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## THE ROLE OF CONTENT USEFULNESS IN DRIVING CUSTOMER SATISFACTION AND REVISIT INTENTION IN NIGERIAN E-COMMERCE

Annat Adebola Irekeola<sup>1</sup>, Muhammad Ashlyzan Razik<sup>2</sup>, Mohamad Hazeem Sidik<sup>3\*</sup>, Hazrina Hasbolah<sup>4</sup>, Nur Fadiah Mohd Zawawi<sup>5</sup>, Nurul Muna Mohamad<sup>6</sup>, Norhafifah Samsudin<sup>7</sup>, Wan Fariza Azima Che Azman<sup>8</sup>

<sup>1</sup> Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, Malaysia

 [junaidannat@gmail.com](mailto:junaidannat@gmail.com)

 <https://orcid.org/0009-0009-6240-512X>

<sup>2</sup> Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, Malaysia

 [ashlyzan@umk.edu.my](mailto:ashlyzan@umk.edu.my)

 <https://orcid.org/0000-0002-3544-8783>

<sup>3</sup> Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, Malaysia

 [hazeem.ms@umk.edu.my](mailto:hazeem.ms@umk.edu.my)

 <https://orcid.org/0000-0001-8894-9066>

<sup>4</sup> Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, Malaysia

 [hazrina.h@umk.edu.my](mailto:hazrina.h@umk.edu.my)

 <https://orcid.org/0000-0002-7735-5753>

<sup>5</sup> Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, Malaysia

 [nurfadiah.mz@umk.edu.my](mailto:nurfadiah.mz@umk.edu.my)

 <https://orcid.org/0000-0002-2140-5467>

<sup>6</sup> Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, Malaysia

 [nurulmuna.m@umk.edu.my](mailto:nurulmuna.m@umk.edu.my)

 <https://orcid.org/0000-0002-2917-3680>

<sup>7</sup> Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, Malaysia

 [norhafifah.s@umk.edu.my](mailto:norhafifah.s@umk.edu.my)

 <https://orcid.org/0009-0001-8446-2995>

<sup>8</sup> Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, Malaysia

 [e19e0069f@siswa.umk.edu.my](mailto:e19e0069f@siswa.umk.edu.my)

 <https://orcid.org/0000-0002-5370-084X>

\*Corresponding Author

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### Abstract:

The rapid growth of e-commerce in Nigeria has intensified competition among online retailers, making customer satisfaction and retention increasingly critical for platform sustainability. Despite the expanding digital marketplace, many Nigerian e-commerce platforms continue to face challenges related to information quality and customer engagement, which can lead to dissatisfaction and undermine

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customers' willingness to return for future purchases. In a context characterised by infrastructural constraints and evolving digital trust, understanding how content usefulness influences post-purchase behaviour is therefore critical. Grounded in the Delone & Mclean's Information System Success model (D&M IS Success Model) this study examines the effect of content usefulness on customer satisfaction and the subsequent effect of satisfaction on revisit intention. The study posits that useful, relevant, and decision-supportive information enhances satisfaction, which in turn strengthens revisit intention. Survey data were obtained from 348 active customers of leading Nigerian e-commerce platforms and examined using Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings reveal that content usefulness significantly enhances satisfaction, which drives and mediates revisit intention. Theoretically, the study validate the D&M IS framework within Nigeria's underexamined e-commerce environment. From a managerial perspective, the findings highlight the strategic importance of delivering accurate, relevant, and helpful content to enhance user satisfaction and encourage repeat patronage in Nigeria's rapidly evolving digital marketplace.

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Content Usefulness, Customer Satisfaction, E-Commerce, Nigeria, Revisit Intention.



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**Introduction**

Africa is among the world's most populous continents with population of about 1.25 billion in mid-2017 with Nigeria stood as the most populated country in the continent (Statista, 2026). Similar to many other nations, its large population has increasingly relied on mobile phones as the primary means of accessing the internet. From 2022 onward, internet user in Nigeria has continued to grow rapidly. The number of users rose from about 84 million in 2022 to over 90 million in 2023, and it is expected to reach nearly 118 million by 2027 (Statista, 2022). This steady increase shows that more Nigerians are coming online each year and relying more on the internet for everyday activities. Nigeria is experiencing considerable digital connectivity laying the foundation and basis for rising digital commerce engagement among consumers (Ojeaburu & Ogbonna, 2025). There is a steady increase in internet penetration in Nigeria over time; where internet access in Nigeria has increased steadily over time, rising from under 30% in 2018 to nearly 39% by 2022, with projections indicating continued growth to about 48% of the population by 2027 (Statista, 2026). The rapid advancement of internet penetration is catalysed by the large-scale usage of mobile device adoption, improved networking infrastructure and affordable internet data service which together culminate in increasing access to online platforms for a growing segment of the population. In 2023, the country recorded nearly 64 million mobile internet users, reflecting the dominance of mobile

