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### **Analyzing Characteristics of Staff and Shoppers in the Commercial Sector in Al-Hashimia District in 2022**

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#### **Abstract**

The present study is an attempt to identify general characteristics of staff and shoppers in Al-Hashimia district because the development and progress of the commercial sector depends on their characteristics. The study is carried out through the field study, (417) questionnaire forms, and (ARC GIS) for drawing maps. Characteristics of staff are variant in terms of demographic aspects. It is noticed that there is an increase of staff in the age group of (30-40). Male staff are double the number of females, which is due to social customs and traditions that still restrict women's work. As for academic qualification, an increase is noticed in the number of staff with bachelor degree, which has a major role in dealing with shoppers. Staff in the study area are characterized by a high rate of income that ranges from (500000-1000000) because some staff are employees. Shops are mostly rented. Shoppers are characterized by a high rate of the age group of (30-40), which has a role in providing more commercial services Because they are characterized by the diversity of tendencies and desires. Married shoppers constitute a high rate, which has a role in the increase of demand for goods due to The large number of needs. The increase in the number of family of more than (6) members is (50%), which increases the purchasing power, provided that they are staff. The statistical analysis is done based on the questionnaire and the (SPSS) program for staff and shoppers using the Curt's quintuple scale and Cronbach's alpha stability coefficient. Through the statistical analysis, it is found that the level of shoppers' satisfaction with the situation of shops is moderate.

#### **Keywords**

The commercial sector, shoppers, staff, questionnaire form

**JEL Classifications:** J11, F43

## **1. Introduction**

The analysis of the characteristics of staff and shoppers is the main axis of the commercial sector and knowledge of people's habits and traditions in shopping. It is man who builds and develops areas. Identifying the demographic, economic, and social level of staff and shoppers and their standard of living is crucial. The present study differs from population studies because it studies Al-Hashimia district as a market and its residents as staff and consumers. Consumers constitute consumption patterns that differ from one class to another according to the levels of age, gender, monthly income, and economic level.

## **2. The Problem Statement**

The problem statement of the present study revolves around the nature of characteristics of staff and shoppers of the commercial sector and their influence on the commercial sector in Al-Hashimia district.

## **3. Hypothesis of the Study**

Characteristics of staff and shoppers vary among the individuals themselves and they have a significant influence on the commercial sector as they are a purchasing and working power.

## **4. Objectives of the Study**

The present study aims to identify the characteristics of staff and shoppers in Al-Hashimia district and the extent of their influence on the commercial sector and its development.

## **5. Methodology of the Study**

1. The present study adopts the descriptive approach as it describes the studied phenomenon by describing its spatial distribution.

2. The present study uses a set of statistical methods, including the Geographical Information Systems (GIS) program in preparing and drawing maps and (SPSS) for statistical analysis and analyzing the characteristics of staff and shoppers in the commercial sector.

3. The field study is adopted to avoid the deficiency in some of the available data from different sources. Personal interviews are also adopted.

## **6. Structure of the Study**

The present study is divided into three sections with tables and maps related to the study topic.

Section One; The analysis of characteristics of staff and their influence on the commercial sector.

Section Two; The analysis of characteristics of shoppers and their influence on the commercial sector.

Section Three; Statistical analysis of characteristics of staff and shoppers.

## **7. Limits of the Study**

### **7.1 The Spatial Limits**

The spatial limits of the present study are represented by the astronomical location of Al-Hashimia district, which is between latitude (32°-30°-0' 32°) in the north and longitude (30°-44°-0' 54°) in the east. From the northeast, it is bordered by Al-Mahaweel District. From the northwest, it is bordered by Al-Hilla District. From the southwest, it is bordered by Al-Najaf. From the southeast, it is bordered by Al-Qadisiyah. The total area of the district is (1645) km, which constitutes (32%) of the area of Babylon, which is (5,119) km as it consists of four administrative units as well as the district center, including Al-Qassim district, Al-Midhatiya District, Al-Shomali District, and al-Tali'a District as shown in Map (1).

### **7.2 The Temporal Limits**

They are represented in studying the developmental situation of the commercial sector in Al-Hashimia District in (2022).

