

Factor influencing mortar selection

[Business](#), [Marketing](#)



15 ????????? ????????????????????? 5 ?? ? ?????? ?. ?????????????????????

100 ????????? ??? 0.

6 ??? 50 ?????????? ? ?

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5 ????????? ???

20 ??? ????????????????????? 100??? ? ??? (Trewatha

Newport,

1982) ???

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4 ????????????????????????????? (?? ?? ?????? ????????????????? ,

2552) ???

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13 ??????? ???

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2 ??? ? ??? ???

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10 ??????? ??? ??? ??????? ??????? ?????? ?????????? ?????? ?????????? ???????
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 (Organization Buying) (Philip Kotler and Kevin Lane Keller,
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(Buyers) ?????? ??? ?
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19 7. ????????????????

(Gatekeepers) ?????? ??? ?
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4 ?????????? ? ?????????? ?????? 2 ???

1. ????????????????????????????????????? (Environmental
 factors) ???
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20 ???

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factors) ???

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?? (Purchasing-department

upgrading) ???

purchasing) ???

purchasing) ????????????????????? Long

contract) ???

?????? (Purchasing performance evaluation and buyer’s professional

development) 3. ???

factors) ???

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4. ???

factors) ???

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 User) ???
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 Point) ???
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1. ???
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2. ???
3. ??? 4. ?????????????????????
- (?????) ??? 5. ?????????????????????
6. ??? ? . ????????????????????? ???? ???
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- 28 ? . ????????????????????? ???? ??? ?
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(2548) ??? ? ?
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39 ?? ???
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10 ?????? ??? ?????
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Validity) ??? (Construct Validity)

?? 2. ?????????????

Difficulty) ???

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?? 3. ????????????????????????????????????? (Usability)

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(Reliability) ???

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39 ???

(Reliability) ??? (Pre-test) ????????

30 ??? ???

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1. ???

(Non-Probability Sampling) ??? (Convenient

Sampling) ??? ???

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