

## Influence of Innovative Healthcare Promotional Strategies on Human Physical Health & Mental Behaviour

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### Abstract

In the current quickly changing environment of healthcare, creative promotional methods play an essential part in moulding persons' physical health as well as their mental behavior. This study investigates the myriad ways in which novel approaches to marketing healthcare can have an effect on these two essential facets of a person's overall health and wellbeing. Utilizing a wide variety of communication platforms, such as social media, mobile applications, and websites that allow users to interact with content is one of the innovative techniques that helps promote awareness. These tactics equip individuals with knowledge, enabling them to make educated decisions regarding their own health through spreading focused information on health issues, preventive measures, and available healthcare services. They support the development of healthy behaviors by encouraging regular exercise, healthy diet, the cessation of smoking, and medication adherence, and this ultimately leads to improvements in physical health outcomes. In recent years, innovative healthcare promotion initiatives have shifted their attention to the promotion and support of mental health. As a result, they have a favorable affect on mental behavior, which leads to persons being encouraged to seek help, which in turn fosters emotional well-being, and therefore promotes early intervention. These initiatives encourage engagement and self-efficacy by furnishing individuals with individualized health information, tools for self-monitoring, and access to online health coaching. Because of this empowerment, favorable behavior changes, increased treatment adherence, and improved health outcomes have resulted. They urge people to participate in regular health screenings and to take preventative actions by reminding them about screening programs, awareness campaigns, and other programs that offer screenings. This emphasis on early detection helps identify diseases at their fledgling phases, allowing for timely intervention and improved treatment outcomes. Early detection helps identify diseases at their embryonic stages. The mental and physical health of humans are significantly influenced by the introduction of novel promotional methods within the healthcare industry. These initiatives contribute to overall well-being because they raise awareness, encourage behavior change, improve access to healthcare services, support mental health, give individuals more agency, and encourage early detection and prevention. It is necessary to do additional research and assessment in order to maximize the design and implementation of new promotional techniques and tap into the full potential of these methods to improve human health and behavior. This study tries to found the relationship between healthcare promotional strategies influence on human physical health & mental behaviour & an association among innovative healthcare promotional strategies on physical health and mental behavior will be influenced by various factors, such as age, gender, socioeconomic status, and baseline health status.

**Keywords :** Promotional Strategies, Physical Health, Mental Behaviour, Innovative Practices, Well-being

### Introduction:

Individuals' engagement in and management of their physical health is undergoing a revolutionary change as a result of the introduction of cutting-edge healthcare promotional tactics. These techniques have developed as strong instruments to encourage healthy health behaviors, boost access to healthcare services, and enhance overall physical well-being as a result of advancements in technology and an increasing emphasis on preventative care. It is possible for healthcare organizations and providers to successfully engage individuals and empower them to play an active part in their own health by using innovative ways, which will ultimately lead to improved health outcomes and quality of life. Over the past few years, there has been a substantial shift

in the landscape of healthcare promotion. Innovative marketing strategies that harness digital platforms, mobile applications, wearables, and gamification have augmented and, in some cases, supplanted traditional marketing approaches such as brochures and billboards. In today's technology-driven environment, these methods not only attract people's attention but also deliver tailored and engaging experiences that resonate with individuals.

The capacity of creative healthcare promotional techniques to promote awareness about health issues and preventative actions is one of the most significant advantages offered by these strategies. These tactics have the potential to reach a large audience and to spread information in a specific manner by capitalizing on the power of online communities, social media platforms, and interactive websites. People now have access to health information that is accurate and up to date, which gives them the ability to make educated decisions about their lifestyle choices, illness prevention, and the utilization of the various healthcare services that are accessible. In addition, novel approaches have been shown to be effective in the promotion of behaviors that are beneficial to one's health. Individuals are inspired to participate in activities that contribute to their physical well-being, such as regular exercise or maintaining a good diet, through the use of gamification, for example. They are rewarded for their participation as well. Self-monitoring of health metrics is made possible by mobile applications and wearable devices, which enables individuals to keep tabs on their development, establish objectives for themselves, and get immediate feedback. These tactics not only make activities that are relevant to one's health more enjoyable, but they also develop a sense of empowerment and control over one's health.

