

The Influence of Product Presentation on Impulsive Buying Behaviour: Evidence from Online Apparel Shoppers in Kerala

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ABSTRACT

The rapid expansion of e-commerce has increased the importance of product presentation in shaping consumers' online purchasing decisions. This study examines the influence of product presentation on impulsive buying behaviour among online apparel shoppers in Kerala and further explores its relationship with post-purchase problems and repurchase intention. A quantitative research design was adopted, and primary data were collected from 120 respondents using a structured questionnaire. The data were analysed using descriptive statistics and multiple regression analysis. The findings reveal that product presentation significantly influences impulsive buying behaviour, with product images and promotional messages emerging as the strongest positive predictors. At the same time, social information exerts a significant negative influence. The study also found that impulsive buying behaviour significantly contributes to post-purchase problems. In contrast, favourable post-purchase experiences positively influence repurchase intention through purchase continuity, platform loyalty, and recommendation behaviour. The findings contribute to the literature on online consumer behaviour and provide practical insights for online apparel retailers to enhance product presentation, improve customer satisfaction, and strengthen long-term customer relationships.

Keywords: Product presentation; Impulsive buying behaviour; Online apparel shopping; Post-purchase experience; Repurchase intention; Consumer behaviour.

INTRODUCTION

The rapid advancement of digital technologies has transformed the retail landscape, accelerating the growth of electronic commerce worldwide. Rising internet penetration, widespread smartphone adoption, secure digital payment systems, and efficient logistics have fundamentally changed how consumers search for information, evaluate products, and make purchase decisions (Agnihotri, 2026; Giang et al., 2024; Oyelami et al., 2020). Among various e-commerce segments, online apparel retailing has experienced remarkable growth owing to its convenience, extensive product variety, and competitive pricing. However, unlike traditional retailing, online shoppers cannot physically inspect products, making digital product presentation a critical source of information during the purchase decision process.

Product presentation comprises the visual, textual, and interactive cues used by online retailers to communicate product information, including images, videos, descriptions, pricing, promotional messages, customer reviews, and interactive features such as zoom and virtual try-on. These elements reduce consumers' perceived uncertainty, enhance product evaluation, and influence purchase intentions. Previous studies have reported that effective product presentation improves perceived value, consumer confidence, and overall shopping experience while encouraging purchase decisions (Mehta et al., 2024; Park et al., 2015).

One important behavioural outcome associated with online product presentation is impulsive buying behaviour, defined as a spontaneous and unplanned purchase triggered by external stimuli or emotional responses. Attractive product displays, persuasive promotional messages, and engaging website interfaces often stimulate impulse purchases in digital shopping environments. Although such purchases contribute significantly to online retail

sales, they may also result in post-purchase dissatisfaction, cognitive dissonance, product mismatch, and regret, thereby influencing future purchasing behaviour and customer loyalty (Barta et al., 2023; Yakın et al., 2023).

Despite extensive research on online consumer behaviour, limited empirical evidence exists regarding the combined influence of multiple product presentation attributes on impulsive buying behaviour in the Indian online apparel market. Most existing studies have focused on individual website characteristics, perceived value, or consumer traits, with relatively few examining product presentation as a multidimensional construct. Furthermore, evidence from Kerala remains scarce despite the state's growing digital adoption and expanding e-commerce market.

Addressing this gap, the present study examines the influence of product presentation on impulsive buying behaviour among online apparel shoppers in Ernakulam district. Specifically, it investigates the relationship between product presentation attributes and impulsive buying behaviour, explores the post-purchase problems associated with impulsive purchases, and evaluates the influence of post-purchase experiences on consumers' repurchase intentions. The findings contribute to the literature on online consumer behaviour and offer practical insights for e-commerce retailers to enhance digital merchandising strategies and improve the customer experience.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Product Presentation in Online Retailing

Product presentation refers to the visual, textual, and interactive information provided by online retailers to communicate product attributes and facilitate consumer decision-making. Since online consumers cannot physically examine products before making a purchase, they rely on product images, descriptions, videos, pricing information, promotional messages, customer reviews, and interactive features to evaluate product quality and reduce purchase uncertainty (Cheng et al., 2022). Effective product presentation enhances perceived diagnosticity, strengthens consumer confidence, and improves the overall online shopping experience.

