Feasibility of E-business in the Potatoes Commerce

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A B S T R A C T

Agricultural section plays an important role in commercial system, domestic gross production and job making in most of developing countries such as Iran. Using electronic commerce in this section of national economy will have a lot of advantages, so for using this new technology it is required that possibility sensing of developing electronic commerce in commercial potato in Ardabil province must be presented in this research. The present research is going to study the feasibility study of using electronic commerce in potato commerce of Ardabil province and for this purpose the variables such as technical, economical, legal, operational, time feasibility study and electronic commerce of potato commerce have been considered. The research method of present research is measurable descriptive method and is applicable type, since its results can be helpful for using electronic commerce in potato commerce of Ardabil province. The sampling method is randomized method and two descriptive and inferential statistics were used for testing and analyzing processed information. The result showed that there is technical, economical, lawful, operational and time possibilities for using electronic commerce in potato commerce of Ardabil province and the rate of importance and role of these factors in using electronic commerce of Ardabil province are not the same.

INTRODUCTION

By entering to third millennium, we observe the intensive competition of governments and economical poles in the world, especially in commercial section. Each of economical power owners, such as institutions and countries, unions, and regional organizations, as minor economical activists and countries, unions, regional organizations as macro economical powers try to get more share of advantages, possibilities, existent opportunities in globalization commerce but the development of science and technology has made the situation in a such way that economical power owners don’t consider the existent opportunities be enough and create new opportunities and possibilities by creating required beds. One of the most important opportunities for facilitating commercial matters and increasing competitiveness in the world. Using of new technologies and communications. Electronic commerce as the most important production and originating from these new technologies can provide suitable opportunity for countries in national and international exchanges. Today by increasing development and considerable growth of modern tools and communicational technologies and replacing many traditional activities, in commercial section, the movement from traditional commerce toward electronic commerce and 20-25% share of total international commerce and predicting annual growth rate about 54%, is a proof for proving this claim. Many countries have been able to make the best use of these opportunities which have been the originators and promoters of new technologies and believes in competitive for presence in markets. By different problems which the economy of Iran suffers from, certain strategies have been proposed for development of Iran. Of those strategies, is the export increase which balances between relative ratio of country of world commerce and should be looked at electronic commerce as serious form in country and agricultural section. Electronic exchange of data is a tool which facilitates doing the work and improves Performance and it can be integrated with application programs completely. By using this tool, the problems of traditional commerce such as spending more time, less accuracy, high cost or expenses of workforce and increasing of lack of reliability coefficient removed.

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In this commercial field many of factors such as customer satisfaction which had not been paid much attention, must be paid much attention in this industry. Because activity in electronic commerce has been in world village limitation and as evident, not time, nor place does not affect on commercial activity, what is very important is satisfying customers, needs. It is worth to mention that customer’s satisfaction is based on classification or grouping according to done researches. Therefore what make us get the share or ratio of market or in other words, access to customers is satisfying customer’s needs. Electronic commerce which one of subsections of information technology has caused job to be made in virtual environment, so that while saving in many resources such as human resources or nonhuman resources of customer’s satisfaction be satisfied. Development of web based performances and gracious commerce of companies with high return or output with allocating less time and investment to traditional method, the being interested of institutions will be quick progress in international field. Iran is of these countries which have had progressive growth in the field of electronic commerce which this affair has been about using web and internet in the country. The present research is going to study using of electronic commerce in potato commerce of Ardabil province. Development of electronic commerce in the society requires 3 main infra structures.

1. Technical infrastructure
2. Cultural, educational infra structure
3. Lawful infrastructures and government policies.

By creating these infrastructures which are paid attention in physical place in commerce must be paid attention in virtual environments like customer’s satisfaction-otherwise we will not get not only a share or ratio in market, but also we will waste all resources. Therefore while paying attention to this environment several researches have been done which indicate the paying attention and positive tendency to this area or industry.

e-Marketing:

There are different definitions about electronic marketing which have presented by different clear sighted and scholars. Simply, electronic marketing is using electronic channels of communication with customers in order to publicize marketing message [14] Electronic marketing or online marketing is doing marketing activities through computer systems as interactional form [2]. Electronic or online marketing is a term which means accessing to company objectives through satisfying customer’s needs better than competitors by using digital technology.

e-Commerce:

