

# Investigation of Individual Motivational Factors on Online Shopping

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## Abstract

Today, businesses are getting into electronics, but despite impressive growth, global online sales figures are small and in Iran individuals have little desire to purchase from e-retailers. Therefore an attempt should be made in order to identify factors that have an impact on online shopping and Internet sales. The aim of this study was to evaluate the effect of individual motivational factors on online shopping. Research methodology was descriptive of survey type and Allameh Tabatabaee University students who at least purchased once in the past three months were selected by using relative classified sampling method and sampling size was 374. Koo, Kim & Lee (2007) model was used in this study. Kolmogorov-Smirnoff, Pearson correlation coefficient tests and confirmatory factor analysis was used to analyze the data. The results contrast the previous researches including Koo, Kim & Lee (2007). The findings showed that if managers could increase the possibility of frequent purchases by providing high quality information for their customers, their willingness to return to the site will be increased. In this regard, we suggest to the managers of e-retailers to reinforce the feeling of excitement in the life of customers.. On the other hand in order to respond to the need of establishing social relationships among individuals, chat features, and...should be provided.

**Keywords:** Benefits of Online Shopping, Store Linkage, The Desire to Return to the Site, The E-Retailers.

## Introduction

Nature of the technology, low cost, opportunity to reach millions of people, rapid growth and ability Infrastructure supporting the Internet (especially the Web), leading to different interests of individuals, organizations and society . Now the interest is quite visible, and successful implementation of e-commerce can increase the benefits were mentioned [3] today, businesses are getting into electronics and electronic commerce takes new display every day. One aspect of this emerging field is the emergence of electronic retailing. Companies using the Internet and Web sites can cost-effective way to take them to a leading company in the market, production and service delivery has become [2] In Iran despite the remarkable growth in global online sales of quantitative statistics and Internet markets of Iran are not to mature enough[6]

People in Iran have little willingness to buy the online retailers. Therefore, companies should attempt to establish the factors that influence the demand for online shopping and increase online sales, identifying. One of the things that can be pointed to its customers' buying habits are conservative the change in shopping habits; it is difficult and time consuming. In fact, several reasons led to the creation of the situation, including individual of motivational factors, infrastructure, and cultural factors ... The electronics retailer need to achieve these important aspects of behavioral and psychological needs of our customers recognize and motivate them, encourage customers to purchase through the Site and to electronically Competition in the markets higher today compared to the past extent and diversity faces many companies are trying to develop competitive strategies fit with the company's growth and development and provide. [4]

There is no doubt that the world today is synonymous with the Internet and the virtual world and companies are doomed to embrace this issue. Every business and trade sooner to this requires a follow-up to this area would enhance, rather than continue to apply the traditional Think and show their strength in the face of these changes, it will be a step ahead On the other hand people of community also need a for social affairs, science, culture and its e-commerce and online shopping and online customers use the website and the ability to coordinate a necessary condition for the survival of the company [3]

EIU (Economist intelligence unit) ranking for 2006 models in e-commerce in 67 countries indicates that the claim In this ranking, ranking Iran ranks 64th out of 67 countries have reported [7] According to these statistics, our country does not have good position in e-commerce Being young and the very high potential of the information technology industry professionals, organizations and financial institutions in the country in the formation appropriate and attention serious for the expertise to the development information technology infrastructure Is effective According to the statistics provided, infrastructure and scientific principles in this area should be expanded One of the most important issues regarding the motivations of individuals as consumers and buyers can visit the vendor sites. Should be noted that even if the technical infrastructure and the quality is good enough for online retail sites and services provided to customers is also desirable, but when customers have no incentive to purchase, no cycle will be complete e-business and the market potential is not Converter potential market of buying and selling online. Customers affected by the emotional component of the affective and normative influence of cultural values are [6]. The main is objective of the present study was to investigate "The

effect of individual motivational factors on Internet Shopping. The objective of our application is that the results of this study will be used by the electronics retailer, so this way they encourage their customers to purchase more through retail channels to electronic.

### **Main research question is**

What factors influence the motivation of the individual to buy online? One limitation of this study reasoned and accurate electronic trade deficit figures in Iran.

