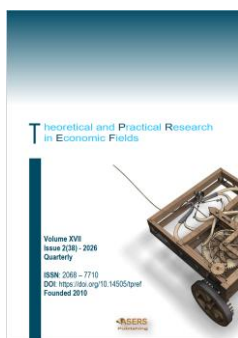


## Adaptation of the Marketing Strategies to Customs Requirements in EU Countries



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**Abstract:** The relevance of the study is determined by the growing import volumes, the complexity of customs regulation, and the need to integrate innovative approaches into marketing activities. The aim of the research was to analyse the impact of customs requirements on the choice and adaptation of marketing strategies in EU countries, as well as to investigate their impact on the pricing policy, logistics solutions, and communication channels.

The research employed the following methods: statistical data grouping, multifactor analysis, calculation of a weighted average indicator to assess adaptation potential, as well as legal analysis of EU customs norms and regulations.

The results of the study showed that the use of global basic competitive growth strategies is the most effective approach to overcoming challenges associated with customs regulation. The practical significance of the research is the provided recommendations for businesses to optimize marketing strategies in accordance with the customs requirements of EU countries.

In particular, the tools proposed for effective adaptation can minimize financial risks and increase competitiveness. Further research may focus on the standardization of customs procedures, automation of processes through digital platforms, and analysis of consumer models in EU countries.

**Keywords:** marketing strategies; customs requirements; protectionism; european market; import; customs legislation.

**JEL Classification:** F13; M11; M31.

### Introduction

Adaptation of marketing strategies to customs regulation is relevant because of the growth of international integration and the strengthening of customs barriers in response to global challenges. International companies need to remain competitive, optimizing costs and taking into account new economic realities. In the modern world, marketing strategies play a key role in ensuring the competitiveness of companies in the global market. In a variety of approaches, four main types of strategies attract special attention: global, basic, competitive, and growth strategies. Global strategies allow companies to cover international markets by adapting their products and services to different cultural and economic contexts.

Basic strategies ensure concentration on the core values of the brand, creating consistency in consumer perception. Competitive strategies are aimed at providing advantages over other market participants, using innovative approaches and unique offers. Growth strategies contribute to the active development of new markets and segments, expanding the customer base and increasing market share. They remain the most relevant as they allow companies to effectively respond to the challenges of globalization, changing consumer preferences, and increasing regulatory requirements.

The novelty of this research lies in its integrated approach to analyzing the intersection of marketing strategies and customs requirements within the EU regulatory framework. While previous studies have examined

these areas separately, our work bridges this gap by providing a comprehensive assessment of how customs regulations directly impact marketing decision-making across EU markets.

The European market remains one of the most attractive for international companies because of its economic strength, high consumer solvency and relative stability. However, access to this market is complicated by a complex system of customs regulation, which covers a wide range of requirements and rules. The EU ensures uniformity of approaches to taxation of imported goods through the implementation of the Common Customs Tariff (CCT) and regulatory documents. Each EU member state may have its own specific requirements related to the issuance of certificates of origin of goods, tax reports or additional documents for categories of goods. The complex regulatory landscape requires companies to comply with customs regulations and adapt marketing strategies to local needs and rules.

Digitalization, which has become a major trend in recent years, continues to strengthen in 2024–2025, stimulating the growth of e-commerce and increasing imports to EU markets. The dynamic development of digital advertising and innovative marketing technologies enables companies to reach a wider audience, adapting their offers to the requirements of local markets. The AdEx Benchmark study data for 2023 indicate an increase in digital advertising spending by 11.1%, which confirms the importance of digital channels for promoting goods. Improving marketing strategies, in particular the integration of analytical data and the automation of advertising campaigns, are becoming necessary for effective work in the European market. This, in turn, contributes to business growth and the formation of new standards for adapting marketing strategies to the specifics of the regulatory environment of EU countries.

The aim of the study is to analyse the adaptation of marketing strategies to customs requirements in EU countries to increase their efficiency and ensure competitiveness in the European market. Research objectives: 1. Study the main customs requirements and their impact on the import of goods in the EU countries. 2. Analyse key marketing strategies and their adaptation to the customs regulation. 3. Identify economic indicators that affect the adaptation of strategies, in particular the share of imports, customs burden and adaptation costs. 4. Develop recommendations for businesses on optimizing marketing approaches in the context of European customs regulation.