connectivity, therefore Nigeria is widely regarded as a mobile-first market, having largely bypassed extensive desktop computer adoption in favour of affordable smartphones which results in, more than three-quarters of all web traffic in the country now originates from mobile devices (Statista, 2026). This mobile-first pattern is similar to what is seen in other African countries such as Mali, The Gambia, and the Central African Republic.

As more Nigerians gain access to the internet, many are turning to digital platforms as their go-to option for shopping and finding services. These platforms make it easier for consumers to check and compare prices, explore a wider variety of products, and complete purchases from anywhere, without being limited by distance, store hours, or the need to visit physical markets. This has fuelled the rapid expansion of e-commerce in the country, intensifying competition among online retailers, but despite this growth, recent evidence suggests a decline in e-commerce customer satisfaction, which fell from 68% in 2023 to 60% in 2024 (Punch, 2025). This decline highlights the growing challenge faced by online retailers in sustaining customer satisfaction and encouraging repeat visits. These challenges are further compounded by Nigeria's unique contextual conditions, including infrastructural constraints, inconsistent internet connectivity, and varying levels of digital literacy, all of which may influence how online information is accessed, interpreted, and used during shopping activities (Kankia & Aliyu, 2024).

Within the information systems literature, the D&M IS Success Model identifies information quality as a central determinant of customer satisfaction and continued system use (DeLone & McLean, 2003). Among the dimensions of information quality, content usefulness, defined as the extent to which information supports informed decision-making, has been shown to be particularly critical in online shopping environments (Sharkey et al., 2012). In e-commerce settings, where physical inspection of products is not possible, customers rely heavily on the quality and usefulness of online content to evaluate products, reduce uncertainty, and make purchase decisions. Content usefulness, which reflects the perceived relevance, reliability, and value of information, therefore is crucial in shaping loyalty and customer satisfaction outcomes (Salamah et al., 2022). However, despite its acknowledged theoretical and practical importance, empirical research examining the role of content usefulness in influencing customer satisfaction and revisit intention within Nigeria's e-commerce context remains limited. Most existing studies have focused broadly on e-commerce adoption or service quality, leaving insufficient understanding of how specific information quality dimensions drive post-purchase behaviors in this emerging digital market. Addressing this gap is particularly important given the growing competitiveness of Nigeria's e-commerce sector and the need for platforms to differentiate themselves through high-quality, decision-supporting content as a strategic means of differentiation and customer retention.

Accordingly, this study investigates the following research questions:

1. How significantly does content usefulness influence customer satisfaction among Nigerian e-commerce users?
2. To what extent does customer satisfaction influence revisit intention in the Nigerian e-commerce context?
3. How significantly does customer satisfaction mediate content usefulness and revisit intention?

## Literature Review and Hypotheses Development

### *The Relationship between Content Usefulness on Customer Satisfaction in E-commerce Platform*

Content usefulness denotes the degree to which the available information on an e-commerce platform is perceived by users as relevant, accurate, comprehensive, and timely, thereby effectively supporting their decision-making process during online purchases (Chi, 2018; Lin et al., 2018; Salamah et al., 2022). Content usefulness reflects how well product information such as descriptions, prices, images, specifications, and reviews helps shoppers make confident buying decisions. In online settings, where customers cannot physically examine products, clear and reliable content becomes essential. When information is perceived as useful, it reduces uncertainty, builds trust, and makes the decision-making process easier, leading to a more satisfying experience in online shopping (Salamah et al., 2022; Yoo et al., 2023). Prior research has established content usefulness as a principal component of information quality within the DeLone and McLean (2003) framework (Salamah et al., 2022; Salameh et al., 2018; Udo et al., 2010; Yoo et al., 2023). Studies in varied contexts have shown that useful content improves the perceptions of users on platform reliability and value (Salameh et al., 2018; Udo et al., 2010). However, its impact may be especially pronounced in emerging markets like Nigeria, where consumers may have heightened concerns about product authenticity, delivery reliability, and transactional security. Thus, the hypothesis below is proposed:

H1: Content usefulness has a significant positive impact on customer satisfaction in e-commerce platform

### *The Relationship between Customer Satisfaction on Revisit Intention in E-commerce Platform*

In e-commerce, customer satisfaction reflects users' overall evaluation of how well an online platform meets their expectations in terms of information quality, system performance, and service delivery (Nani & Lina, 2021), and it is widely recognized as a key driver of intention to repurchase, loyalty and favourable word-of-mouth (Dhingra et al., 2020; Gupta & Kim, 2010). In developing markets such as Nigeria, where technological and logistical challenges can undermine trust, satisfaction becomes even more critical in sustaining continued platform use (Afolayan & Ayanwuyi, 2021; Lawal & Ogbu, 2015). Revisit intention, defined as a customer's likelihood of returning to an e-commerce platform for future purchases (ThakreemBanua, 2021), serves as a key indicator of customer retention and long-term platform viability.

Several researchers have explored the link between user satisfaction and e-commerce services. Studies by Wang and Head (2007) and Khalifa and Liu (2007) have confirmed that higher levels of satisfaction lead to a greater intention to repurchase. Sánchez-García et al. (2012) found that satisfied customers demonstrated higher likelihood to repurchase compared to their unsatisfied counterparts. As a result, satisfaction is a key factor in the process of making decision, applicable for both online retailers as well as shoppers (Gupta & Kim, 2010). In e-commerce research, satisfied customers have higher likelihood of developing favourable attitudes toward a platform, recommend it to others, and engage in repeat usage (Visser et al., 2014). Scholarly discourse on e-retention elucidates its multifaceted nature, with differing perspectives defining it in various contexts. Some scholars (Al-Hawari, 2014; Al-hawari &

Mouakket, 2010) view e-retention through the lens of customer loyalty, while some others (Wen et al., 2011; Zhou et al., 2009) associate it with customers' intentions to repurchase. In competitive e-commerce environments, fostering revisit intention is essential for sustainable growth. Thus, the hypothesis below is proposed:

H2: Customer satisfaction has a significant positive impact on revisit intention among Nigerian e-commerce users.

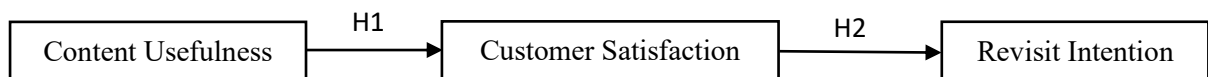
***The Mediation effect of Customer Satisfaction Between Content Usefulness and Revisit intention.***

The continuance intention to use an e-commerce platforms is largely dependent on customers' satisfaction with the e-services provided (Chi, 2018). When users perceive their online shopping experiences as satisfactory, they are more likely to develop favourable attitudes toward the platform, which in turn strengthens their willingness to reuse the service over time (Nani & Lina, 2021). Beyond repeat usage, customer satisfaction is crucial in shaping the behaviours of consumers after consumption or utilisation of products and services, including the provision of positive feedback and the dissemination of favourable opinions through electronic word-of-mouth channels (Salamah et al., 2022). Satisfied customers are more inclined to share positive reviews, recommend platforms to others, and express supportive comments on social media, thereby enhancing the platform's reputation and attracting potential new users (Chen et al., 2021). Thus, the hypothesis below is proposed:

H3: Customer satisfaction mediates the relationship between content usefulness and revisit intention.

This current work adopts the updated D&M IS Success Model as its theoretical foundation. The model posits that information quality which include content usefulness influences user satisfaction, which subsequently affects intention to use or reuse a system. The framework adapted to the e-commerce context by examining content usefulness as an antecedent of satisfaction and revisit intention as the ultimate dependent variable.

