention of many young people, who are not only happy to buy, but also like to share in the office, have to card photos, and take the initiative to spread the word on social media, so that the product has quickly leading to rapid market recognition and consumer adoption in the market.

Ni Min and Xu Wish's research suggests that emotional value drives consumption to satisfy emotional needs, making emotional value a core consumption motivation that goes beyond the function of use. The authors' use of harmonics and visual symbols to construct the metaphor of emotion has become a hot topic in society and has widely spread across social platforms. The catalytic effect of social media allows users to strengthen their own group identity through sharing and interaction, with certain social attributes. Emotional marketing has a certain double-sided nature, on the one hand, to relieve the pressure of young people, the consumption structure from material to spiritual gradually change. On the other hand, the problems of blind consumption and excessive marketing are also emerging. The study not only focuses on field research, but also introduces experts' opinions and combines qualitative and quantitative data. The geographical analysis focuses on Nanjing and e-commerce platforms, while the consumption differences between cities and regions are not sufficiently analysed. The causality argument is lacking, based only on observation and expert interpretation. The article is limited by the nature of the report, lack of mathematical rigour in the relevant theoretical depth, enhance the universality in order to better provide systematic guidance for enterprises to adopt emotional marketing strategies (Ni & Make, 2024). Most of the studies focusing on 'Ban Banana Green' have shown that enhancing emotional value is

a new way to drive agricultural products. From the 'ban banana green' found that the emotional value of agricultural products in the marketing research, in addition to differentiation, the catalytic role of social media, etc., more focused on the culture in the scene of the innovation, dynamic response to consumer demand and quality and marketing balance between the product back to the quality of agricultural products, attention to the rate of repurchase leads to trust overdraft. Related studies have certain limitations in terms of sample, the group interested in this topic is only a part of the population, and the natural emotional value of agricultural products mining stays at the phenomenon level, the refinement of the theorisation can be more profound (Ding & Hou, 2024).

Therefore, this paper focuses on the social media platform-wide survey groups, and specifically analyses the related studies of different groups on 'Ban Anxiety' bananas, and analyses the social reasons behind it under different perspectives. Based on the special case study, it provides a reference basis for enterprise development.

2 RESEARCH METHODS

This paper adopts the questionnaire survey method to make a comprehensive analysis of the emotional marketing of 'Ban Anxiety' bananas. The questionnaire was released to the public through Questionnaire Star, with a total of 12 questions, including the basic information of the respondents and the degree of knowledge and understanding of the 'Ban Anxiety' brand bananas, with 131 valid questionnaires and a total sample capacity of 131 people.

Table 1: Gender of respondents

Option		Ratio
Male	39	29.77%
Female	92	70.23%

The number of females was 92 and the number of males was 39, with far more females interested than males (see Table 1).

Table 2: Age group of survey respondent

Option		Ratio
Under 18 years old	11	8.40%
18-25	55	41.98%
26	42	32.06%
36	17	12.98%
Over 45 years old	6	4.56%
Total	131	

Participation was high among respondents centred between the ages of 18-35 (see Table 2).

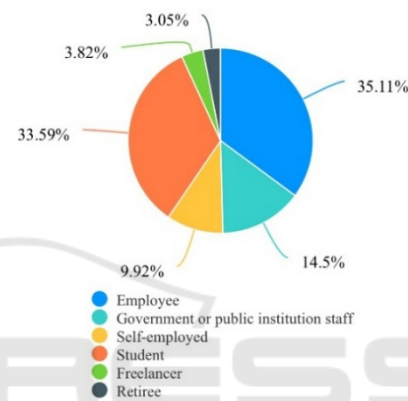


Figure 1: Occupation of survey respondents

The survey respondents are mainly business employees and students (see Figure 1).

3 RESULTS

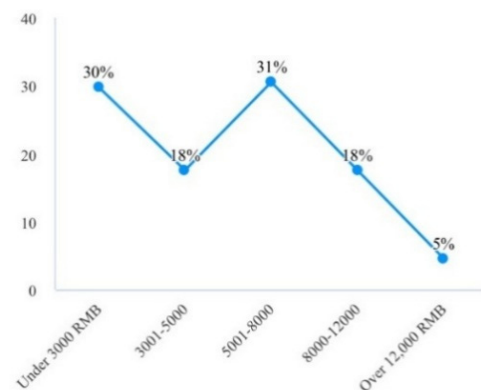


Figure 2: Income of survey respondents

As for the price, survey respondents' incomes are concentrated in the range of less than 3,000 RMB and between 5,000 and 8,000 RMB (see Figure 2). Covering a wide range of incomes, all income levels are attractive.