## 1. Literature Review

The analysis of the adaptation of marketing strategies to customs requirements in EU countries is based on a multifaceted approach that takes into account economic, legal and technological aspects. Englert *et al.* (2023) developed an innovative system - ALIIAS - for data anonymization in scientific research, which emphasizes the importance of technology for effective information management. However, their study poorly covers the impact of such technologies on customs processes. Relevant practice is applied to customs regulation, where technology helps to adapt marketing strategies through effective data management. Similarly, Green (2023) examined the legislative changes regarding medical devices in the EU after Brexit, but the study focuses mainly on a specific sector. Gryshchenko *et al.* (2024) explore the role of industrial policy in defense industry development, which provides valuable insights on international legal and economic regulation frameworks that can be applied to customs requirements adaptation. Their research demonstrates how regulatory frameworks impact strategic business decisions across borders, which is directly relevant to your study on marketing strategy adaptation.

Legislative changes in the medical sector indicate the need to adapt marketing strategies in response to similar regulatory changes in other sectors, including customs regulation. Perepolkin *et al.* (2022) examined the uniqueness of EU customs law, but the emphasis is mainly on legal aspects without taking into account the economic context. Studying the legal aspects of customs law can help businesses to better understand the requirements for adapting marketing strategies to the specifics of the regulatory environment. Pasichnyi *et al.* (2023) emphasized the role of customs control in economic security, but their analysis focuses on general trends rather than on the adaptation of marketing strategies. The analysis of economic security through customs control indicates the importance of taking into account customs barriers when developing marketing strategies. Bykova *et al.* (2024) examine how emotional intelligence influences successful financial decision-making, which offers a complementary perspective on how businesses can better navigate complex customs regulations through improved decision-making processes. Their findings could strengthen your analysis of how companies adapt marketing strategies to meet varying customs requirements.

Hudson (2023) examined the lessons that Australia can learn from customs reforms in Europe, emphasizing the importance of standardisation. Standardisation of customs procedures can facilitate the development of universal marketing strategies for markets with different regulatory requirements. At the same time, Drozd (2023) examined the adaptation of the customs transit regime to European regulations, revealing the specifics of the

adaptation. The adaptation of the customs regime to European regulations shows how regulatory requirements affect the need for changes in marketing strategies.

Wu and Monfort (2023) analysed the use of artificial intelligence (AI) in marketing strategies, focusing on increasing efficiency, but their study does not address customs aspects. The AI integration into marketing strategies can help to take into account customs requirements through process automation and data analysis. Entin (2023) drew attention to the principle of legal certainty in the customs regulation, which has an important impact on marketing strategies, but is reduced to a theoretical approach. The principle of legal certainty in customs regulation creates the basis for the predictable development of marketing strategies.

Cherniavska *et al.* (2023) explored the role of innovative technologies, such as artificial intelligence, in enhancing organizational strategies, which can support companies in adapting marketing approaches to meet varying EU customs requirements. Similarly, the IAB Europe AdEx Benchmark 2023 Report (2023) highlights market trends in digital advertising across EU countries, emphasizing the need for marketing strategies that align with both consumer preferences and evolving regulatory environments. Omelyanenko *et al.* (2018) focused on the importance of technology transfer management culture, underscoring how an education-based approach can facilitate the integration of marketing strategies with customs compliance in the European context.

Bilousko *et al.* (2024) investigated the impact of human resource (HR) management strategies on company profitability, but their approach does not take into account the specifics of adapting these strategies to customs requirements. Taking into account aspects of customs regulation can contribute to more effective HR management in the context of international trade. Artemchuk *et al.* (2024) focused on innovative strategies in risk management and crisis response in business. However, their analysis does not cover the challenges associated with customs barriers. Integrating such innovative strategies with due regard to the specifics of customs requirements can improve crisis management in an international context. Bak *et al.* (2024) analysed the impact of the shadow economy on reducing tax revenues to the state budget. Research into the relationship between customs processes and reducing shadow turnover could provide practical recommendations for business and public administration.