Prior research consistently identifies product presentation as a significant determinant of online consumer behaviour. (Jiang & Benbasat, 2007) demonstrated that vivid and interactive product presentation enhances product understanding and purchase intention. (Lavoye & Kumar, 2025) reported that advanced presentation formats, such as 360-degree product views and virtual mirrors, improve product tangibility and consumer evaluations. (Cheng et al., 2022). Further, they found that product presentation videos positively influence purchase intention through perceived diagnosticity and mental imagery, while D'Souza et al. (2024) showed that visual attributes significantly enhance perceived quality and customer satisfaction in online fashion retailing. Collectively, these studies suggest that effective product presentation functions not only as an information source but also as a persuasive marketing stimulus that shapes consumers' purchase decisions.

Product Presentation and Impulsive Buying Behaviour

Impulsive buying behaviour refers to an immediate, unplanned purchase decision triggered by emotional responses or external stimuli rather than by deliberate cognitive evaluation (Rook, 1987). In online shopping environments, visually appealing product presentation, promotional messages, and interactive website features often stimulate spontaneous purchase behaviour.

The Stimulus–Organism–Response (S–O–R) framework posits that environmental stimuli influence consumers' internal cognitive and affective states, which in turn determine behavioural responses (Mehrabian & Russell, 1974). In online retailing, product presentation acts as an important external stimulus capable of increasing consumers' perceived value, emotional engagement, and purchase motivation. Empirical evidence supports this relationship. Chen-Yu et al. (2022) found that multiple product presentation techniques significantly influence online apparel impulse buying. Similarly, Buford & Buford (2024) reported that product presentation positively affects perceived value, which subsequently encourages impulsive purchasing behaviour. D'Souza et al. (2024) also observed that visual attributes exert a stronger influence on impulse

purchases than on planned purchases.

Based on the above discussion, the following hypotheses are proposed:

H₁: Product presentation attributes significantly influence impulsive buying behaviour among online apparel shoppers.

H₂: Online product presentation has a significant positive relationship with impulsive buying behaviour.

Impulsive Buying Behaviour and Post-purchase Outcomes

Although impulsive buying contributes substantially to online retail sales, it may also generate adverse post-purchase consequences. Consumers making spontaneous purchase decisions often experience product mismatch, dissatisfaction, cognitive dissonance, regret, and increased product returns because of inadequate pre-purchase evaluation.

Chen et al. (2020) found that impulse buying significantly increases post-purchase dissonance and return intention among online apparel shoppers. Likewise, Barta et al. (2023) reported that consumer regret negatively influences post-purchase evaluations and subsequent shopping behaviour. Yakın et al. (2023) further highlighted that cognitive dissonance arising from unmet expectations significantly influences consumer complaint behaviour and brand-related responses. These findings suggest that although impulsive buying may generate immediate sales, it can negatively affect consumers' post-purchase experiences.

H₃: Impulsive buying behaviour is significantly associated with post-purchase problems among online apparel shoppers.

Post-purchase Experience and Repurchase Intention

Post-purchase experience is a critical determinant of long-term customer relationships in online retailing. Positive post-purchase experiences strengthen customer satisfaction, trust, and loyalty, whereas dissatisfaction arising from product mismatch, poor service quality, or cognitive dissonance discourages future purchases.

Previous studies indicate that favourable post-purchase experiences significantly enhance consumers' repurchase intentions. Chen et al. (2020) demonstrated that reducing post-purchase dissonance improves consumers' future behavioural intentions. Similarly, Barta et al. (2023) showed that minimising consumer regret positively influences customer retention and continued patronage. These findings suggest that positive post-purchase experiences are essential for sustaining long-term customer relationships in online retailing.

H₄: Positive post-purchase experiences significantly influence consumers' repurchase intention.

