

$$r = p \otimes q = \begin{bmatrix} p_0q_0 - p_1q_1 - p_2q_2 - p_3q_3 \\ p_0q_1 + p_1q_0 + p_2q_3 - p_3q_2 \\ p_0q_2 - p_1q_3 + p_2q_0 + p_3q_1 \\ p_0q_3 + p_1q_2 - p_2q_1 + p_3q_0 \end{bmatrix}$$