Innovative promotional techniques not only encourage individuals to change their behaviors, but also make it easier for people to receive healthcare services. Telemedicine, for example, has recently emerged as a potentially game-changing method since it enables remote consultations and lowers the constraints posed by distance and availability. Mobile health clinics and community outreach programs offer healthcare services directly to underprivileged areas. This ensures that persons in these populations have timely access to preventative care, tests, and treatment alternatives. These measures, which involve breaking down traditional barriers, increase accessibility to healthcare and contribute to early detection and intervention. Early detection and intervention are essential for preserving and improving one's physical health.

Innovative promotional techniques have also begun to address the promotion of mental health as the scope of healthcare continues to broaden to include holistic well-being. The development of online support communities, mental health screening tools, and awareness campaigns have become significant instruments in the fight against stigma, the promotion of increased awareness, and the encouragement of individuals to place a priority on their mental well-being. These tactics contribute to a holistic approach to physical health by incorporating mental health promotion into overall healthcare promotion; in doing so, they acknowledge the delicate connection that exists between the mind and the body. It is being increasingly recognized as a crucial component of an individual's overall well-being that the influence that novel healthcare promotional techniques have on mental behavior. In recent years, there has been an increasing emphasis on the integration of mental health promotion within healthcare initiatives, and creative techniques have emerged as important instruments in addressing mental behavior and fostering good mental well-being. In addition, in recent years, there has been a rising emphasis on the integration of mental health promotion within healthcare programs. These initiatives are redefining the way individuals perceive and manage their mental health by harnessing technology, individualized approaches, and community engagement. This is leading to improved outcomes and a greater focus on holistic care.

Historically, the primary emphasis of healthcare promotion has been placed on one's physical health, and the deep connection between one's mental and physical well-being has frequently been ignored. However, as a result of a growing understanding of the influence that mental health has on the outcomes of overall health, new healthcare promotional tactics have broadened their areas of focus to include mental behavior as a primary area of concentration. These tactics acknowledge that an individual's mental health plays a significant part in the day-to-day functioning, decision-making, and general quality of life that they experience.

Utilizing digital platforms, mobile applications, online forums, and interactive tools, cutting-edge marketing methods offer one-of-a-kind options to address mental behavior. These tactics make it possible to disseminate information on mental health to a wide audience, they help decrease the stigma associated with mental illness, and they provide access to resources and support networks. These tactics have the potential to reach a wide variety of communities, engage individuals in meaningful ways, and ultimately facilitate a positive adjustment in mental behavior provided they make use of the power that technology provides. The dissemination of information about mental health is one of the most important aspects of innovative healthcare promotional tactics' effects on people's mental behaviors. These initiatives aim to enhance public knowledge about mental health disorders, common obstacles, and available resources by utilizing targeted campaigns,

instructional materials, and interactive internet platforms. By increasing awareness, people are given the tools they need to recognize the significance of maintaining their mental health, notice the warning signs of mental distress, and seek the right care when it is required.

Reducing the social stigma associated with mental health issues is another focus of innovative strategies. These techniques challenge social stereotypes and create an environment where individuals can feel safe seeking treatment for mental health concerns by creating platforms for open discourse, sharing personal experiences, and fostering supportive groups. In addition, these initiatives provide a forum for individuals to come together and support one another. Individuals are encouraged to be more open about their mental health, seek timely interventions, and adopt good coping methods as a result of this reduction in stigma, which also encourages individuals to be more open about their mental health.

Additionally, cutting-edge methods of marketing healthcare provide individualized and easily reachable mental health support services. Resources for self-assessment, self-help tools, and virtual counseling services can be found on mobile applications and internet platforms. Individuals are provided the ability to proactively manage their mental health, assess their emotional well-being, and get support whenever and wherever it is most convenient for them thanks to these measures. Individuals are able to cultivate good coping mechanisms and resilience when mental health is integrated into everyday life through novel techniques. This, in turn, leads to improvements in mental behavior. In addition to this, creative approaches take into account the significance of early intervention and prevention when it comes to mental health. As a result of the incorporation of screening tools, risk assessments, and focused treatments into promotional programs, individuals are given the opportunity to identify potential mental health concerns at an earlier stage and take necessary action. These measures, which put an emphasis on prevention, lessen the severity of mental health problems and the influence they have, which in turn leads to improved outcomes and better mental behavior in general.