Li *et al.* (2021) developed the concept of social media marketing strategy, but their approach does not cover the specifics of customs regulations. Social media marketing can take into account the specifics of customs regulations to more effectively enter international markets. Rosário and Dias (2023) focused on the change in e-commerce strategies in the last decade, but their analysis does not take into account customs barriers. Fruscione (2023) suggested that facilitation for trusted operators is an important aspect to reduce administrative burden, but the study needs to broaden the economic context. E-commerce should take into account customs barriers by adapting its marketing strategies to regional regulatory conditions. Esmaelnezhad *et al.* (2023) evaluated green marketing strategies, taking into account sustainability criteria, but their analysis does not take into account the specifics of customs regulations.

Kirilenko and Abramova (2023) compared customs control in the Eurasian Economic Union and the EU, revealing structural differences, but the work is reduced to the regulatory analysis. Kaur *et al.* (2022) reviewed recent trends in marketing strategies, including digitalization, but did not include an analysis of regulatory aspects. Milla-Ibáñez (2023) examined statutes of limitations in customs crimes, which broadens the understanding of the legal context, but the work does not cover economic consequences. Lyuba (2022) focused on the cost of customs clearance, but the study does not take into account the adaptation of marketing strategies.

In general, the studies showed significant attention to individual aspects of customs regulations and marketing strategies, but the integration of these topics remains underexplored. The studies that focus on technological innovations, regulatory aspects, and economic indicators have the potential to develop integrated approaches. Further research could focus on developing practical mechanisms for integrating customs requirements into marketing strategies, which would enable businesses to more effectively respond to regulatory challenges and strengthen their competitiveness in international markets.

## 2. Materials and Methods

### 2.1. Research Design

The research was conducted in four consecutive stages. The first stage was sampling of marketing strategies and customs requirements in EU countries. This sample was based on data on major importers and an analysis of the specifics of customs regulation. The second stage provided for the analysis of the main import trends using Eurostat statistics and secondary materials obtained from the AdEx Benchmark Report, which provided a comprehensive picture of the EU import market. The third stage involved grouping of the key factors influencing customs requirements to develop a systematic approach to their assessment. At the final, fourth stage, economic indicators of the adaptation of marketing strategies to customs requirements were calculated. In particular, the average

customs burden was calculated, the share of countries in total imports was determined, and the costs of adapting strategies were estimated.

## 2.2. Sampling

The sample was formed based on the analysis of ten key importing countries to the EU: Germany, China, Turkey, India, France, Italy, Spain, Poland, the Netherlands, Denmark, Belgium, Sweden, and Austria. These countries were selected due to their significant share in total imports to the EU, the developed infrastructure and influence in the formation of general customs policies. Customs statistics data, the specifics of customs rules, typical barriers to imports, as well as examples of successful marketing campaigns adapted to customs requirements were considered for each country. Four main marketing strategies were selected: global, basic, competitive, and growth strategies.

They adapt to specific customs requirements taking into account import shares, logistics costs and innovative approaches. Less influential countries were not included in the sample because of the limited available data and their lower influence on the development of general customs policies. This could also complicate the generalization of the results.

## 2.3. Methods

Several methodological approaches were applied in the study. A legal analysis of EU customs rules and regulations was applied to assess the impact of the EU Customs Code regulations (Regulation 952/2013) on trade transactions and the adaptation of marketing strategies. The method of statistical grouping and data aggregation based on Eurostat and AdEx Benchmark Report was used to systematize customs rates and importer shares, and the linear regression method using SPSS Statistics and Microsoft Excel was applied to calculate the weighted average customs burden.

The k-means algorithm helped to cluster countries according to similar trade conditions. Regression multivariate analysis assessed the impact of customs duties, VAT rates and other regulatory factors on the import structure. The most effective marketing strategies for key EU partners were identified. The results of statistical calculations, in particular the average customs burden, were used to assess the competitiveness of goods, taking into account customs costs and their impact on the final price of products. The obtained data gave grounds to propose strategic solutions to optimize logistics processes and enter markets adapted to the economic and legal conditions of trade.

