Title: Exploring How Branding Psychology Shapes the Global Marketing of Mental Wellness Within Medical Tourism

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Abstract: Mental health services are now part of the expanding worldwide medical tourism industry. While travelling, consider therapy and overall health. As this develops, people's perceptions, decision-making processes, and brand loyalty are significantly influenced by how businesses portray themselves. It creates a strategy based on concepts from wellness research, health tourism marketing, and brand psychology. This strategy seamlessly integrates the branding itself with elements that influence branding, including trust, identity, emotions, experiences, and culture. Customers' actions are then influenced by that branding, primarily their whereabouts, loyalty, and likelihood of returning. Leaders, service providers, and marketers benefit from this. It outlines strategies for establishing companies and promoting positive participation in mental health tourism. As this field rapidly evolves, research is being conducted on emotions, culture, and technology to enhance experiences for everyone.

Keywords: Business Science Reference Hospitality, Travel, and Tourism Management

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