**Republic of Iraq, Ministry of Planning, Administrative Map of Babylon for ,2021with a Measurement of 250000/1.**

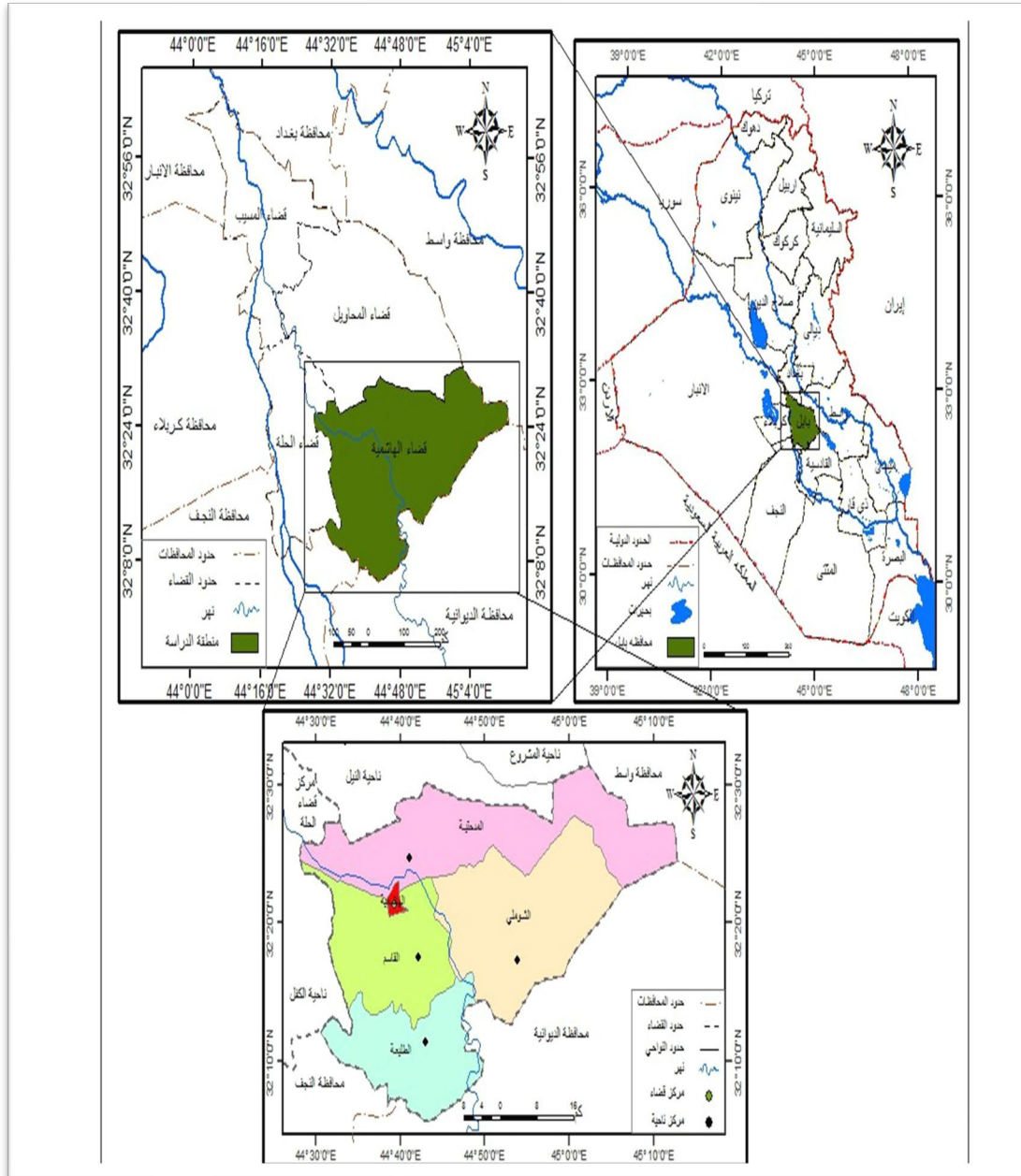
## **Section One**

### **Analysis of Characteristics of Staff**

#### **The Demographic Characteristics of Staff**

##### **1. The age structure of staff**

The study area is distinguished by the fact that the number of staff from the age group of (30-40) years is the most numerous with a percentage of (39%). The age group of (40-50) years constitutes (13%). The age group of (51) years and over constitutes (8%). The lowest percentage of the age groups of staff is the group of less than (20) years old as it is (6%). It is noticed that the two categories of (20-30) and (30-40) are the labor force.