## 2.4. Instruments

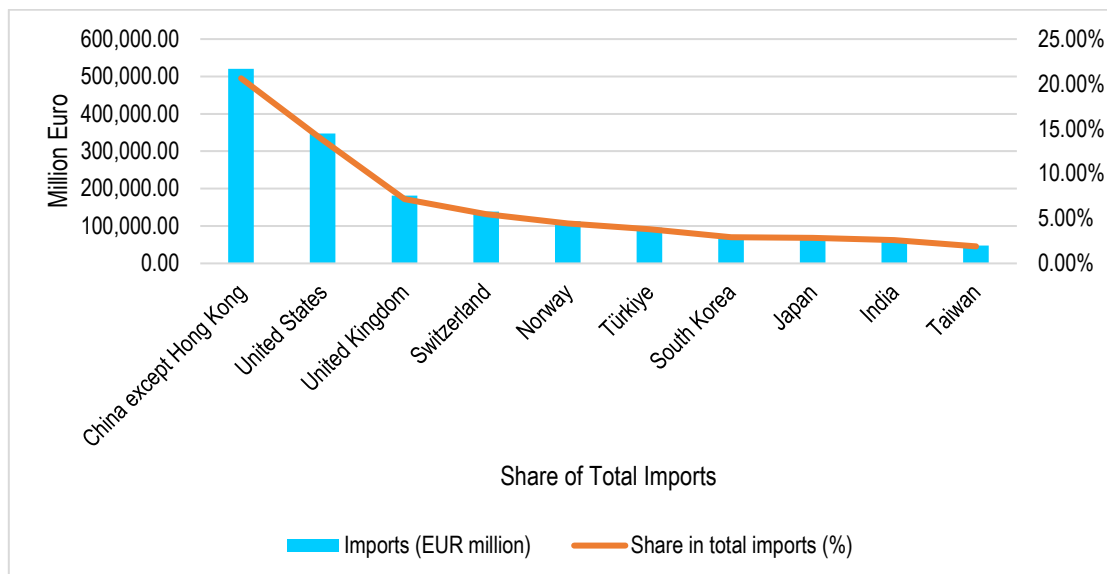
Excel was used to systematize and analyse statistical data. SaaS platforms were used to create multifactor models. The legal framework of the study was formed on the basis of official EU web resources, including a database of customs requirements and regulations. Verified online sources such as Eurostat were also used to verify the reliability of statistical data and analyse their trends.

## 3. Results

In 2023, imports of goods into the EU continued to show steady growth, confirming the significant impact of globalization on the European economy. China, the United States, the United Kingdom, Switzerland, Norway, Turkey, and South Korea remain the EU's key partners in the supply of goods. China, in particular, provided 20.63% of all imports, while the United States ranked second with a share of 13.77%. These countries remain strategic for the EU in terms of trade, determining the overall import trends in the region.

The grouped results of the analysis based on data on the EU's main partners emphasized the critical importance of taking into account the geographical distribution of suppliers in order to form adaptive marketing strategies. Turkey, which provides 3.80% of imports, demonstrates high dynamics in increasing supplies of goods, which requires special attention when forming growth strategies. The analysis of customs requirements confirmed the need for a country-specific approach, taking into account regulatory and tariff restrictions, in particular for China with its complex customs procedures. Figure 1 illustrates the EU partners' imports by volume in 2023.

Figure 1. EU Import Partners by Volume in 2023



Source: created on the basis of Eurostat data (2024)

The growth of digital marketing in Europe has become a key trend that has determined the direction of marketing strategies. According to AdEx Benchmark the European digital advertising market grew by 11.1% in 2023, reaching €96.9 billion. Another 13 markets showed significant double-digit growth, among which the largest increases were recorded in Turkey - +50%, Serbia - +27.6%, and Ukraine - +25.2%. The growth was determined by the adaptation of companies to changes in the advertising environment, including the expansion of programmatic advertising formats such as video - +20.9% and audio - +23.1%. Leading companies such as Google and Meta have actively implemented new technologies to support these changes, which has become a driver for innovation in the industry.

The transformation of marketing strategies to customs regulations in Europe has also become an important component of business adaptation to new realities. Large corporations such as Amazon, Microsoft and Procter & Gamble are focusing on integrating customs requirements into their strategies, in particular through the use of digital platforms to optimize logistics and regulatory compliance. The main trends are personalization of marketing messages, programmatic advertising and the active use of data to build targeted campaigns adjusted to the specifics of EU markets. These changes ensure competitiveness and contribute to the growth of the European economy, despite the difficulties in the global geopolitical and economic situation.