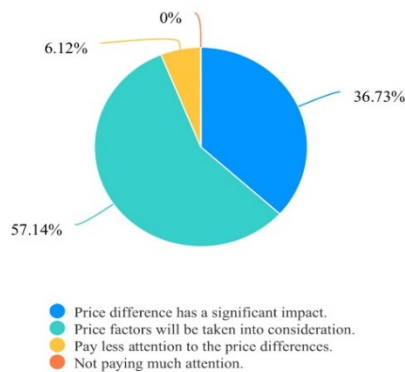


Figure 3: Price sensitivity of survey respondents

36 percent of respondents indicated that price was a strong influence on decision-making and that the majority of the user group had low price sensitivity (see Figure 3), and that price was not a decisive factor in consumer purchases.

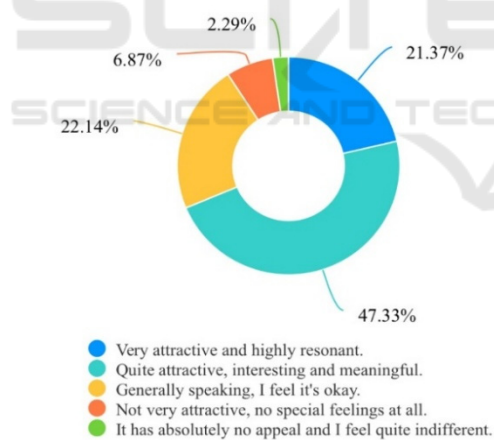


Figure 4: 'Whether the emotional concept conveyed by 'Ban Anxiety' bananas is appealing to survey respondents

The vast majority of the survey respondents believe that this emotional marketing is attractive to them (see Figure 4), so this phenomenon fully demonstrates that, in the current situation where the effect of traditional marketing methods is gradually diminishing, the marketing method that incorporates emotional elements has great potential, and it can open up a new way of marketing for agricultural products.

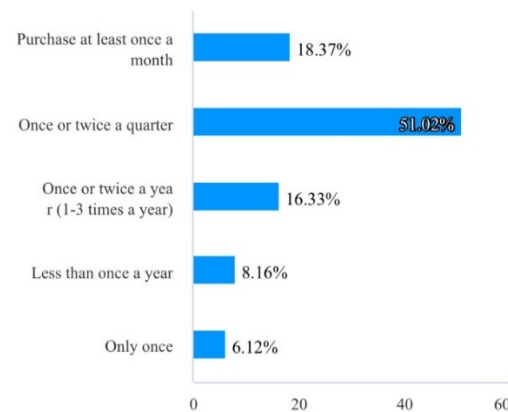


Figure 5: Frequency of purchasing 'Ban Anxiety' bananas

From the survey, it can be seen that more than half of the consumers who have purchased Ban Anxiety bananas '1-3 times per quarter' account for the highest percentage (see Figure 5). Consumers have a high repurchase rate after purchase, showing a tendency to make multiple purchases in the future. Consumers have a high level of recognition and satisfaction, so the combination of emotions and agricultural products creates a unique market competitiveness.

4 IN-DEPTH ANALYSIS ON THE STRATEGY OF 'BAN BANANA GREEN TO EMPOWER EMOTIONAL MARKETING

Effective marketing: Using e-commerce platforms and other channels, the number of searches and orders has increased significantly.

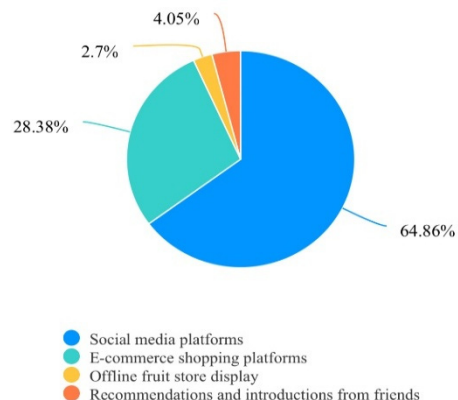


Figure 6: Awareness of 'Ban Anxiety' bananas

65% of consumers learnt about 'Ban Anxiety' bananas through e-commerce platforms, while 28% of consumers learnt about the brand through e-commerce shopping platforms (see Figure 6). This further shows that in the Internet era, new social media and e-commerce platforms have become the mainstay of brand fame. The vast majority of consumers learn about and buy brands online. 'Ban Anxiety' bananas became a hot topic in social media, which further enhanced the product's popularity and influence, and also drove the heat of the entire banana category, allowing the old varieties to regain more attention, and laying a deep foundation for the product to continue to be a hot seller in the future.

