


Chapter 3

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

Farhana Yeasmin Lina

 <http://orcid.org/0009-0006-8308-5549>

Daffodil International University, Bangladesh

Mohammad Badruddoza Talukder

 <http://orcid.org/0009-0008-1662-9221>

International University of Business Agriculture and Technology, Bangladesh

Viana Hassan

 <http://orcid.org/0000-0002-7372-5059>

European Tourism and Events Training Academy, Malta

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,

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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.

1. BACKGROUND OF THE STUDY

1.1 Overview of Medical and Wellness Tourism

The tourism industry has undergone significant changes lately. People still travel for fun and work, but going abroad for medical stuff and feeling good is getting popular, too. Medical tourism is when folks travel to other countries for procedures such as operations or cosmetic procedures (Horowitz et al., 2007). Wellness tourism is more about taking care of the whole self – body, mind, and spirit. Taking care of the mind is a fast-growing part of the wellness scene (Dillette et al., 2021). It includes stuff like meditation trips, ways to handle stress, counseling, and getaways for mental health. We all get how important mental health is now, especially after the pandemic (Ghasemi et al., 2021). So, this kind of tourism is getting big fast. People aren't just looking to fix their bodies anymore; they want to chill out, feel better emotionally, and get away from everyday stress. In this situation, branding is a big deal. If anyone wants to promote mental wellness tourism, need to understand how branding works in people's heads. It changes how they see and pick places or services (Talukder et al., 2025a). Since mental well-being is a personal thing, companies have to connect with people, earn their trust, and offer stuff that fits them. Good branding can really sway what people pick when there are tons of choices out there. Being real and making a connection are what matter most to people.

1.2 The Role of Branding Psychology in Mental Wellness Tourism

Branding looks at how feelings and thoughts affect what we think about brands. For mental health tourism, it's super important to get why people pick certain spots or services (R. Buckley, 2023). It's not just about selling stuff; it's about making real human-to-human relations. A brand that promotes mental wellness does more than just sell products. It builds trust, shows it cares & makes people feel safe (Cham et al., 2022). People who are looking for wellness stuff usually want a brand that speaks to them and helps them get better. So, brands in this field need to think about what makes people tick, like trust and feeling understood (Dini & Pencarelli, 2022). If wellness brands get this, they can create branding that really hits home with people.

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