Map 1. The location of the study area in relation to Iraq and the province  
 Source: 1. Republic of Iraq, Iraq’s administrative map for ‘ 2021 with a measurement of .1000000/1

Table 1. Age structure of staff in the commercial sector of Al-Hashimia District

Percentage	Total	Al-Taliaa	Al-Shomali	Al-Midhatiya	Al-Qassim	District center	Categories of Age
6	13	1	3	4	4	1	Less than 20 years
34	71	12	10	19	20	10	30-20 years
39	80	10	11	24	21	14	40-30 years
13	27	5	2	10	6	4	50-40 years
8	17	1	3	3	9	1	51 years and over
100	208	29	29	60	60	30	Total

Source; Analysis of questionnaire Appendix (1).

2. Gender Structure

It is clear from Table (2) that the percentage of male staff is (92%), which is much higher than the percentage of females, whose percentage is only (8%). This is due to social customs and traditions that still restrict women's work outside home.

Table 2. The age structure of staff in the commercial sector of Al-Hashimia District

Percentage	Total	Al-Taliaa	Al-Shomali	Al-Midhatiya	Al-Qassim	District center	Gender
92	192	29	29	60	50	24	Males
8	16				10	6	Females
100	208	29	29	60	60	30	Total

Source; Analysis of questionnaire Appendix (1).

**Social Characteristics of Staff**

1. Academic Qualification

Education is important for the implications of development in its general form. Human development has dealt with it from three aspects:

1. Paying attention to its availability to acquire culture
2. Linking education to the needs of the labor market
3. Considering education as a basic human right that aims to improve the human condition (M. Muhammad, 2007).

It is one of the indicators of the progress and civilization of nations. The productivity of the individual in an educated society is much higher than that of uneducated countries. Education is one of human characteristics that leads to creating an economic development in Societies with programs for education in all its stages with a focus on the importance of scientific research. The development of development programs requires knowledge of the educational and cultural structure of the population through digital indicators on the percentage of learners in the primary, secondary, and university stages (Ahmed & Musa, 2009). Education in society has two social aspects of importance. It is important in determining the level of awareness in society. But, from an economic point of view, it is an essential element in determining the level of production (A. Muhammad, 2011).

It is clear from Table (3) that the percentage of uneducated people in Al-Hashimia district is (9%). This is due to poverty, low level of income among individuals, and the inherited customs and traditions that affect education, especially the study area, most of which are rural areas. Children work in shops and other sectors due to the poor conditions is another factor. The percentage of staff who have an elementary certificate is (11%). The percentage of those who have an intermediate certificate is (23%). The percentage of those who have a high school certificate is (17%). This has a major role in dealing with shoppers. The

percentage of those who have a diploma certificate is (8%). The percentage of those who have a higher certificate is (6%).

Table 3. Academic qualification of staff in the commercial sector of Al-Hashimia District

Percentage	Total	Al-Taliaa	Al-Shomali	Al-Midhatiya	Al-Qassim	District center	Academic qualification
9	19	4	2	2	7	4	Uneducated
11	23	5	3	2	4	9	Primary school certificate
23	47	4	7	19	12	5	Secondary school certificate
17	36	5	6	13	9	3	High school certificate
26	53	8	6	13	21	5	Bachelor diploma
8	17	1	4	6	4	2	MA and Ph.D.
6	13	2	1	5	3	2	MA and Ph.D.
100	208	29	29	60	60	30	Total

Source; Analysis of questionnaire Appendix (1).

2. The social situation of staff in the commercial sector of Al-Hashimia District

It is clear from Table (4) that the highest percentage of staff are married with (68.2%) of the staff in the study area. The single category constitutes a percentage of (24.1%) of the staff. The divorced category constitutes a percentage of (3.3%) of the staff. As for the percentage of widows, it is (2.4%) of the staff. The percentage of those under the age of marriage is (2%) of the staff, which includes children who work while they are under the age of (15) years due to their economic conditions.