Unique and innovative creativity:

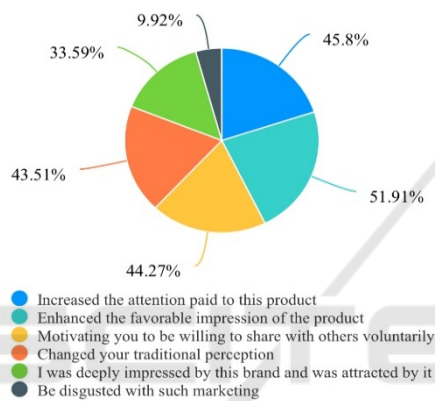


Figure 7: "Ban Anxiety" bananas' emotional elements have an impact on consumers

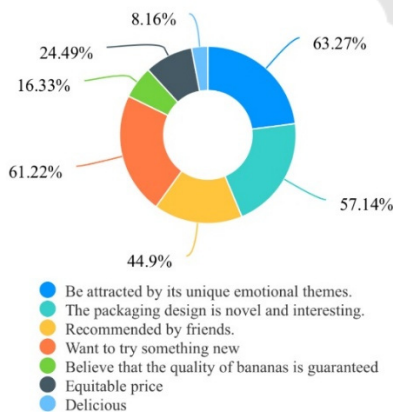


Figure 8: Reasons for consumers to buy "Ban Anxiety" bananas

The combination of banana marking and emotions boosted the attention of 45.8% of consumers and the goodwill of 51.91%. 44.27% of consumers chose to actively share the bananas with others, which enhanced the brand's social communication through

interesting topics. 43.51% of the survey respondents broke the stereotypes of bananas and gave a new connotation to the product, and the negative feedbacks were relatively low, so the marketing approach is accepted by most consumers (see Figure 7).

The vast majority of consumers who purchased the bananas were attracted to the unique emotional theme and innovative packaging (see Figure 8). Therefore, by combining simple and rustic produce with contemporary trends, it is possible to avoid the ways and means by which most produce is sold in the marketplace. Drawing on the 'emotional priming theory', it is posited that individuals can be stimulated by presenting pictures or words containing emotions, thus producing emotional priming effects (Zemack-Rugar et al., 2007). The harmonic terrain of banana 'banana green' and 'anxiety' gives banana a brand new cultural connotation and emotional value, together with interesting texts and related cartoons such as 'banana friends, no anxiety'. With interesting copywriting such as 'Banana Friends, No Anxiety' and related cartoons and cards, ordinary bananas are turned into creative products with stories and emotions. By infusing products with emotional elements, companies can evoke the emotional value of consumers during the purchasing process. This emotional drive will prompt consumers to have a stronger desire to buy.

Precise positioning of target customers:

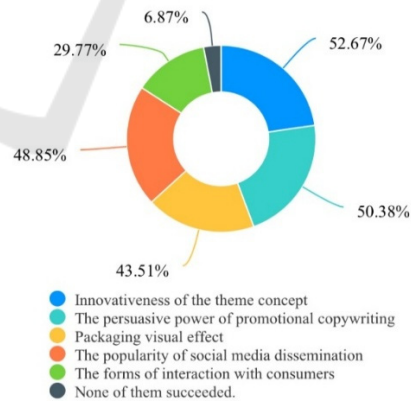


Figure 9 Successful aspects of emotional marketing for 'Ban Anxiety' bananas

The brand's innovative, infectious, visually striking packaging and social media communication were recognised by nearly half of consumers (see Figure 9).