***Research Framework***



**Figure 1: Research Framework**

**Methodology**

This study was designed as a cross-sectional survey that aims to capture the perceptions and behaviours of individuals who had successfully shopped and made a minimum of one online purchase within the past six months. The target population comprised users of foremost e-commerce platforms operating in Nigeria, including Jiji, Jumia, Konga, PayPorte, and Slot. Using non-probability convenience sampling, relevant data were gathered via an online questionnaire shared on social media platforms and e-commerce user communities. A total of 348 valid responses were retained after screening for straight-lining and outliers. All study constructs were measured using items adapted from well-established and validated scales in

prior e-commerce and information systems research (Salamah et al., 2022; Salameh et al., 2018; Udo et al., 2010). A five-point Likert scale was used to obtain responses. Content Usefulness (CU) was measured using six items that assess the extent to which the information provided on the e-commerce platform supports informed and confident purchase, customer satisfaction (CS) was assessed using eight items capturing respondents' overall evaluation of their shopping experiences on the platform and revisit intention (RI) was measured using six items reflecting users' intention and willingness to return to the platform for future. Data analysis was conducted using SmartPLS 4 software (Ringle et al., 2022) following a two-step analytical approach. First, the measurement model was evaluated to establish the reliability and validity of the constructs, including assessments of internal consistency, convergent validity, and discriminant validity. Subsequently, the structural model was examined to test the hypothesized relationships through the estimation of path coefficients and their statistical significance, as well as the evaluation of the model's predictive relevance and explanatory power ( $R^2$ ).

## Results

### *Measurement Model Assessment*

All study constructs exhibited satisfactory levels of reliability and validity. Cronbach's alpha values fell between 0.762 and 0.885, while composite reliability values ranged from 0.763 to 0.873. The average variance extracted (AVE) for all constructs varied from 0.584 to 0.660, surpassing the recommended minimum thresholds (Hair et al., 2022). Discriminant validity was further established through the Heterotrait–Monotrait (HTMT) criterion, with all ratios remaining below the 0.90 cutoff (Henseler et al., 2015), as presented in Table 1 and Table 2.

**Table 1: Construct Reliability and Validity**

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
CS	0.885	0.886	0.592
CU	0.762	0.763	0.584
RI	0.871	0.873	0.660

**Table 2: HTMT**

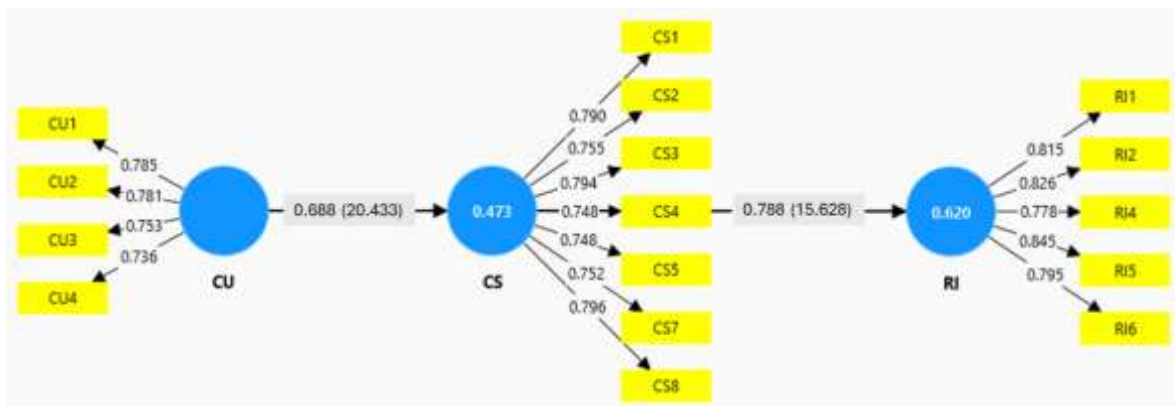
	CS	CU	RI
CS			
CU	0.836		
RI	0.893	0.725	

Note: CU=Content Usefulness; CS=Customer Satisfaction; RI=Revisit Intention

### *Structural Model and Hypothesis Testing*

The structural model for this work is presented in Figure 2. Analysis of the structural model yields strong empirical validation for each of the hypothesized relationships. Hypothesis 1 (H1), which proposed a positive effect of content usefulness on customer satisfaction, was supported ( $\beta = 0.688$ ,  $t = 20.433$ ,  $p < 0.001$ ). This result shows that the provision of relevant,

reliable, and decision-supporting information substantially enhances customer satisfaction in e-commerce contexts. Similarly, Hypothesis 2 (H2) was supported, revealing a significant positive relationship between customer satisfaction and revisit intention ( $\beta = 0.717, t = 15.628, p < 0.001$ ). This result underscores customer satisfaction as a main antecedent of continued platform usage and customer loyalty, in line with the D&M IS Success Model. Hypothesis 3 (H3) examined the mediating function of customer satisfaction in the relationship between content usefulness and revisit intention. The results indicate a significant indirect effect ( $\beta = 0.493, t = 12.280, p < 0.001$ ), confirming that customer satisfaction serves as an important mechanism through which content usefulness translates into revisit intention. This finding suggests that the influence of content usefulness on repeat usage behavior is largely realized through enhanced customer satisfaction.