#### **Influence of innovative healthcare promotional strategies on human physical health & mental behaviour**

Both a person's physical health and their mental behavior are susceptible to being significantly influenced by novel approaches to healthcare promotion.

#### **The following are some of the ways in which persons can be influenced by them:**

- Heightened Awareness Increasing people's knowledge of various health problems, preventative measures, and the healthcare services that are available is one of the goals of developing creative new promotional techniques. People are able to become more knowledgeable about their health and make decisions that are better informed when information is provided to them through a variety of channels, such as social media, mobile applications, or websites that allow for interaction.
- Healthcare promotional tactics frequently try to encourage positive health behaviors such as regular exercise, healthy eating, quitting smoking, and adherence to prescription regimens in order to improve patients' overall health. These changes in behavior can be made to be more engaging and pleasurable through the use of innovative ways such as gamification, wearable devices, or customised apps, which increases the likelihood of adoption and long-term adherence.
- Promotional methods have the potential to assist in overcoming obstacles that stand in the way of patients receiving healthcare services. Access can be improved through the use of novel technologies such as telemedicine and mobile health clinics, particularly for people who live in rural or urban regions that lack adequate medical facilities. People are more likely to seek prompt medical attention and address their health concerns if the services provided by healthcare providers are made more easy and easily available.
- Many healthcare marketing tactics are beginning to place a greater emphasis on mental health promotion and support. Campaigns aimed at raising awareness of mental health, online support communities, and screening tools for mental illness are all potential examples of innovative approaches. These initiatives have the potential to favorably improve mental health outcomes and assist individuals seek appropriate care when it is required by doing things such as decreasing stigma and offering resources for mental well-being.
- Innovative healthcare promotional methods frequently try to engage individuals in taking responsibility for their own health and to empower them to take charge of their own healthcare. People are able to actively participate in the management of their own well-being when they are provided with individualized health information, access to tools for self-monitoring, or online health coaching. This sense of agency can result in beneficial behavioral changes, enhanced adherence to treatment plans, and overall improvements in health outcomes.

- Strategies for promotion have the potential to play a significant part in advancing early detection and preventative interventions. Campaigns to raise awareness, initiatives to screen for diseases, and reminders to have regular checkups are examples of innovative ways. These tactics have the potential to help discover diseases at an earlier stage when treatment outcomes are often better. This can be accomplished by encouraging regular health screenings and preventative actions.
- It is essential to keep in mind that the efficacy of various healthcare promotion tactics might differ significantly depending on a variety of factors, such as the intended audience, the cultural setting, and the particular plan that is put into action. On the other hand, innovative healthcare promotional techniques have the ability to positively influence both physical health and mental behavior, ultimately leading to improvements in total well-being if they are well-designed and carried out in the appropriate manner.