Electronic commerce includes buying, selling, transaction or exchange of goods, services and information through computer networks and internet. [16]. Electronic commerce includes all activities of a company or people for exchanging or transaction in a way that all or part of these activities is done by computer networks. The concept of electronic commerce is doing transaction and transacting commercial information with using paper and directly by computers through communicational lines. Electronic commerce in a form which has changed our working method, originates from creative convergence of computer and telephone. Today more than 600 millions telephones are connected at the same time. Electronic mail has changed into the most common tools of commerce and getting information by searching websites forms a part of our lives. This possibility is affected by creative convergence of telephone and computer through internet serves the general people. The history of electronic commerce originates by two phenomena, internet and electronic exchange of data. The time origin of two phenomena refers to 1960s. In 1970s, the appearance of electronic transaction of financial resources between banks which was done by private secure networks, changed financial resource market completely. Un expected progress of internet began when electronic mail used by new technology development for the first time in 1972 which resulted in proposing new version of data transaction protocol Tcp/IP. In early 1980s electronic commerce of data and electronic mail have been used widely between commercial companies. Technology of message transfer has been used by decreasing paper use in commercial processes and increasing automation all commercial processes of organization and become as one of nonseparable parts of commerce because of high performance of these processes. Electronic exchange of information provided the electronic transfer of commercial documents for companies in a way that need for interfering of human in this process minimized. Appearance of internet provided new forms of electronic commerce such as online services. Application and development of internet began with the appearance of web internet has caused electronic commerce to be one of relief fund methods for doing commercial activities and after a short time cover many varieties of commercial activities. (Nahavandian, 82:27).

Agriculture and electronic commerce:

According to mentioned matters in previous sections it can be said that electronic commerce can play an important role agricultural section using electronic commerce in agriculture can be considered as a key for opening worldly or global market for agricultural products of Iran. There are frequent methods and points in
electronic commerce which can be used in facilitating and speeding in marketing and agricultural commerce we can mention the most important of them:

- using different electronic payment methods
- using internet and World Wide Web for advertising agricultural goods
- Accelerating to trend of attracting customer
- Accelerating the process of doing transactions and preventing from waste of time and expenses of people
  This problem is done by preventing physical presence in place of doing transaction
- Facilitating doing national and international transactions

In electronic commerce it is not required that people from different cities and or different countries for doing transaction to travel.

- Facility in customs monitoring and paying related tariffs.
- Accelerating the access process of farmers to obtained funds of selling their products
- Improving the ability of farmer’s in making suitable decision of marketing and playing more effective role in market management.
- Increasing the awareness of farmers of marketing matters in local, national, and international.
- Developing agricultural product market from local to national and international
- Improving the access of farmers to productive technologies in suitable time and place.

Of course all of mentioned cases will be practical and have more efficient if prerequisites and provisions of electronic commerce in Iran realized more than before.

**TELOS techniques:**

There are different techniques for feasibility study; one of them is TELOS which indicates following questions [9]

Technical feasibility study: Different kinds of software and hardware are evaluated to be cleared that whether they can answer to project needs or not, is there any feasibility of doing the project technically? Are required technologies for doing the project available? Are existent methods for doing the project are available?

Are existent methods for doing the project suitable?

Economical feasibility study: Premium cost analysis is done to be clear that whether premiums resulted from the project are more than executing costs or not, Is the project cost effective?

In Other words, Are premiums resulted from the project is superior to its costs? Are financial resources needed for doing the project are available? How much is the relative cost of project consultation? How much is hidden costs such as executor’s time, initial study and education? How much is resulted premium from decreasing labor force costs, improving customers’ service, getting competitive advantage? Does the project provide effective use of nongovernmental section resources?

Lawful feasibility study: lawful feasibility study refers to governmental law makers and lawful obligations.

Is lawful provision needed for executing the proposed system or policy?

Is there any opposition between project and existent regulations?

Operational feasibility study: The capability of executing project is studied from organizational, political, and humanistic point of view. Is qualified labor force for executing the project is available? Is our organization is able to do that? Do organizational regulations suffice for supporting the project? Will the project damage the job security of people? Can probable reaction of personnel prevent from executing the project?

**Research objectives:**

**Main research objective:**

Evaluating using electronic commerce in potato commerce of Ardabil province by TELOS method.

Secondary research objectives.