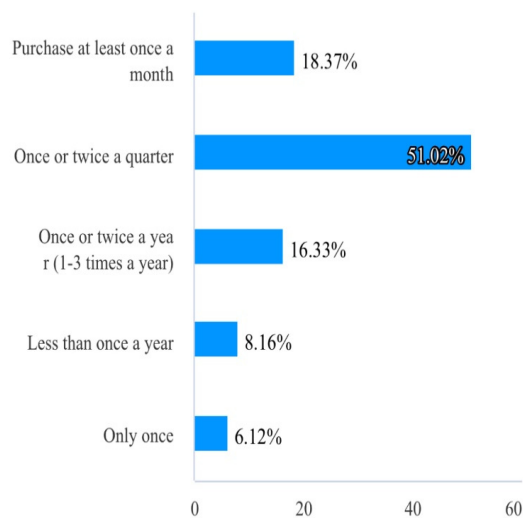


Figure 10: Purchase frequency of consumers who have purchased

Extensive promotion with the help of e-commerce platforms and social media has pinpointed the target customer group as young people. Contemporary young consumers not only pursue fashion and tend to emotional consumption, but also pay more attention to investing in themselves and enjoyable consumption, which coincides with the brand's marketing strategy (Maddenley, 2022). Aiming at the target customer groups, combined with the communication effect of the Internet has made 'Banana Green' quickly become popular and attracted a large number of potential consumers. Focusing on the target market of young people, the brand has learnt that when they are under pressure, they are eager to accept new things and release their emotions. Therefore, directly addresses consumer psychological needs by embedding the product with culturally resonant emotional metaphors, which further satisfies consumers' pursuit of emotional value and successfully attracts more attention.

5 INSIGHTS AND LESSONS LEARNT FROM THE LINK BETWEEN AGRICULTURAL PRODUCTS AND MARKETING

5.1 Enhancing the Added Value of Agricultural Products

Emotional marketing has transformed bananas from ordinary agricultural products into unique

commodities with emotional value. Initially, the green bananas keep turning yellow to be edible by hydroponic culture, and bananas continue to deepen their own emotional value in the process of cultivation. From practicality to emotionality, the banana is transformed from a product that cares about whether it is good to eat or not, and whether it is fresh or not, to a stress reliever for the new age group, and it has found its own emotional positioning in agricultural products. Other agricultural products can also learn from this, mining the emotional connection between the product itself and the pain points of consumer groups, such as combining the hard shell of nuts with inspirational elements to enhance the unique emotional value of the product.

5.2 Expanding Consumer Groups and Market Space

'Ban Anxiety' bananas focus on attracting young consumers and creating creative marketing campaigns in their constant pursuit of innovation and personalisation. The relationship between emotion, information and sharing behaviour is mainly realized through the use of the 'Ban Anxiety' bananas. Information and sharing behaviour are mainly realized through direct and intermediary ways (Gao, 2022). Therefore, it is important to further expand the market scope of agricultural products by initiating relevant trending topics in social media and encouraging consumers to share their own experiences, so as to attract more and more young people's understanding and attention. At the same time, other agricultural products in the expansion of their popularity, should be in-depth study of the characteristics of different consumer groups, know what specific consumer groups actually like, what to pay attention to, accurate positioning, expanding the market space.

5.3 Enhancement on the Brand Competitiveness by Creating a Unique Brand with a Story

Agricultural products will have their own unique 'persona' for agricultural products to shape their own brand story, so that consumers produce a "brand understand me, understand my brand image". From then on, when consumers see this brand, they will not only associate it with fruits, but also with a good partner to relieve anxiety. Tapping into the emotional story and cultural connotation behind the product, the brand can combine local characteristics with agricultural products to tell the history of cultivation

and heritage stories. The most suitable emotional expression with the product in order to establish a close connection between the product and the emotion, so that the product and the emotion rendered by the marketing of the high years of adhesion, so that the maximisation of the utility of emotional marketing (Zhu, 2023). Brand - building initiatives can let consumers, in the purchase of agricultural products, not only buy the product itself but also purchase a cultural and emotional experience, enhancing the competitiveness of the brand.

5.4 Innovative Marketing Mode and Strategy

'Ban Anxiety' bananas not only breaks through the appearance and packaging form of previous agricultural products, adopts a more attractive consumer group of interesting creative design to attract the eyes of consumers, but also breaks the traditional advertising route, so that agricultural products become more fashionable. Brand managers need to make full use of social media, short videos and other emerging media, combining online and offline to expand brand awareness. Unite with more IP to further establish a perfect feedback mechanism. Thus, it shortens the distance between consumers and the brand, timely understands consumers' demands and opinions, and improves customer satisfaction and loyalty. Different agricultural products should study the innovative marketing models and strategies suitable for themselves in order to better break the blockade of traditional models.

6 CONCLUSION

In conclusion, through the in-depth analysis of the case of 'banana green' banana emotional marketing, the brand has more and more market share in the market by virtue of emotional marketing. Emotional marketing can not only effectively improve the added value of the product, but also provide innovative ideas for agricultural marketing in terms of expanding consumer groups and increasing brand competitiveness. Unique and innovative ideas, precise market positioning, significant marketing and effective brand building provide valuable reference for other agricultural marketing. In the future, the marketing of agricultural products should pay more attention to the in-depth excavation of its own emotional value and the continuous innovation of the marketing model, in order to adapt to the ever-changing marketing, so that the agricultural products

in the new era of the market blossomed with more vitality.

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