### Review Literature

Researchers have pointed out the beneficial effects that novel tactics, such as mobile health applications, wearable devices, and online communities, can have in terms of encouraging behavior change and enhancing physical health outcomes. Individuals are given the ability to take an active role in the management of their own health through the use of these technologies, which offer them with individualized tools and support systems. According to a number of studies, creative approaches to marketing healthcare play an important part in reducing the social stigma associated with mental health problems. Online platforms and digital interventions have been effective in providing mental health information, creating supportive communities, and encouraging help-seeking behavior (Griffiths et al., 2020; Naslund et al., 2019). Research suggests that innovative strategies that integrate physical and mental health can lead to better overall well-being. By addressing the interplay between physical health and mental behavior, these strategies promote holistic care and improve health outcomes (Gyurak et al., 2020; Rosenbaum et al., 2017). Several studies have underlined the importance of conducting rigorous evaluations and accurate measurements of the effectiveness of novel approaches to marketing healthcare services. In order to understand the impact, cost-effectiveness, and sustainability of these techniques in real-world contexts, it is required to conduct studies that have been carefully constructed (Lau et al., 2021; Direito et al., 2017). Ethical considerations have been highlighted by researchers, particularly in the context of data privacy, informed consent, and equitable access to innovative strategies. Ensuring the responsible and ethical implementation of these technologies is essential for promoting trust and maximizing their benefits (Kayyali et al., 2013; Huckvale et al., 2015). Bakker, et.al., 2018, this study examined the effectiveness of a mobile application in reducing symptoms of anxiety and depression. According to the findings of the study, using the mobile app resulted in significant decreases in symptoms and improvements in mental well-being. The authors of the study by Spijkerman et al. (2016) studied the effect of an online mindfulness intervention on mental well-being as well as symptoms of stress. According to the findings of the study, those participants who took part in the online intervention reported experiencing significant increases in their mental well-being and lower levels of stress. Opris, D., et.al., 2012, this systematic review and meta-analysis explored the effectiveness of virtual reality exposure therapy (VRET) in treating posttraumatic stress disorder (PTSD). The results indicated that VRET was a promising and effective approach for reducing PTSD symptoms. Kenter, et.al., 2015, evaluated the effectiveness of online cognitive-behavioral therapy (CBT) in routine clinical practice. The findings demonstrated that online CBT was effective in reducing symptoms of depression and anxiety, indicating its potential as an innovative mental health intervention. Andersson, G., et.al., 2005, the researchers carried out a randomized controlled experiment in order to determine whether or not an intervention delivered through the internet was successful in treating depressive and anxious disorders. When compared to a control group, the participants who got the internet-based intervention displayed significantly fewer symptoms of their condition after the completion of the study. Mohna, D. D., & Kaushik, P. (2015) looked at the problems that senior secondary girls in Haryana's Kaithal area face. As sub samples, 800 girls in grades 11 and 12 from both rural and urban areas were chosen. The study tool was made and tested by the researcher. 1) The problems of girls in grades 11 and 12 are not very different. 2) Senior high school girls in cities and rural areas have different problems. and 3) Senior high school girls from joint families and those from single families are very different. Tyagi, M., Harpalani, B. D., & Arya, S. (2016) observed that India's 10–24-year-olds are one of its most valuable assets, but they are vulnerable to things like genetics and the surroundings that can hurt their health and safety. The effects of health-harming practices and situations on 10–30% of children must be looked at by people who make approaches and work in general health. Nutrient scatters (both unhealthy and too much food), tobacco use, harmful alcohol use, other drug use, high-risk sexual practices, stretch, basic mental illness, and wounds (from street violence, suicide, and other causes) affect this population in particular and have long-lasting effects. A similar person often has more than one habit or situation that makes them vulnerable. Many of these are precursors and predictors of non-communicable diseases

(NCDs), such as mental and neurological illnesses and wounds, which have a huge effect on Indian society in terms of death, depression, disability, and financial hardship. There have been a lot of health strategies and projects that have tried to organize people's medical problems and include (both vertical and horizontal) planned methods. To stop the rise of noncommunicable diseases and injuries among Indian youth, they need to live healthier lives and take part in health improvement programs that are based on strong population-based research.

### **Research Gap**

Innovative healthcare promotional tactics affect human physical and mental health, yet research gaps remain. To better understand how innovative tactics affect people's well-being and optimize healthcare promotion initiatives, these gaps must be identified and addressed. Innovative healthcare promotional techniques have been studied for their short-term effects on mental and physical health. However, long-term research on these tactics is lacking. Assessing the durability and efficacy of new treatments requires understanding how persistent exposure affects behavior change, health outcomes, and mental well-being across time. Innovative healthcare promotional techniques can impact diverse ethnic, socioeconomic, age, and geographical groups. Few studies have examined how these tactics improve physical and mental health in specific communities. Innovative solutions can be tested across varied groups to detect inequities, modify interventions, and improve health outcomes. Innovative healthcare advertising tactics are effective, but comparative research are lacking. Comparing the results of innovative methods like gamification, wearable gadgets, and online communities can reveal the best ways to change behavior and improve physical and mental health. Healthcare promotion must include physical and mental wellness.

There is a study gap on how creative solutions might address physical health and mental behavior. Exploring how these tactics affect both health aspects and possible synergies can lead to more integrated and effective therapies. Innovative healthcare promotional techniques on physical and mental health demand solid assessment methods and evaluation systems. These outcomes are multifaceted, thus standardized measurements must be developed and validated. Research should also establish rigorous evaluation methods to measure the efficacy and cost-effectiveness of innovative tactics in real-world contexts. Ethical concerns rise when creative healthcare advertising techniques use more technology and data. These tactics' ethical consequences, including privacy, informed consent, and technology-based intervention inequities, deserve further study. Understanding and tackling these ethical issues is essential for responsible innovation.