### **Review of the Literature**

Especially in the field of online shopping and the impact of various factors on motivation shopping several different studies have been done here to some of the most important we counted Ongoing research about the benefits of shopping via the Internet Sonehara, okada and others have been done in South Korea (2008) Survey of potential users that have Internet service or commodity to be purchased over the internet. [11] The questionnaire used in this study these results indicate that not only external benefits (savings in time and cost), but also internal benefits (pleasure Emerging being involved with fashion) a significant positive impact on customer willingness to continue. Purchases through the Internet As a result, we need to develop our technology to provide ways to ensure that customers of the benefits that reduce time and costs increase your online shopping pleasure and satisfaction, and tools to provide customers in stimulate their curiosity when they visit the site in order to return to buy again, helping. In another study from Vazquez & xu (2007) electronic shopping behavior and began a research conducted to investigate the relationship between variables online shopping behavior. [12] This study was a survey questionnaire was used to collect data and using Questionnaire online and postal questionnaires to a sample that was taken at the North of England, has been collected. A total of 506 questionnaires were sent to its rate of return is 50.49 percent The study reached the conclusion that online shopping attitudes as a variable to predict Is considered, while in the traditional literature on consumer behavior, attitudes a variable Mediator is desired. Over time, as customers become more confident in, they it is likely More direct effect on the attitude towards information search and online shopping will have less impact on the motivation wright & jayawardhena ( 2008 ) a research of preliminary review on emotion in electronic shopping done [ 9 ]. The study was followed by an emotional event online shoppers, it is that faithfulness is called Bernie behavior and positive verbal communication, are examined. In this study the effect of four variables: ease of purchase, website features Product integration and involvement of Rate the individual with the excitement of shopping online buying and the impact these Excitement and positive advertising of Mouth to mouth from the site and willing to return to the site is studied The study of 1,500 people who would chose the online shopping To the questionnaire based on their previous online shopping experience to respond Questionnaire to their Mil I and the rate of return of 42.93 percent Our findings show that emotion Order a desire to return and increase positive the verbal propaganda Emotional perception of online shoppers helps customers understand the reasons for shopping online , we can contrast the electronic retailers in increasing their services to help customers A study by Yazdanparast (1386) as "the influencing factors on Iranian consumer attitudes about online shopping and online pseudo "has been performed [8 ] The research method is descriptive survey. The statistical population people who at least once Order online and have an online pseudo experience. Population of the study people who like at least once online shopping and internet have experienced. Sampling method is simple and easy. Primary sources, Internet questionnaire and secondary sources Internet information sites, books and articles in persian and latin. The sample size is 384. In this study, the Pearson chi-square test, Spearman correlation test and the Friedman test Variance analysis is used. The results showed that the attitude about the online shopping and various factors such as Demographic characteristics gender, income, occupation and living area there is no significant relationship between age and only significant relationship is with the attitude of Shopping. In addition between lifestyle, rate using the method of online shopping and there are lifestyle and the attitude about online shopping.

### **Theoretical model**

The main research done in this field of research will be shaped by the theoretical model, by mo koo , jin kim , and Hwan lee at South Korea has been both theoretical models and makes In its application path - goal theory to the measurement of psychological factors affecting customer purchase more than one site, and the required characteristics of a site is investigated order to attract customers [10] Statistical population research of people who buy online have had experience in the past three months. In this type of sampling is simple random sampling. The sampling method, examples of elements are selected based on ease of access, the right time and place In this study, 350 questionnaires were distributed among the participants of the study were 279 questionnaires usability. The results of this study are two major categories of customers based on personal values they have identified. Customer first, self-actualization as the goal of their lives practical purposes it is very important to buy them, but the pleasure of the purchase price do not equate. Accordingly, the outer features (like

product categories, categories, and product quality and after-sales service) are important dimensions associated with this customer. To attract customers first, that managers practical interests should provide that emphasize. The second category of customers, understand their life purpose social establish relationship. They are equally important for practical purposes and pleasure-seeking. Accordingly, managers should emphasize that an electronics store, a necessary feature of is social relations. Hierarchy of a continuum path – goal