Penetration into the EU market has been a key trend in recent years, driven by the rapid growth of e-commerce. It has led to an increased role for intermediary countries such as the Netherlands and Belgium, which have become hubs for transit imports due to their advantageous geographical location and developed infrastructure. In 2023, about 18% of EU imports of goods passed through intermediary countries, which enabled companies to reduce customs clearance costs and ensure flexibility in logistics chains. This trend has increased the need to adapt marketing strategies to digital platforms and targeted campaigns that take into account the shift in consumer preferences towards online shopping.

The analysis of customs requirements has shown significant differences in approaches to customs regulation across EU countries. Germany implements strict controls in accordance with the *Zollkodex der Union (UCC)*, which requires the mandatory submission of SAD (Single Administrative Document) with a full set of supporting documents, including certificates of origin. In Sweden, the customs clearance is significantly simplified according to *Tullverket's customs regulations*, with an emphasis on electronic submission of documents through Tullverket's Customs Clearance System. The differences affect marketing strategies: in Germany, the emphasis is on customer information support and transparency, while in Sweden, the strategy is focused on speed and integration of electronic solutions.

In 2022–2024, the EU tightened customs requirements, which were reflected in new regulations. These included the mandatory introduction of the Entry Summary Declaration (ENS) system for all imported goods, as well as an increased role for EORI registration. According to forecasts, these changes led to an increase in marketing costs by an average of 15% because of the need for additional investment in adapting procedures. AdEx Benchmark data showed that a 50% increase in digital advertising costs in 2023 could lead to an increase in

customs tariffs aimed at protecting local markets. These changes require a review of traditional marketing strategies, in particular, the integration of customs cost forecasts into the overall marketing budget. Table 1 presents customs requirements for the import of goods compared among the studied countries.

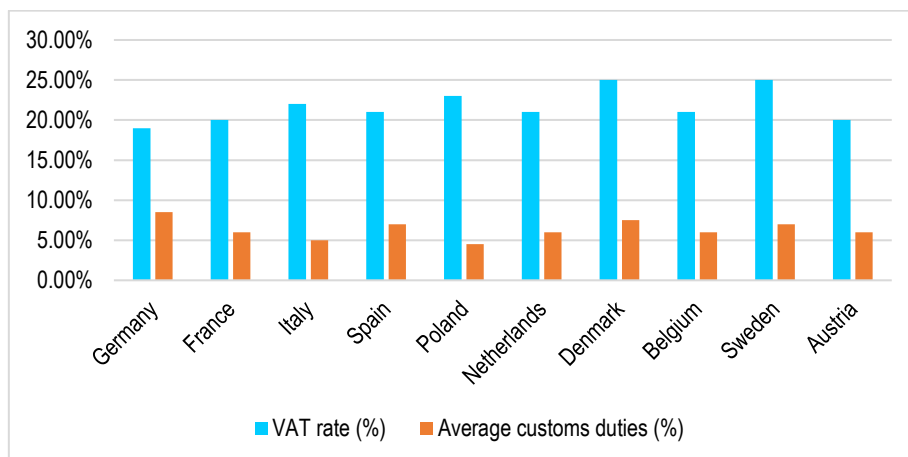
Table 1. Customs Requirements for the Import of Goods in EU Countries

Country	Duty-free import threshold	VAT rate	Customs duties	Additional requirements
Germany	€ 0	19%	0–17%	EORI number, commercial invoice, certificates of origin of goods required.
France	€ 0	20%	0–12%	Commercial invoice, certificates of conformity, customs declaration (SAD).
Italy	€ 0	22%	0–10%	Certificates of origin of goods, packing list, invoice.
Spain	€ 0	21%	0–14%	Phyto- or veterinary certificates for products of animal or plant origin.
Poland	€ 22	23%	0–9%	Customs invoice, safety certificates for specific goods.
Netherlands	€ 0	21%	0–12%	Commercial invoice, customs declaration, transport documents (CMR, Bill of Lading).
Denmark	80 DKK (about €10)	25%	0–15%	Mandatory EORI number, invoice and confirmation of origin of goods.
Belgium	€ 0	21%	0–12%	Customs declaration, transport documents (TIR, ATA Carnet) required.
Sweden	300 SEK (about €20)	25%	0–14%	Packing list, product safety certificates.
Austria	€ 0	20%	0–12%	Commercial invoice, customs declaration, confirmation of compliance with EU standards required.