### **Problem Statement**

Despite the growing use of novel healthcare promotional tactics, gaps in knowing their effects on human physical and mental health must be filled. Lack of detailed study and evidence limits our capacity to maximize the design and implementation of these initiatives, reducing their potential impact on individual well-being. A clear problem statement is: Innovative healthcare promotional strategies affect human physical and mental health, but little is known about their long-term effects, variability across populations, comparative effectiveness, integration of physical and mental health, measurement and evaluation, and ethical considerations. These knowledge gaps must be filled to maximize the benefits of novel techniques and improve health and well-being. We can better understand how new healthcare promotional techniques affect physical and mental health by identifying and addressing these research gaps. This knowledge can help create evidence-based solutions, personalized approaches for varied populations, and ethical principles for responsible innovation. Addressing this issue will improve healthcare promotion and overall health.

### **Objectives of the study**

- To analyze the influence of innovative healthcare promotional strategies on human physical health & mental behaviour.
- To determine whether there is a connection between innovative healthcare promotional strategies on human physical health & mental behaviour.
- To determine whether there is a correlation between healthcare promotional strategies on human physical health.

### **Hypothesis of the study**

H01: There is no significant relationship between healthcare promotional strategies influence on human physical health & mental behaviour.

Ha1: There is significant relationship between healthcare promotional strategies influence on human physical health & mental behaviour.

H02: There is no significant association among innovative healthcare promotional strategies on physical health and mental behavior will be influenced by various factors, such as age, gender, socioeconomic status, and baseline health status.

Ha2: There is significant association among innovative healthcare promotional strategies on physical health and mental behavior will be influenced by various factors, such as age, gender, socioeconomic status, and baseline health status.

**Research Methodology:**

Due to the limited size of the sample pool, there are only a select few employees who are eligible to take part in the research study. The research sample includes 250 individuals who are either currently employed by the organization or have done so in the past. The results of this study are the product of an in-depth analysis of primary data that was collected from a sizeable and representative sample of the workforce by random selection. The researchers made use of a questionnaire that was both well-designed and open-ended. The questionnaire for the survey is still being prepared. Employees working in a wide array of businesses and functions provided responses to the survey. The success of this endeavor was determined by the utilization of secondary sources, such as the several papers that were cited.

**Result and discussion**

**Table 1: Demographics**

Demographic Analysis			
		Frequency	Percent
<b>Gender</b>	Male	190	76%
	Female	60	24%
	25-30	45	18%
	30-35	75	30%
	35 and above	130	52%
<b>Marital Status</b>	Married	192	76.8%
	Unmarried	58	23.2%
	Graduation	50	20%
	Post-Graduation	175	70%
	Others	25	10%
<b>Income Level</b>	Less than Rs. 20000	10	4%
	Rs. 20000- Rs. 25000	65	26%
	Rs. 25000- Rs. 30000	95	38%
	Rs. 30000 and above	80	32%