**Figure 2: Assessment Of The Structural Model**

The model also demonstrated medium explanatory and predictive power. In Table 3, the coefficient of determination shows that the model explains 47.3% of the variance in customer satisfaction ( $R^2 = 0.473$ ) and 62.0% of the variance in revisit intention ( $R^2 = 0.620$ ). In addition, predictive relevance ( $Q^2$ ) values in Table 4 were well above zero for both endogenous constructs ( $CS = 0.375; RI = 0.403$ ), indicating strong out-of-sample predictive capability. Results from the PLSpredict in Table 4 further suggest medium predictive power, supporting the robustness and practical relevance of the proposed model.

**Table 3: Summary of the Results of Hypothesis Testing**

Hypothesis	Path	$\beta$	t-value	P-value	$R^2$	Supported
H1	CU - CS	0.688	20.433	<0.001	0.473	Yes
H2	CS - RI	0.717	15.628	<0.001	0.620	Yes
H3	CU - CS - RI	0.493	12.28	<0.001		Yes

**Table 4: Predictive Relevance**

<b>Latent Variable</b>	<b>Q<sup>2</sup> value</b>
Customer Satisfaction	0.375
Revisit Intention	0.403
<b>PLS Predict</b>	
Medium predictive power, following Shmueli et al. (2019) assessment	

## **Discussion**

### *Discussion of Hypotheses*

#### *H1: Content Usefulness - Customer Satisfaction*

The findings provide strong support for H1, confirming that content usefulness is a major determinant of customer satisfaction among Nigerian e-commerce users. This result aligns with the D&M IS Success Model, which depicts information quality as a central antecedent of user satisfaction (DeLone & McLean, 2003). In line with prior e-commerce studies (Salamah et al., 2022; Yoo et al., 2023), the results suggest that when online content is perceived as relevant, reliable, and supportive of informed decision-making, users develop more favorable evaluations of their shopping experiences. In the Nigerian context, this finding is particularly salient. Given infrastructural challenges, inconsistent internet connectivity, and limited opportunities for physical product inspection, Nigerian consumers rely heavily on online information to assess product quality, pricing, and delivery reliability (Kankia & Aliyu, 2024). Useful content reduces uncertainty and perceived risk, thereby enhancing satisfaction even in environments where system sophistication may be constrained.

#### *H2: Customer Satisfaction - Revisit Intention*

The support for H2 confirms customer satisfaction as a key predictor of revisit intention, consistent with established continuance and loyalty theories (Bhattacharjee et al., 2012; Yoo et al., 2023). This finding reinforces the role of satisfaction as a post-consumption evaluation that shapes users' willingness to continue engaging with an e-commerce platform. Satisfied customers have higher likelihood of returning, encourage others to use the platform, and engage in positive electronic word-of-mouth behaviours, thereby strengthening platform sustainability (Chen et al., 2021). Within Nigeria's increasingly competitive e-commerce market, this relationship highlights the strategic importance of satisfaction in driving customer retention. As users have access to multiple alternative platforms, dissatisfaction can easily result in switching behaviour. The result therefore underscores that beyond acquisition, long-term success in Nigerian e-commerce depends on consistently meeting or exceeding customer expectations through positive service experiences.

#### *H3: Mediating Role of Customer Satisfaction*

The findings further demonstrate that customer satisfaction significantly mediates the relationship between content usefulness and revisit intention, providing support for H3. This mediation effect indicates that content usefulness does not influence revisit intention directly but rather operates through its impact on customer satisfaction. This result is theoretically

consistent with the DeLone and McLean model, which posits satisfaction as a key mechanism linking information quality perceptions to continued system use (DeLone & McLean, 2003). From a contextual perspective, the mediation finding suggests that while useful content is essential, its value lies in its ability to generate positive experiential evaluations that encourage repeat behaviour (Salamah et al., 2022). In Nigeria's e-commerce environment, where trust concerns and information asymmetry remain prominent, useful content enhances satisfaction by reducing ambiguity and increasing decision confidence. This satisfaction, in turn, translates into stronger revisit intentions. The result thus advances existing literature by empirically clarifying how information quality drives continuance behaviour in an emerging market context.