- Identifying technical capacities for using electronic commerce in potato commerce of Ardabil province.
- Identifying economical capacities for using electronic commerce in potato commerce of Ardabil province.
- Identifying the capacities, lawful, legal limitation for using electronic commerce in potato commerce of Ardabil province
- Identifying the capacities and operational and specialized limitations for using electronic commerce in potato commerce of Ardabil province.
- Identifying the capacities and time limitations for using electronic commerce in potato commerce of Ardabil province.

**Research hypotheses:**

1. There is possibility of using electronic commerce in potato commerce of Ardabil province from technical point of view.
2. There is possibility of using electronic commerce in potato commerce of Ardabil province from economical point of view.
3. There is possibility of using electronic commerce in potato commerce of Ardabil province from lawful or legal and policy making point of view.

4. There is possibility of using electronic commerce in potato commerce of Ardabil province from operational point of view.

5. There is possibility of using electronic commerce in potato commerce of Ardabil province from time point of view.

6. Above variables have the same importance in using electronic commerce in potato commerce of Ardabil province from feasibility study point of view.

Conception model of research:

```
  Time factor
     \____________________/
       |                        |
     /                        /
  Legal factor              Technical factor
     \____________________/
       |                        |
     /                        /
Evaluating using electronic commerce in potato commerce of Ardabil province
     \____________________/
       |                        |
     /                        /
Operational factor            Economical factor
     \____________________/
```

Research method:

This research follows measurable – descriptive research generally and naturally and it is of application type. This research follows from feasibility study mode of technical, economical, lawful or legal, operational and time factors and studies the feasibility of using electronic commerce in potato commerce of Ardabil province from above mentioned dimensions. About data collection, this research classifies, processes, tests and analyzes the data with two groups of initial and secondary data, secondary data include all evidence, documents, registered governmental statistics, specialized papers, internet and virtual systems of getting initial data include using questionnaire techniques for getting expected data of research. Of course about more reliability researcher to answers or responses, an interview will be used which will be used as comparable way in results and suggestions. Statistic society is all people involved in potato commerce of Ardabil province. This society consists of real and lawful people who are active in agricultural commerce and farmers of Ardabil province. The sampling method is simple random sampling which after clarification of sample volume; the samples have been selected randomly. According to unknown statistical society following formula has been used for estimation of sample volume:

\[
n = \left( \frac{Z_{a/2}}{d} \right)^2 \cdot \frac{p(1-p)}{d} \]

Where

- \( n \): sample volume
- \( p \): ratio in society
- \( q \): \( 1 - p \)
- \( d \): maximum estimated error of ratio in society since specific information about \( p \) value, we consider its value 0.5 which maximum value of sample volume is obtained. According to \( 1-a=0.99 \), \( d=0.05 \) 165 value is obtained for sample which 168 questionnaires have been distributed and collected.

Finally, 168 questionnaires have been distributed between statistic societies. We can claim that if we select 168 samples, we will have 99% reliability level which obtained result of research will have 5% difference with real value of the statistic society.

Data analysis:

Two descriptive and inferential statistic methods for testing and analyzing processed data will be used and its base is SPSS software. Descriptive statistics is used for summarizing collected data and recognizing the society and inferential statistics is used for analyzing existent data in sample data and measuring lack of certainty in inferential.

Kolmogorov Smirnov test:

Hypotheses of normality test of studied samples are as the follows:

- \( H_0 \): Sample has normal distribution
- \( H_1 \): Sample has not normal distribution

If \( p \)-value is smaller than 0.05, Zero hypothesis normal distribution is denied in error level of that sample has normal distribution.

Normal test of variables
According to p-values obtained from table which all of them are more than 0.05, \( H_0 \) is accepted and Distribution is normal and variables are accepted in meaningful level of 0.05.

**T test for testing hypotheses related to research variables:**

**Hypothesis 1 test**

There is possibility of using electronic commerce in potato commerce of Ardabil province from technical point of view.

Hypotheses related to comparison of practical and theoretical average can be written as the follows.

\( H_0 \) : Average is equal with 3, (There is not possibility of using electronic commerce in potato commerce of Ardabil province).

\( H_1 \) : Average is bigger than 3 (There is possibility of using electronic commerce in potato commerce of Ardabil province from technical point of view).

According to values of table, especially p-value, \( H_0 \) is denied in error level of 5%. Observed average is meaningfully bigger than 3.

In the words, the hypothesis is accepted in error level of 5%. So we can claim that there is possibility of using electronic commerce in potato commerce of Ardabil province.