Existing literature has established that product presentation plays a significant role in influencing online consumer behaviour. However, three important gaps remain. First, previous studies have primarily examined individual presentation elements, such as product images, videos, or visual aesthetics, rather than evaluating product presentation as a multidimensional construct. Second, empirical evidence from the Indian online apparel market remains limited, particularly in Kerala. Third, relatively few studies have simultaneously examined the relationships among product presentation, impulsive buying behaviour, post-purchase problems, and repurchase intention within a single empirical framework. Addressing these gaps, the present study investigates the influence of multiple product presentation attributes on impulsive buying behaviour among online apparel shoppers in Ernakulam district.

RESEARCH METHODOLOGY

Research Design

This study employed a quantitative research approach within a descriptive and analytical research design to examine the influence of product presentation on impulsive buying behaviour among online apparel shoppers. The research design enabled the examination of relationships between product presentation, impulsive buying behaviour, post-purchase problems, and repurchase intention. Given the exploratory nature of the study and

practical constraints related to respondent accessibility, time, and resource availability, convenience sampling was considered appropriate for collecting primary data from 120 online apparel shoppers. Although this approach facilitated efficient data collection, the findings should be interpreted with caution regarding their generalisability.

Population and Sample

The target population comprised consumers who had purchased apparel through online shopping platforms. Data were collected from 120 online apparel shoppers residing in Ernakulam district, Kerala, selected using a convenience sampling technique.

Data Collection and Measurement

Primary data were collected using a structured questionnaire comprising measures of product presentation, impulsive buying behaviour, post-purchase problems, and repurchase intention. Responses were recorded using a five-point Likert scale ranging from *strongly disagree* (1) to *strongly agree* (5).

Measures

Product presentation was operationalised through seven dimensions: product images, product descriptions, product videos, price presentation, interactive features, social information, and promotional messages. Impulsive buying behaviour, post-purchase problems, and repurchase intention were measured using items adapted from established studies and contextualised to online apparel shopping.

Data Analysis

The data were analysed using IBM SPSS Statistics. Descriptive statistics were employed to summarise respondent characteristics, while Cronbach's alpha was used to assess the internal consistency of the measurement scale. Pearson's correlation analysis examined the relationships among the study variables, and multiple regression analysis was employed to evaluate the influence of product presentation on impulsive buying behaviour, post-purchase problems, and repurchase intention.

RESULTS AND DISCUSSIONS

This section presents and discusses the empirical findings of the study. It begins with the demographic and buying profile of the respondents, followed by hypothesis testing through regression analysis to examine the relationships among product presentation, impulsive buying behaviour, post-purchase problems, and repurchase intention.

Table 1. Demographic and Buying Profile of Respondents (N = 120)

Variable	Category	Frequency	Percentage
Gender	Male	37	30.8
	Female	83	69.2
Age (years)	18–24	70	58.3
	25–34	20	16.7
	35–44	17	14.2

	44 and above	13	10.8
Education	Higher Secondary	22	18.3
	Undergraduate	44	36.7
	Postgraduate	35	29.2
	Higher Qualification	19	15.8
Occupation	Student	45	37.5
	Employed	56	46.7
	Others (Not Formally Employed)	19	15.8
Buyer Type	First-time Buyer	43	35.8
	Occasional Buyer	49	40.8
	Frequent Buyer	28	23.3

As shown in Table 1, the sample comprised predominantly female respondents (69.2%), with the majority aged between 18 and 24 years (58.3%). Undergraduate respondents represented the largest educational group (36.7%), while employed individuals constituted the highest occupational category (46.7%). Most respondents were occasional online apparel buyers (40.8%), followed by first-time buyers (35.8%) and frequent buyers (23.3%). These characteristics indicate that the sample primarily consisted of young, educated consumers actively engaged in online apparel shopping.

