

Such activities do increase the credibility and encourage trial that ultimately develops trust over time, thereby affecting repurchase and loyalty from a consumer.

5.5 E-commerce and Digital Health Platforms

This is an opportunity for Blackmores to jump on soon, especially with the exploding growth of e-commerce in Malaysia.

- Ensure good visibility on top online marketplaces like Lazada, Shopee, and other exclusive online promotions.
- User-friendly online platform for direct-to-consumer and with rewards in loyalty and automatic subscription services.
- Work together with digital health platforms and apps that would provide nutrition advice tailored to the needs of each individual while concurring the best on how to improve their health.
- Use of data analytics to monitor behavior of users, thereby making the firm able to run the marketing campaigns more effectively.

This goes on to further digital traction, hence increasing reach, convenience, and interaction points needed to capture the rapidly growing consumer base who are transacting online.