Source: developed by the authors based on the European Commission (2024)

Further strengthening of customs regulation is expected for 2025–2027, which may lead to an increase in costs for adapting marketing strategies by 10–12%. This is determined by the growth of the digital economy, the need to integrate new customs control technologies, and increased requirements for transparency of supply chains. The main drivers of these changes will be economic stabilization in the region and increased geopolitical integration. Revising strategies to align with new realities will provide businesses with the opportunity to maintain competitiveness and strengthen their presence in the European market. VAT rates and customs duties are shown in Figure 2, which affect the cost of importing goods and the conditions for entering the markets of EU countries.

Figure 2. VAT Rates and Average Customs Duties in EU Countries



Source: developed by the authors based on the European Commission (2024)

The average customs burden was estimated by analysing data on import volumes and average tariff rates for each country. Market potential was defined as an integral indicator combining the country's share in total imports and the coefficient of customs requirements, which reflects the complexity of the procedures. The results of the calculations make it possible to create a system of priorities for four main types of marketing strategies: global,

basic, competitive, and growth strategies, which ensures accuracy and flexibility in decision-making. Table 2 contains the features of adapting marketing strategies to customs requirements in EU countries.

Table 2. Assessment of Economic Indicators for Adapting Marketing Strategies to Customs Requirements in EU Countries

Country	Average customs burden (€/million)	Share in total imports (%)	Adaptation costs (€/million)	Market potential (index)
China	52.04	20.63	15.12	0.87
USA	34.71	13.78	10.24	0.82
UK	18.10	7.18	7.56	0.79
Switzerland	13.88	5.49	6.32	0.74
Norway	11.26	4.45	5.91	0.72
Turkey	9.59	3.80	5.11	0.70
South Korea	7.34	2.91	4.98	0.69
Japan	7.13	2.83	4.75	0.68
India	6.54	2.60	4.33	0.67
Vietnam	4.77	1.89	4.01	0.65

Source: calculated by the authors

The calculations give grounds to conclude that a global reach strategy will be effective for markets with high potential, such as China, the USA and the UK. The markets with lower indicators shall focus on competitive and basic strategies, adapting them to local customs requirements. Growth strategies are best implemented in countries with an average level of customs burden and high market potential.

#### 4. Discussion

The results of our study aimed at adapting marketing strategies to the customs requirements of the EU countries confirm the importance of integrating a multifactorial approach that takes into account economic, legal, and technological aspects. Lyuba (2022) focuses on the problems of the customs value of goods, in particular, the issues of estimating the value and determining methods for its correction. At the same time, their approach does not cover the aspects of adapting marketing strategies, which we have considered in more detail. Kaur *et al.* (2022) study marketing strategies 4.0 emphasizing the importance of technologies and digitalization trends, but does not include legal and customs aspects, which is the basis of our study. Drozd (2023) focused on the adaptation of customs transit to European regulations, confirming the relevance of harmonization, although this analysis is limited by the legal context. Wu and Monfort (2023) explored the AI role in marketing strategies, however, their focus on technology does not encompass the impact of customs requirements.

Fruscione (2023) covered the facilitation of customs procedures for reliable operators, which is consistent with our findings on the need to minimize administrative burden. However, their analysis is reduced to general provisions, while our study offers specific economic indicators of adaptation. Hidayatullah *et al.* (2023) studied the ways of shaping Sharia marketing strategies, which emphasizes unique cultural aspects that are not taken into account in our study. Entin (2023) analyses the principle of legal certainty in customs relations, confirming the importance of regulatory stability, but their approach focuses on legal aspects only. Pasichnyi *et al.* (2023) emphasize the role of customs control in ensuring economic security, which partly has something in common with our findings on strategic marketing management.

The study by Esmaelnezhad *et al.* (2023) evaluated green marketing strategies, focusing on sustainability criteria, which is a promising direction for adapting strategies. Milla-Ibáñez (2023) analysed the statute of limitations for customs offences in the EU, which is important for understanding the legal environment, but this aspect only partially affects marketing strategies. Hong and Nguyen (2020) studied logistics businesses in Vietnam, focusing on marketing strategy factors, but their study does not take into account the European context. Supeková *et al.* (2023) modelled corporate social responsibility under the influence of marketing strategies, which complements our findings but does not cover the customs dimension.