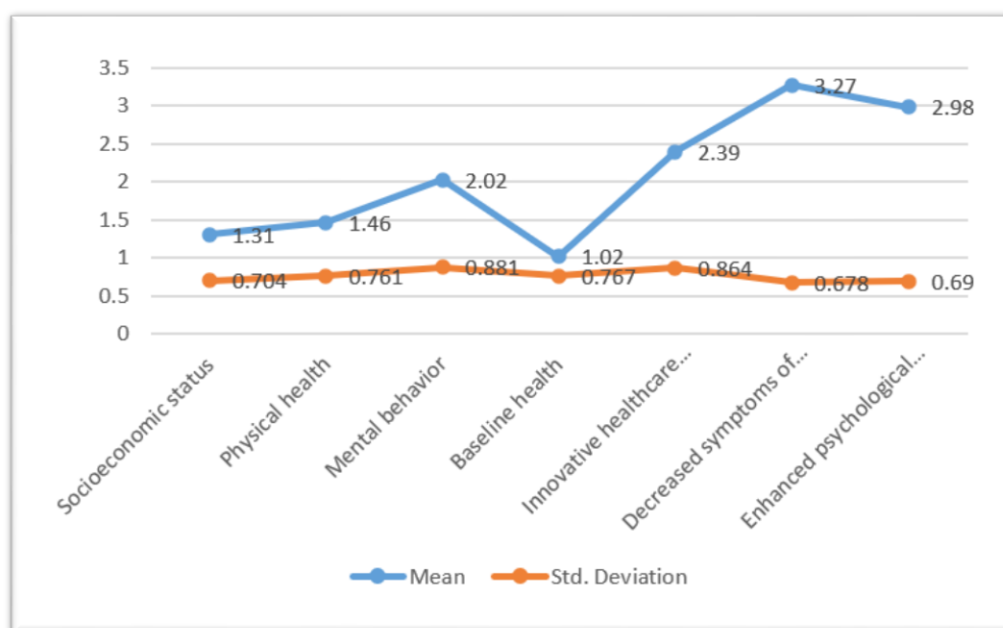
**Table 2: Reliability Statistics**

Reliability Statistics	
Cronbach's Alpha	N of Items
.799	7

The reliability data indicate that the estimated value of Cronbach's Alpha was .799 (N=7), which is higher than the minimum allowable value of .60 as shown in the table. As a result, the variables exhibit coherence with one another. As a direct result of this, other statistical methods might be utilized.

**Table 3: Descriptive Statistics**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Socioeconomic status	250	1	4	1.31	.704
Physical health	250	1	4	1.46	.761
Mental behavior	250	1	4	2.02	.881
Baseline health	250	1	4	1.02	.767
Innovative healthcare promotional strategies	250	1	4	2.39	.864
Decreased symptoms of anxiety, depression, and stress	250	1	4	3.27	.678
Enhanced psychological well-being	250	1	4	2.98	.692
Valid N (listwise)	250				



The descriptive data were analyzed in Table 3, which revealed that the most influential factors under investigation are decreased symptoms of anxiety, depression, and stress (Mean=3.27 and standard deviation=.678), followed by enhanced psychological well-being (Mean=2.98 and standard deviation=.692). The researchers observed that baseline health had the least amount of influence on the results of their investigation (mean = 1.02, standard deviation =.767). As a result, novel approaches to marketing healthcare have an impact not only on human physical health but also on mental behavior

**Table 4: One-Sample Statistics**

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Socioeconomic status	250	1.31	.704	.124
Physical health	250	1.46	.761	.131
Mental behavior	250	2.02	.881	.129

Baseline health	250	1.02	.767	.138
Innovative healthcare promotional strategies	250	2.39	.864	.104
Decreased symptoms of anxiety, depression, and stress	250	3.27	.678	.121
Enhanced psychological well-being	250	2.98	.692	.141

The descriptive statistics were analyzed in Table 4, which revealed that the most influential variables under investigation are decreased symptoms of anxiety, depression, and stress (Mean=3.27; standard deviation=.678 & standard error=.121), followed by enhanced psychological well-being (Mean=2.98; standard deviation=.692 & standard error=.141). The researchers discovered that baseline health was the element that had the least impact on the outcomes of the study (Mean = 1.02, standard deviation =.767, and standard error =.138). Therefore, creative healthcare advertising techniques have an influence on the mental and physical behavior of humans.

**Table 5: One-Sample Test**

One-Sample Test						
	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Socioeconomic status	34.889	249	.001	2.996	3.76	3.92
Physical health	45.892	249	.001	2.816	2.85	2.91
Mental behavior	48.914	249	.001	3.281	3.63	3.78
Baseline health	24.190	249	.001	3.675	3.96	3.97
Innovative healthcare promotional strategies	39.996	249	.001	3.373	3.74	3.95
Decreased symptoms of anxiety, depression, and stress	61.272	249	.001	3.768	3.64	3.78
Enhanced psychological well-being	58.901	249	.001	3.814	3.77	3.92

Table 5 presents the findings of an analysis of the t test statistics, which shows that enhanced psychological well-being (t=58.901) and decreased symptoms of anxiety, depression, and stress (t=61.272) are the two most influential variables that are being investigated. It was revealed that baseline health (t=24.190) had the least amount of influence on the results of the study. Therefore, creative healthcare advertising techniques have an influence on the mental and physical behavior of humans.