Table 4. Social status of staff in the commercial sector of Al-Hashimia District

Percentage	Total	Al-Taliaa	Al-Shomali	Al-Midhatiya	Al-Qassim	District center	Social status
68,2	142	20	21	41	37	23	Married
24,1	50	7	7	16	15	5	Single
3,3	7	1	/	1	3	2	Divorced
2,4	5	1	/	1	3	/	Widowed
2	4	/	1	1	2	/	Under the age of marriage
100	208	29	29	60	60	30	Total

Source; Analysis of questionnaire Appendix (1).

### Economic characteristics of the staff

#### 1. Monthly income

It is clear from Table (5), which shows the monthly income of staff in the study area, that the category of people with a monthly income of (500000-1000000) is the highest percentage of staff with (48%). People of this category are

mostly employees who practice another profession with trade. As for the category of people with a monthly income that is less than (500000), their percentage is (47%) of the staff. As for the category of people with a monthly income that is more than (1000000), their percentage is (5%) of the total staff.

Table 5. The monthly income of staff in the commercial sector of Al-Hashimia District

Percentage	Total	Al-Taliaa	Al-Shomali	Al-Midhatiya	Al-Qassim	District Center	Monthly income
47	98	18	20	19	26	15	Less than 500
48	100	10	9	35	31	15	1000000-500
5	10	1	/	6	3	/	More than 1000000
100	208	29	29	60	60	30	Total

Source; Analysis of questionnaire Appendix1.

### 2. Ownership of shops

It is evident from Table (6) that most of the shops in the study area are rented with a percentage of (86%). As for the privately owned shops, their percentage is (14%).

Table 6. Ownership of shops

Percentage	Total	Al-Taliaa	Al-Shomali	Al-Midhatiya	Al-Qassim	District Center	Ownership of shops
86	179	25	26	57	52	19	Rental
14	29	4	3	3	8	11	Ownership
100	208	29	29	60	60	30	Total

Source; Analysis of questionnaire Appendix (1).

## Section Two

### Analyzing Characteristics of Shoppers

#### The Demographic Characteristics of Shoppers

##### 1. Age structure of shoppers

It is clear from Table (7) that the age group of (20-30) years is the highest with (31%). They have various tendencies and desires. The age group of (30-40) has a percentage of (29%). The age group of (40-50) years constitutes (20%). As for the age group of (51) years and over, their percentage is (16%) due to the small number of them because they avoid noise and tend to be calm and consume food and medicine (Rashid, 1999). The lowest percentage of the age groups of shoppers is the group that is less than (20) years as their percentage is (4%). Most of them are children as the mother fulfills the desires of her children to buy what they need.

Table 7. The age structure of shoppers in the commercial sector of Al-Hashimia District

Percentage	Total	Al-Taliaa	Al-Shomali	Al-Midhatiya	Al-Qassim	District Center	Age groups
4	9		2	2	5		Less than 20 years
31	65	7	9	17	26	6	30-20 years
29	61	2	15	21	18	5	40-30 years
20	41	5	7	16	12	1	50-40 years
16	33	4	7	6	12	4	51 years and over
100	209	18	40	62	73	16	Total

Source; Analysis of questionnaire Appendix (2).

### 2. Gender structure of shoppers

It is clear from Table (8) that the percentage of male shoppers is slightly higher than the percentage of female shoppers with (52%), for males and (48%) for females. In their purchasing behavior, females are highly interested in clothes and the way of living at home (Baladiya, 2011).

Table 8. Gender structure of shoppers in Al-Hashimia district

Percentage	Total	Al-Taliaa	Al-Shomali	Al-Midhatiya	Al-Qassim	District Center	Gender
52	109	11	28	29	37	4	Males
48	100	7	12	33	36	12	Females
100	209	18	40	62	73	16	Total

Source; Analysis of questionnaire Appendix (2).

## Social characteristics

### 1. Educational qualification of shoppers

It is considered one of the indicators that affect the economic and cultural level of the family (Al-Saadi, 1989) and consequently the demand for goods. Education affects people's tastes in shopping. Table (9) reveals that the highest percentage is of shoppers with a bachelor degree with a percentage of (29%). As for the percentage of diploma certificate, it is (19%). The percentage of secondary school certificate is (17%). The percentage of primary school certificate is (10%). The percentage of the uneducated is (9%), which due to poverty and the low level of income among individuals. As for the percentage of MA and Ph.D. certificates, it is (3%), which is due to the high financial costs that cannot be undertaken by students, especially those who do not have job opportunities. It is noticed that the educational structure has an important role because shopping for the learner is different from the illiterate. The illiterate shopper's shopping is based on instinct. The learner has to think and choose in shopping.