**Hypothesis 2 test**

There is possibility of using electronic commerce in potato commerce of Ardabil province from economical point of view:

Hypotheses related to comparison of practical and theoretical average can be written as the following:

\( H_0 \) : Average is equal with 30 (There is not possibility of using electronic commerce in potato commerce of Ardabil province from economical point of view).

\( H_1 \) : Average is bigger than 3. (There is possibility of using electronic commerce in potato commerce of Ardabil province).

The results of calculations have been written in the following table.

**Hypothesis 3 test**

There is possibility of using electronic commerce in potato commerce of Ardabil province from lawful or legal and policy making point of view.

Hypotheses related to comparison of practical and theoretical average can be written as the following from:

\( H_0 \) : Average is equal with 3. (There is not possibility of using electronic commerce in potato commerce of Ardabil province from lawful or legal and policy making point of view).

\( H_1 \) : Average is bigger than 3 (There is possibility of using electronic commerce in potato commerce of Ardabil province from lawful or legal and policy making point of view).

According to values of table, especially p-value=0 \( H_0 \) is denied in error level of 5%. Average is not equal with 3. Since practical average (3.7) is bigger than 3. So, we can conclude that observed average is meaningfully bigger than 3. In other words the hypothesis is accepted in error level of 5%. So we can claim that there is possibility of using electronic commerce in potato commerce of Ardabil province from lawful or legal and policymaking point of view.

**Hypothesis 4 test**

There is possibility of using electronic commerce in potato commerce of Ardabil province from operational point of view.

Hypotheses related to comparison of practical and theoretical averages can be written as the following form:

\( H_0 \) : Average is equal with 3. (There is not possibility of using electronic commerce in potato commerce of Ardabil province from operational point of view.)

\( H_1 \) : Average is bigger than 3. (There is possibility of using electronic commerce in potato commerce of Ardabil province from operational point of view.)

According to values of table, especially p-value, \( H_0 \) is denied in error level of 5%.

Observed average is not equal with 3. Since practical average (3.9) is bigger than 3 (theoretical average), so we can conclude that observed average is meaningfully bigger than 3. In other words, the hypothesis is accepted in error level of 5% So, we can claim that there is possibility of using electronic commerce in potato commerce of Ardabil province.
Hypotheses 5 test
There is possibility of using electronic commerce in potato commerce of Ardabil province.

Hypotheses related to comparison of practical and theoretical average can be written as the following form.

$H_0$: Average is equal with 3. (There is not possibility of using electronic commerce in potato commerce of Ardabil province from time point of view.

$H_1$: Average is bigger than 3 (There is possibility of using electronic commerce in potato commerce of Ardabil province).

According to values of table p-value=0, $H_0$ is denied. Observed average is not equal with 3. Since practical average (4.0) is bigger than 3 (theoretical average). So we can conclude that observed average is meaningfully bigger than 3.

In other words, the hypothesis is accepted in error level of 5%. So we can claim that there is possibility of using electronic commerce in potato commerce of Ardabil province.

Friedman test for scoring research variables:

Friedman test has been used for preference and determine the rate of importance of each hypothesis. This is used when statistic data are in order and we can classify with their orderly concept. Friedman indicated that where a factor is more important than other factors or not, or all factors have the same importance. This test has been studied separately for each two groups.

Hypothesis: Above variables have equal importance in using electronic commerce in potato commerce of Ardabil province from feasibility study point of view.

$H_0$: Five variables of research have the same score.

$H_1$: Five variables of research have not the same score.

As it is observed having the same score of variable in meaningful level of 5% is denied, therefore five variables have not the same importance.

The preference of variables based on Friedman is as the following:
1. Technical factor
2. Economical factor
3. Time factor
4. Operational factor
5. Lawful or legal factor

Conclusion:

General testing of first hypothesis: There is possibility of using electronic commerce in potato commerce of Ardabil province from technical point of view. The results of inferential statistics and obtained results of statistics calculations indicate that variables in error level of 5% are meaningful and $H_1$ is accepted. Generally there is possibility of using electronic commerce in potato commerce of Ardabil province. By technical factor we mean technical and technological equipments, technical, knowledge, awareness of specialists, and experts of defined executive methods.

General testing of hypothesis 2: There is possibility of using electronic commerce in potato commerce of Ardabil province from economical point of view. The results of inferential statistics and obtained results of statistic calculations indicate that variable in error level of 5% are meaningful and second hypothesis is accepted. In general, there is possibility of using electronic commerce in potato commerce of Ardabil province. In this research, economical factor includes equipment and sufficient financial resource, tendency to investment, having required economical ability.