Product Presentation Attributes and Impulsive Buying Behaviour

Table 2. Multiple Regression Analysis of Product Presentation Attributes on Impulsive Buying Behaviour

Predictor	β	t	p-value
Product Images	0.349	3.308	0.001
Product Description	0.076	0.690	0.492
Product Videos	0.190	1.686	0.095
Price Presentation	-0.157	-1.138	0.257
Interactive Features	0.152	1.317	0.191
Social Information	-0.238	-2.042	0.044
Promotional Messages	0.338	3.333	0.000

Dependent variable. Impulsive Buying Behaviour; $R^2 = 0.459$

As presented in Table 2, the regression model was statistically significant ($F = 13.576$, $p = 0.000$), explaining 45.9% of the variation in impulsive buying behaviour ($R^2 = 0.459$). Among the seven product presentation

attributes, product images ($\beta = 0.349$, $p = 0.000$) and promotional messages ($\beta = 0.338$, $p < 0.001$) exhibited significant positive effects on impulsive buying behaviour. Conversely, social information demonstrated a significant negative effect ($\beta = -0.238$, $p = 0.044$), suggesting that customer reviews and ratings may encourage more deliberate purchasing decisions. The effects of product descriptions, product videos, price presentation, and interactive features were not statistically significant. One possible explanation is that online apparel shoppers rely primarily on visual cues and promotional appeals when making spontaneous purchase decisions. In contrast, detailed product descriptions, videos, price information, and interactive features may encourage consumers to engage in more careful product evaluation rather than impulsive purchasing. Although these attributes were not significant predictors of impulsive buying behaviour in the present study, they may remain important in enhancing consumer confidence, reducing purchase uncertainty, and improving overall shopping satisfaction. Accordingly, the findings indicate that only selected dimensions of product presentation significantly influence impulsive buying behaviour, providing partial support for H1.

Product Presentation and Impulsive Buying Behaviour

Table 3. Effect of Product Presentation on Impulsive Buying Behaviour

Predictor	β	t	p
Product Presentation	0.525	6.696	0.000

Dependent variable. Impulsive Buying Behaviour

Table 3 presents the results of the regression analysis examining the effect of product presentation on impulsive buying behaviour. The regression model was statistically significant ($F = 44.836$, $p < 0.001$), explaining 27.5% of the variance in impulsive buying behaviour ($R^2 = 0.275$). Product presentation exerted a significant positive influence on impulsive buying behaviour ($\beta = 0.525$, $t = 6.696$, $p < 0.001$), indicating that improvements in product presentation increase consumers' tendency to make impulsive online apparel purchases. Therefore, H2 is supported.

Impulsive Buying Behaviour and Post-purchase Problems

Table 4. Regression Analysis of the Effect of Impulsive Buying Behaviour on Post-purchase Problems

Dependent Variables	β	t	p	R^2
Product Accuracy Issues	0.386	4.546	0.000	0.149
Money and Value Issues	0.425	5.094	0.000	0.180
Return and Exchange Issues	0.250	2.810	0.006	0.063

Independent variable. Impulsive Buying Behaviour

The results presented in Table 4 indicate that impulsive buying behaviour significantly influences all three dimensions of post-purchase problems. The strongest effect was observed for money and value issues ($\beta = 0.425$, $p < 0.001$), followed by product accuracy issues ($\beta = 0.386$, $p < 0.001$). Although return and exchange issues also exhibited a significant positive relationship ($\beta = 0.250$, $p = 0.006$), the magnitude of the effect was comparatively weaker. The explanatory power of the models ranged from 6.3% to 18.0%, indicating that impulsive buying behaviour contributes to post-purchase problems but does not fully explain their occurrence. Therefore, H3 is supported, suggesting that consumers with higher levels of impulsive buying behaviour are more likely to experience post-purchase problems following online apparel purchases.

Post-purchase Experience and Repurchase Intention

Table 5. Regression Analysis of the Effect of Post-purchase Experience on Repurchase Intention

Dependent Variables	β	t	p	R ²
Purchase Continuity	0.775	13.300	0.000	0.600
Platform Continuity	0.619	8.560	0.000	0.383
Recommendation Behaviour	0.842	16.976	0.000	0.709

Independent variable. Post-purchase Experience

The regression analysis shown in Table 5 demonstrates that post-purchase experience significantly influences all three dimensions of repurchase intention. The strongest effect was observed for recommendation behaviour ($\beta = 0.842$, $p < 0.001$), indicating that consumers with favourable post-purchase experiences are more likely to recommend the online platform to others. Significant positive effects were also found for purchase continuity ($\beta = 0.775$, $p < 0.001$) and platform continuity ($\beta = 0.619$, $p < 0.001$), suggesting that positive post-purchase experiences encourage consumers to continue purchasing from and remain loyal to the same platform. The explanatory power of the models ranged from 38.3% to 70.9%, highlighting the substantial role of post-purchase experience in shaping consumers' future behavioural intentions. Overall, these findings provide strong support for H₄, confirming that post-purchase experience is a significant predictor of repurchase intention.