### 2. Social status of shoppers



Social status of shoppers includes married, divorced, widowed, and those who have never been married including males or females (Abu Ayana, 1987). It is clear from Table (10) that the percentage of married shoppers is (74%), which leads to an increase in the purchasing power of goods and merchandise.

Table 9. Academic qualification of shoppers in Al-Hashimia district

Percentage	Total	Al-Taliaa	Al-Shomali	Al-Midhatiya	Al-Qassim	District Center	Academic qualification
9	18	2	4	2	8	2	Uneducated
10	22	/	7	6	8	1	Primary school certificate
16	34	5	4	12	11	2	Secondary school certificate
17	35	4	4	9	15	3	High school certificate
26	54	6	8	22	13	5	Bachelor
19	40	1	10	10	16	3	Diploma
3	6	/	1	1	2	/	MA and Ph.D.
100	209	18	40	62	73	16	Total

Source; Analysis of questionnaire Appendix (2).

The percentage of unmarried people is (19%) which is due to the lack of job opportunities. The percentage of divorced people is (5%). The percentage of widows is (1%). The percentage of those under the age of marriage is (0.9%).

Table 10. Social status of shoppers according to marital status

Percentage	Total	Al-Taliaa	Al-Shomali	Al-Midhatiya	Al-Qassim	District Center	Social status
74	154	12	34	45	50	13	Married
19,1	40	6	4	11	16	3	Single
5	10	1	/	4	6	/	Divorced
1	3	1	/	2	1	/	Widowed
0,9	2	/	2	/	/	/	Under the age of marriage
100	209	18	40	62	73	16	Total

Source; Analysis of questionnaire Appendix (2).

### **Economic Characteristics**

#### **1. Family members**

Family is one of the most important indicators of the commercial sector as a consuming unit. It is clear from Table (11) that the percentage of (6) or more family members in the study area is (50%). From (3-5) constitute a percentage of (33%). Less than (3) individuals is (17%).

The increase in the number of family members increases the demand for goods and merchandise ( ), especially foodstuffs. But, if the family size decreases, the demand is directed towards luxury goods and household and recreational goods. The study area is witnessing an increase in the number of family members and thus an increase in the demand for commercial services.

Table 11. The number of family members of shoppers in the commercial sector of Al-Hashimia district

Percentage	Total	Al-Taliaa	Al-Shomali	Al-Midhatiya	Al-Qassim	District Center	Number of family numbers
17	35	3	7	7	17	1	Less than 3 individuals
33	68	2	13	23	23	7	3- 5 individuals
50	106	13	20	32	33	8	6 individuals and over
100	209	18	40	62	73	16	Total

Source; Analysis of questionnaire Appendix (2).

### 2. The monthly income of shoppers

Income represents the purchasing power through which it is possible to obtain the goods and services that the family needs with the stability of commodity prices (Al-Hairi, 2019). The higher the income of the individual, the more he/she thinks about buying goods and merchandise. It is clear from Table (12) that the monthly income of less than (500000) constitutes the highest percentage of (57%). This category benefits from social welfare salaries or they practice a certain profession, which is characterized by poverty.

As for the second category, it is of people with an income of (500000-1000,000). They constitute a percentage of (39%). The category of people with an income of more than (1000,000), they constitute a percentage of (4%) of the total shoppers in the study area, which has an influence on the commercial sector because the higher the income an individual has, demand for goods and merchandise increases.

Table 12. The monthly income of shoppers in the commercial sector of Al-Hashimia district

Percentage	Total	Al-Taliaa	Al-Shomali	Al-Midhatiya	Al-Qassim	District Center	Monthly income
57	119	8	22	32	44	13	Less than 500000
39	82	10	17	26	26	3	500000-1000000
4	8	/	1	4	3	/	More than 1000000
100	209	18	40	62	73	16	Total

Source; Analysis of questionnaire Appendix (2).

## Section Three

### Statistical Analysis of Staff and Shoppers

#### Preamble

In the theoretical part, the researcher tackled the various aspects related to the commercial sector and its functional performance, but the study remains incomplete without the practical part. So, geography moved from description to

quantitative analysis using the SPSS program to test hypotheses and interpret results.