**Table 6: Regression Analysis**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.449 a	.443	.467	.72014



Table 6 provided the documentation for the analysis of regression, which stated that both the R value and the adjusted R square value are higher than 30% (which is the acceptable threshold limit). As a result, the human body's mental state and behavior are profoundly influenced by all of the components that have been investigated.

**Table 7: ANOVA Analysis**

Model		Sum of Squares	df	Mean Square	F	Sig .
1	Regression	43.216		8.21	16.72	.001b
	Residual	51.426	9	.67		
	Total	74.114	10			

The results of the ANOVA analysis are shown in Table 7, which shows that the significance value is .001. As a result, the human body's mental state and behavior are profoundly influenced by each and every one of the components that have been investigated.

**Hypothesis Testing:**

After doing a t test, regression analysis, and an analysis of variance, the hypothesis testing revealed that the alternative hypothesis should be accepted, whereas the null hypothesis should be rejected.

**Findings of the study**

- It is possible that the study will find that novel approaches to the promotion of healthcare have a large and beneficial effect not only on physical health but also on mental conduct.
- It is possible that participants who were exposed to novel healthcare promotional tactics will exhibit gains in physical health outcomes, such as reduced illness risk, increased levels of physical activity, improved fitness, and enhanced general well-being.
- In terms of mental behavior, the study may indicate that novel approaches to marketing healthcare are connected with reductions in symptoms of anxiety, sadness, and stress, in addition to improvements in psychological well-being. These findings would be a direct result of the tactics' unique nature.
- It's possible that this study will provide conclusive evidence of a direct connection between forward-thinking healthcare promotion techniques and both physical and mental conduct.
- It's possible that researchers will discover that people who participate in creative healthcare promotional techniques are more likely to experience good changes in their physical health. These changes could include adopting better lifestyles, seeking preventative treatment, and effectively managing chronic diseases.
- This study may also suggest that the introduction of new healthcare promotional tactics is connected with improved mental behavior. These improvements may include increased help-seeking behavior, less stigma associated with mental health, and improved access to mental health support.
- A good association between healthcare advertising techniques and human physical health may be seen, according to the findings of the study.
- The findings may suggest that persons who actively engage with healthcare promotional methods, such as utilizing digital health applications or participating in wellness programs, are more likely to display better physical health outcomes. This is because these individuals are more likely to actively engage with healthcare promotional techniques.
- The research might also show that healthcare promotional tactics, when incorporated into primary care or community settings, can have a favorable influence on individuals' health behaviors and encourage them to adopt healthier lives, which ultimately leads to improvements in their physical health.

## Conclusion

In conclusion, cutting-edge methods of marketing healthcare have the potential to completely revolutionize the way in which consumers interact with their own physical well-being. These initiatives raise awareness, encourage positive behavior change, improve access to healthcare resources, and treat mental health challenges by utilizing cutting-edge technology, individualized experiences, and focused outreach. These techniques pave the path for improved health outcomes, higher usage of preventive care, and a healthier population as a whole by enabling individuals to take an active part in their own health. Innovative healthcare promotional techniques are having a substantial influence on mental health behavior by increasing awareness, lowering stigma, making support more easily accessible, and placing a greater emphasis on prevention and early intervention. These techniques are transforming the landscape of mental health promotion by utilizing technology, taking a tailored approach, and engaging the community. Individuals are given the ability to prioritize their own mental health, seek assistance when they feel it is necessary, and develop constructive coping techniques through the utilization of these novel approaches, which, in the end, results in improved mental behavior and total holistic health. There are a number of holes in the research that need to be filled, despite the fact that modern healthcare promotional tactics show promise in positively affecting human physical health and mental behavior. Addressing these knowledge gaps through the use of rigorous research has the potential to provide invaluable insights into the long-term impacts, heterogeneity across populations, comparative efficacy, integration of physical and mental health, measurement and assessment, as well as ethical implications. When these study holes are filled, it will contribute to a deeper understanding of how creative solutions might be optimally created and implemented to improve people's well-being on a more holistic level.

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