The findings demonstrate that product presentation plays a significant role in shaping impulsive buying behaviour among online apparel shoppers. Specifically, product images and promotional messages emerged as the most influential presentation attributes. Impulsive buying behaviour was positively associated with post-purchase problems, particularly money and value issues, while favourable post-purchase experiences significantly enhanced purchase continuity, platform continuity, and recommendation behaviour. These findings emphasise the importance of effective product presentation and positive post-purchase experiences in strengthening long-term customer relationships within the online apparel market.

CONCLUSION

The study examined the influence of product presentation on impulsive buying behaviour among online apparel shoppers in Kerala. The study confirms that product presentation is a significant determinant of impulsive buying behaviour in the online apparel context. Among the various product presentation attributes, product images and promotional messages emerged as the strongest positive predictors of impulsive buying behaviour, whereas social information exhibited a significant negative influence, indicating that customer reviews and ratings encourage more deliberate purchase decisions. These findings are consistent with previous studies highlighting the importance of visual presentation, persuasive promotional content, and perceived diagnosticity in shaping consumers' online purchase decisions (Jiang & Benbasat, 2007; Cheng et al., 2022; Chen-Yu et al., 2022; D'Souza et al., 2024). Furthermore, the results demonstrate that impulsive buying behaviour significantly contributes to post-purchase problems. In contrast, favourable post-purchase experiences positively influence consumers' repurchase intentions through purchase continuity, platform loyalty, and recommendation behaviour. These findings corroborate earlier research emphasising the role of post-purchase satisfaction, cognitive dissonance, and consumer regret in determining future behavioural intentions (Chen et al., 2020; Barta et al., 2023; Yakın et al., 2023).

Nevertheless, the findings should be interpreted in light of certain limitations. The study was confined to online apparel shoppers in Kerala, employed a convenience sampling technique, and adopted a cross-sectional research design, which may limit the generalisability of the findings. Furthermore, the study relied exclusively on self-reported questionnaire responses collected at a single point in time, which may be subject to response bias and common method variance. Therefore, the findings should be interpreted with appropriate caution when

extending them to broader consumer populations. Future research may extend the present study by employing larger and more diverse samples, probability sampling techniques, and longitudinal or experimental research designs to better establish causal relationships. Additionally, incorporating variables such as perceived trust, website quality, shopping enjoyment, consumer personality traits, and perceived risk could provide a more comprehensive understanding of online consumer behaviour and repurchase intentions.

Managerial Implications

The findings provide valuable insights for online apparel retailers and e-commerce platform managers. Retailers should invest in high-quality product images, comprehensive product descriptions, persuasive promotional strategies, and transparent customer review systems to facilitate informed purchase decisions and enhance the online shopping experience. Strengthening post-purchase support through accurate product information, efficient return and exchange policies, prompt delivery, and responsive customer service can minimise post-purchase dissatisfaction while improving customer loyalty, repurchase intention, and positive word-of-mouth. These recommendations support previous research highlighting the strategic importance of digital merchandising, service quality, and customer relationship management in achieving sustainable competitive advantage in online retailing (Barta et al., 2023; Lemon & Verhoef, 2016; Mehta et al., 2024)

Conflict of Interest: The author declares that there is no conflict of interest regarding the publication of this paper.

Ethical Considerations: Participation in the study was voluntary. Informed consent was obtained from all respondents before data collection, and participants' anonymity and confidentiality were maintained throughout the study.

Data Availability: The datasets generated and analysed during the current study are available from the corresponding author upon reasonable request.

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