First; Methods and Tools

1. Selecting the study sample

1. The Methodology; The researcher adopted the descriptive and analytical method.

2. The Study Population; The study population consists of all individuals.

3. The Study Sample; The sample of the present study consists of (417) forms.

The tools used in the present study

To analyze characteristics of staff and shoppers in the commercial sector and to obtain the objectives of the present study through applying it in Al-Hashimia district, the researcher prepared a questionnaire to analyze characteristics of staff and shoppers of the commercial sector in

Al-Hashimia District. The questionnaire consists of two parts. Each part contains a theoretical description to explain the purpose of the questionnaire and a focus of general information that the respondents answer as follows:

1. The first part includes two axes, namely the axis of information related to the management of shops, and the axis of economic information related to the management of shop owners.

2. The second part includes two axes, the axis of information about shoppers, and the axis of shoppers' satisfaction with the situation of the shops.

Table 13. Response Categories for the Study Sample

The third category (High response) More than 3.667	The second category (Average response) (3.667-2.333)	The first category (Low response) Less than 2.333	Axes
Agree	Neutral	Disagree	Shop management
Satisfied	neutral	unsatisfied	Shoppers' satisfaction with the situation of the shops

Source; The field study.

The categories in the above table are formed according to the method of identifying the categories in the frequency tables as follows:

1. Range of Likert scale  $5-1 = 4$

2. The length of the category is  $3/4 = 1.333$  assuming that the number of categories equals 3

3. Adding the length of the category (1.333) to the minimum in the Likert scale ( $1 + 1.333 = 2.333$ ).

The data is summarized in Table (14). It was found that the respondents' response to all items was statistically significant under a significance level of less than (0.05) with the exception of paragraph (6). The respondents' response to paragraphs (1), (2), (3), (5) and (6) is average. The answer to paragraph 5, which

states that the price of goods is commensurate with quality, ranked first with an average of 3.5, which is the highest average of responses with a standard deviation of (1.319), which is the lowest standard deviation recorded. The response to paragraph 1, which states that practicing a commercial job increases your monthly income occupied the second rank with an average of (3.476) and a standard deviation of (1.365). The response to paragraph 2, which states that the increase in the individual's income is a reason for the high demand for buying goods occupied the third rank with an average of (3.231) and a standard deviation of (1.317).

## **8. Statistical Analysis of Shoppers**

The data is summarized in Table (15). It was found that the respondents' response to all items was statistically significant under a significance level of less than (0.05), except for item (2). The respondents' response to items (5), (2), (6), (3), and (1) are medium. The response to paragraph 5, which is related to your level of satisfaction with online shopping, ranked first with an average of (3.368) which is the highest mean of the responses and a standard deviation of (0.73), which is the lowest standard deviation recorded.

The response to paragraph 2, which is related to your level of satisfaction with the prices of the commercial goods you use, ranked second with an average of (3.0368) and a standard deviation of (1.142). The response to paragraph 6, which is related to the level of you of satisfaction with the services of shops, ranked third with an average of (2.780) and a standard deviation of (0.744).

## **9. Conclusions**

1. There is a great variation between characteristics of staff and shoppers.
2. There is an increase in the number of staff in the age group of (30-40).
3. There is a high number of male staff and low number of females due to social customs and traditions.
4. The increase in the number of staff with a bachelor degree has a positive effect in dealing with shoppers.
5. There is an increase in the number of shoppers in the age group of (30-40).
6. There is an increase in the number of shoppers whose income is less than (500,000), which affects the purchasing power.
7. The increase in the number of married shoppers is a positive aspect in the increase in demand for goods and commodities due to the large number of needs.
8. The increase in the number of family members in the study area has an influence on increasing the demand for goods, especially staff.
9. The results of the statistical analysis of shoppers' satisfaction with the commercial sector are moderate.