### ***Theoretical Implications***

This research extends the DeLone and McLean IS Success Model by validating its core propositions in an understudied context which is Nigerian e-commerce. It highlights the enduring relevance of information quality, specifically content usefulness, in shaping user satisfaction and behavioural intentions. The findings further enrich the expanding literature on digital consumer behaviour within emerging economies, where informational trust and clarity are particularly valued. Furthermore, contributes to the literature on digital consumer behaviour in emerging economies by emphasizing the role of informational clarity, relevance, and decision-support value in shaping post-consumption outcomes. The strong mediating function of customer satisfaction observed in this work supports satisfaction-based continuance theories and underscores its function as a critical mechanism linking information quality perceptions to behavioural intentions. By situating these relationships within the Nigerian e-commerce landscape, the study offers context-sensitive theoretical insights that enrich existing models and encourages future research to further disaggregate information quality constructs when examining system success in similar emerging market settings.

### ***Practical Implications***

The result from this work provides critical practical insights for e-commerce managers operating in Nigeria and other emerging markets with similar digital and infrastructural conditions. The results underscore the need for practitioners to prioritize content usefulness over purely aesthetic or system-centric enhancements when designing and managing e-commerce platforms. While visually appealing interfaces and advanced system features may contribute to usability, they appear secondary to the provision of clear, reliable, and decision-supporting information in shaping customer satisfaction and revisit intention. In practical terms, e-commerce platforms should focus on delivering detailed, accurate, and transparent product information, including comprehensive descriptions, pricing clarity, delivery timelines, and return policies. The integration of user-generated content, such as customer reviews and ratings, can further enhance informational credibility and reduce perceived risk, particularly in environments where trust remains a critical concern. Additionally, managers should ensure that platform content is regularly updated to reflect current product availability, pricing changes, and promotional offers, thereby minimizing information asymmetry and customer frustration. Designing content that actively supports comparison and decision-making, such as structured specifications, side-by-side product comparisons, and clear visual cues, can further strengthen customer confidence and satisfaction. By investing in useful and trustworthy content, e-commerce platforms are more likely to foster positive user experiences, stimulate repeat

patronage, and strengthen long-term customer loyalty, even in the presence of infrastructural limitations or constraints on advanced system design.

### **Limitations and Direction of Future Studies**

Notwithstanding its contributions, this research is subject to certain limitations. The reliance on convenience sampling may limit the extent to which the findings can be generalized beyond the sampled population. Further studies may also extend the model by incorporating additional moderating variables like trust and digital literacy, and by conducting comparative analyses across different emerging markets to enhance the robustness and external validity of the findings.

### **Conclusion**

This study demonstrates that content usefulness significantly enhances customer satisfaction, which consequently drives revisit intention in Nigerian e-commerce. As the digital marketplace grows, platforms that deliver clear, relevant, and reliable information will be better positioned to retain customers and build sustainable competitive advantage. These insights offer valuable guidance for practitioners and scholars interested in the intersection of information quality, user experience, and loyalty in evolving digital economies.

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**Ethics Statement:** This study was conducted in accordance with ethical research standards. Informed consent was obtained from all participants prior to data collection. Participation was voluntary, and respondents were assured of confidentiality and anonymity. The data collected were used solely for academic purposes. AI was used to improve the grammatical expression of the manuscript.

**Author Contribution Statement:** All authors contributed significantly to the development of this manuscript. Annat Adebola Irekeola was responsible for conceptualization, methodology, data collection, analysis, interpretation of results, literature review, drafting, and critical revision of the manuscript. Muhammad Ashlyzan Bin Razik was responsible for conceptualization, methodology, analysis, interpretation of results, literature review, supervision and critical

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revision of the manuscript. Mohamad Hazeem Sidik was responsible for conceptualization, methodology, analysis, interpretation of results, literature review, drafting, supervision and critical revision of the manuscript. Hazrina Binti Hasbolah contributed to methodology, interpretation of results, literature review, supervision and critical revision of the manuscript. Nur Fadiyah Binti Mohd Zawawi, Nurul Muna Binti Mohamad, Norhafifah Binti Samsudin and Wan Fariza Azima binti Che Azman contributed to interpretation of results, drafting, and critical revision of the manuscript. All authors read and approved the final version of the manuscript prior to submission.

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