General testing of third hypothesis: There is possibility of using electronic commerce in potato commerce of Ardabil province from lawful or legal and policy making point of view. The results of statistic calculations indicate that variable in error level of 5% are meaningful and the third hypothesis is accepted. In general, there is possibility of using electronic commerce in potato commerce of Ardabil province from lawful or legal and policy making point of view.

In this research, lawful or legal factor includes legal authorities, governmental executive guidelines, flexible regulation and rules for developing electronic commerce.

General testing of fourth hypothesis: There is possibility of using electronic commerce in potato commerce of Ardabil province from time point of view. The results indicate that variable in error level of 5% are meaningful and the fifth hypothesis is accepted. In general, there is possibility of using electronic commerce in potato commerce of Ardabil province from time point of view. In this research, time factor includes short time executive capability, setting time table, possibility of timing, dating, developing electronic commerce and
possibility of preference in each of using electronic commerce methods in potato commerce of Ardabil province.

General testing of sixth hypothesis: All technical, economical, lawful or legal, operational, time factors have the same role in using electronic commerce in potato commerce of Ardabil province.

The results of inferential statistics and Friedman test indicate that having the same score of variables in meaningful level of 5% is not accepted and therefore these five variables have not the same importance.

In general, the rate of importance of five factors is as the following form

1. Technical factor
2. Economical factor
3. Time factor
4. Operational factor
5. Lawful or legal factor

According to hypotheses test and their analysis, it is considered that the possibility of using electronic commerce in potato commerce of Ardabil province is provided by considering above mentioned preference.

**Research recommendations:**

The researcher recommends holding educational courses for all affair authorities on potato commerce of Ardabil province for using internet technology and electronic commerce. It is recommended that more attention must be paid to Jihad Keshavarzi organization and supporting organization of potato commerce of Ardabil province to provide more budgets for developing this technology due to more economical advantages and profits and also economical background such as export rewards for exporting of this product. Due to fast changes of export, commerce, and development of electronic commerce all over the world, and also appearing the threats of foreign competitors because of having this technology it is recommended that affair authorities and interested people take an action for using electronic commerce in potato commerce of Ardabil province as fast as possible. Suitable and correct execution of information website based on research objectives which is using electronic commerce in potato commerce of Ardabil province, effective use of investment in information technology, easy access all interested people to national and international networks, and holding conferences, educational sessions, developing communicational networks, developing electronic export culture, making reliability sense and more relationship between interested people, making cooperative systems for creating creativities, giving material and spiritual rewards for creative people, giving study opportunity for them, formation of thinking room in required fields for potato commerce and making new electronic structure for improving present status. Government can take an action for supporting electronic exchanges or transactions by making a legal security for electronic commerce and transactions and increase electronic environment security for interested people in potato commerce of Ardabil province for developing electronic commerce.

**REFERENCES**

Sample volume

<table>
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<th>N</th>
<th>Relative error</th>
<th>Z</th>
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<tbody>
<tr>
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<td>0.05</td>
<td>2.58</td>
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</table>

### Colmogrof Smearnof test

<table>
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<th>P-value</th>
<th>Decision</th>
<th>Test result</th>
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### Hypothesis 1 test

<table>
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<tr>
<th>Number of sample</th>
<th>Average of sample</th>
<th>Standard deviation</th>
<th>Statistic value of test t</th>
<th>Degree of freedom</th>
<th>p-value</th>
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</thead>
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<tr>
<td>168</td>
<td>4.0</td>
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<td>167</td>
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### Hypothesis 2 test

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<th>Statistic value of test t</th>
<th>Degree of freedom</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
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<th>p-value</th>
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<th>p-value</th>
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### Hypotheses 5 test

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The results of freedman test for determining the preference of hypotheses have written in following table:

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<td>63.1</td>
<td>4</td>
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### Friedman test

<table>
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<td>Technical factor</td>
<td>3.3</td>
</tr>
<tr>
<td>Economical factor</td>
<td>3.3</td>
</tr>
<tr>
<td>Lawful or legal factor</td>
<td>2.2</td>
</tr>
<tr>
<td>Operational factor</td>
<td>2.9</td>
</tr>
<tr>
<td>Time factor</td>
<td>3.0</td>
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