Table 14. Responses of the Study Sample Members to The Assessment of the Economic Situation of Shop Owners

Assessment of shops	Rank	Statistical significance	Degree of freedom	Calculated T-Value	Standard deviation	Arithmetic mean	Degree of agreement					Item No.
							Totally agree	Agree	neutral	disagree	Totally disagree	
Moderate	1	0.000	207	5.468	1.319	3.5	53	70	42	14	29	5
Moderate	2	0.000	207	5.028	1.365	3.476	52	76	33	13	34	1
moderate	3	0.012	207	2.528	1.317	3.231	38	64	45	30	31	2
Moderate	4	0.087	207	1.72	1.491	3.178	47	58	41	9	53	6
Moderate	5	0.000	207	-6.812	1.405	2.337	18	38	29	34	89	3
Low	6	0.000	207	-10.747	1.271	2.053	8	30	35	27	108	4

Source; (SPSS)

Table 15. Responses of the Study Sample Members to the Assessment of the Level of Satisfaction

Assessment of shops	Rank	Statistical significance	Degree of freedom	Calculated T-Value	Standard deviation	Arithmetic mean	Degree of agreement					Item No.
							Totally agree	Agree	Neutral	Disagree	Totally disagree	
moderate	1	0	208	4.263	0.73	3.368	45	58	57	27	22	5
Moderate	2	0.63	208	0.482	1.142	3.038	24	52	58	58	17	2
Moderate	3	0.003	208	-2.975	0.744	2.78	21	18	84	66	20	6
Moderate	4	0	208	-4.915	1.34	2.622	17	16	84	55	37	3
Moderate	5	0	208	-5.904	0.501	2.569	13	17	80	65	34	1
low	6	0	208	-11.444	1.608	2.23	8	6	62	83	50	4

Source; (SPSS)

## **10. Recommendations**

1. Providing goods and merchandise due to the rise of the youth category, who are characterized by the diversity of tendencies and desires.
2. Supporting females to practice the trade profession.
3. Providing loans and financial facilities to individuals and creating job opportunities for them to increase their income.
4. Creating awareness campaigns for birth control because most families suffer from low income.

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## **Appendices**

This is the field survey form for the study entitled (Analyzing the influence of characteristics of staff and shoppers on the commercial sector in Al-Hashimia district). So, please, provide assistance for scientific research with strong emphasis that the response is strictly confidential and is for research only.

Therefore, the researcher kindly asks you to do the following:

- \* Tick a check mark in front of the answer that you see fit.
- \* Please, do not write your name or surname.

Appendix (1)

The Questionnaire Form

First; General information

1. Gender; Male or female.

2. Age

Less than 20 years 20-30 31-41 41-50 51 years and over

3. Academic Qualification

Uneducated, Primary, Secondary, High School, Bachelor, Diploma, MA, and Ph.D.

4. Marital status; Married, Single, Divorced, Widowed, Below the age of marriage.

5. The number of family members

Less than (3) people, (3-5) people, (6) people or more.

6. Monthly income

Less than (500000), (500000-1000000), more than (1,000,000).

7. The property of the shop is either owned or rented.

**Second; Commercial information related to shop owners**

Totally agree	Agree	neural	Disagree	Totally disagree	Item	No.
					Trading increases your income	1
					The increase in the income increases purchases	2
					Low prices of goods is the reason of the spread of many shops	3
					Goods prices are suitable	4
					Goods prices are compatible with quality	5
					Visitors of the shop are related to its size	6

Shopper Questionnaire

First; General Information Appendix (2)

1. Gender

Male

Female ( )

2. Age

Less than 20 years

20-30 31-41 41-50 51 years and over

4. Academic Qualification

Uneducated

Primary

Secondary School

Junior High School

Bachelor

Diploma

Higher Certificate

5. Marital Status

Married

- Single
- Divorced
- Widowed
- Below the age of marriage
- 6. Number of family members
  - Less than 3 people
  - 3-5 people
  - 6 people or more
- 7. Monthly Income
  - Less than 500000
  - From 500 -1000000
  - More than 1,000,000.

Second; Shoppers' satisfaction with shops

Unsatisfied	Very unsatisfied	Satisfied to some extent	Satisfied	Very satisfied	Item	No.
					Level of your satisfaction with the quality of commercial goods	1
					Level of your satisfaction with prices of commercial goods you use	2
					Level of your satisfaction with quality of products of the commercial sector that you bought	3
					Level of your satisfaction with the way you are treated by shop owners	4
					Level of your satisfaction with online purchasing	5
					Level of your satisfaction with shop services	6