Green (2023) analysed the legislative changes regarding medical devices after Brexit, which emphasized the importance of regulatory changes, but the study does not consider strategic approaches. Our results confirm the need to integrate legal, economic, and marketing aspects in the development of adaptive strategies, which makes our approach broader and more multifaceted compared to other studies. Therefore, combining the findings of current research with our results provides a better understanding of how adapting marketing strategies to customs requirements contributes to increasing their effectiveness in the complex European environment.

The research prospects include analysing the impact of new digital tools on the adaptation of marketing strategies to changing customs requirements in the EU. It would be appropriate to include an assessment of the effectiveness of using AI to predict changes in customs requirements and optimize marketing strategies. The implementation of blockchain technologies to increase transparency and speed of customs procedures will be no less relevant.

#### 4.1. Limitations

One of the key limitations of the study is the focus on the selected group of EU countries with high import volumes, which may not fully reflect the characteristics of less developed markets. The study was based mainly on secondary data, which limits the possibilities for in-depth analysis of local customs specific, as well as cultural and economic factors that influence the adaptation of marketing strategies. Besides, the methodology did not take into account seasonal fluctuations that may affect customs requirements and strategies at certain times of the year.

#### 4.2. Recommendations

Based on the conducted research, the following measures are proposed to improve the adaptation of marketing strategies to customs requirements in EU countries:

1. Involve countries with smaller import volumes and developed local customs specifics in the research in order to create more universal recommendations.
2. Introduce integration models that take into account the difference in customs regulations between EU countries and the impact of new tariff restrictions.
3. Introduce modern technological solutions to predict customs requirements and optimize the costs of adapting marketing strategies.
4. Develop training programmes for marketing and logistics teams on changes in customs regulations, as well as create internal platforms for managing relevant data.
5. Regularly update the database on customs requirements, in particular taking into account new EU laws and directives, to ensure that strategies comply with changing regulations.

#### Conclusion

The analysis of the adaptation of marketing strategies to customs requirements in EU countries showed that a comprehensive approach based on multifactor analysis is the key to effective management in the current settings. The calculations made it possible to find out that the average customs burden for key EU partner countries is 7.8%. The maximum values reach 12% for goods from Turkey, and the minimum are 2% for goods from Switzerland. The level of adaptation of marketing strategies to customs requirements varies depending on the economic potential of the market. The potential of the French market is estimated at 18.5%, while the potential of the Polish market is 8.9%. These data demonstrate the need to take into account customs regulations in marketing planning, which allows optimizing costs and increasing competitiveness. The data obtained can be used by businesses to optimize logistics, adapt pricing strategies and prepare for changes in customs requirements through the implementation of digital platforms.

The significance of this research extends beyond theoretical contributions to provide practical applications for businesses navigating the complex interplay between marketing strategies and customs requirements in EU countries. By establishing clear connections between customs burden metrics and strategic marketing approaches, this study fills a critical gap in the literature that has typically treated these domains as separate concerns. Our findings reveal that successful market adaptation requires not only compliance with regulations but strategic integration of customs considerations into core marketing functions.

The results of the study indicate an increased role of digitalization in marketing strategies. The growth of the digital advertising market in Europe reached €96.9 billion in 2023, with a projected growth of 11% in 2024. Improving customs regulations and the development of e-commerce create new opportunities for businesses, while requiring innovative approaches to marketing strategies. The implementation of performance assessment methods based on the integration of economic, legal, and strategic aspects enables companies to respond flexibly to changes in

customs regulations, minimizing risks and ensuring sustainable development in the European market. Further research could focus on analysing the impact of new customs initiatives and digital tools that ensure the integration of marketing and customs processes.

### Declarations

**Credit Authorship Contribution Statement:** The authors equally contributed in the present research, at all stages from the formulation of the problem to the final findings and solution.

**Declaration of Competing Interest:** The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

**Declaration of Use of Generative AI and AI-assisted Technologies:** The authors declare that they have not used generative AI and AI-assisted technologies during the preparation of this work.

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