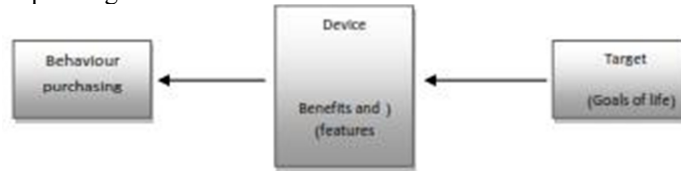


Figure 1. Path - goal theory ( mo koo , jin Kim , and Hwan lee , 2007 )



Figure 2. Theoretical model - the personal factors affecting online shopping [2]

In this model, the impact of individual motivation is measured on internet purchases. For this purpose, the effect of self-worth and self-actualization needs require the interests social relations pleasure seeking and functional interests of purchasing online review. The relationship between the benefits and features of the site offering goods and services electronically to the site, design Visual classification of product, after sales service, quality of data is investigated.

The effect of these properties tends to return back to the site is measured. Hypotheses regarding the relationship between motivations induced by the exchange of a certain individual departments looking for specific interests in e- purchasing is set to include:

- Hypothesis 1: The need for self-actualization has a positive effect on the interests Gratifies.
- Hypothesis 2: The need for self-actualization has a positive effect on functional interests.
- Hypothesis 3: The need to establish social relationships has a positive effect on the interests Gratifies.
- Hypothesis 4: The need to establish social relationships has a positive effect on functional interests.
- Hypothesis 5: The positive effect on the properties of interest’s pleasure is seeking site service provider electronics retailer.
- Hypothesis 5-1: interest, pleasure seeking positive effect on the visual design of the site.
- Hypothesis 5-2: interest, pleasure seeking has a positive effect on the site.
- Hypothesis 5-3: interest, pleasure seeking has a positive effect on product category.
- Hypothesis 5-4: interest, pleasure seeking has a positive effect on after-sales services.
- Hypothesis 5-5: interest, pleasure seeking has a positive effect on the quality of service.
- Hypothesis 6: The positive effect on the properties of the functional benefits of the service provider electronics retailer’s website.
- Hypothesis 6-1: The functional interests a positive effect on the visual design of the site
- Hypothesis 6-2: The functional interests have a positive effect on the site.
- Hypothesis 6-3: The functional interest’s positive effect of the product categories.
- Hypothesis 6-4: The functional interests are the positive effects of after-sales service.
- Hypothesis 6-5: The functional interests and positive impact on the quality of the data.
- Hypothesis 7: site characteristics Retail Service Provider a positive effect on intent to return to the site.

- Hypothesis 7-1: the site has a positive effect on intent to return to the site.  
 Hypothesis 7-2: positive web image design going back to the site.  
 Hypothesis 7 -3: Categories positive impact on intention to return to the site.  
 Hypothesis 7-4: After sales service has a positive effect on intent to return to the site.  
 Hypothesis 7-5: Data quality has a positive effect on intent to return to the site.

**Research methodology**

The aim of the current research method is applied. The study of gathering information, the study is descriptive and survey methods. Statistical population researches, who are all students at Allameh Tabatabai University in the past three months at a time, online retail have a shopping. In this study, we have used the sample relative classification.

The shape the entire faculty of Allameh Tabatabai University and considered to be different layers of each student to faculty of ratio of Allameh Tabatabai University, a sample was selected. In this population-based sample of facilities available at the right time and place to be selected by such methods, sample of non-probability sampling. In this study the students were asked whether or not they have had in the last three months of electronic shopping to fill their questionnaire given to them. Given the limited sample size formula using the formula limited population size where the number of students Allama 14,000, the maximum error were considered, resulting in a sample size of approximately 0.5 p, q accept the 0.05 and 0.95 confidence level fold , respectively 374. The questionnaire was administered to 510 subjects, of which 375 questionnaires provide the information necessary to complete the return rate equal to 0.73, which is an acceptable rate, obtained.

Preliminary data collected during the research, the questionnaire. Data of this study consists of three parts Part I, Introduction questionnaire. The second part consists of questions based on hypotheses have been proposed questionnaire included 25 questions. Third part of the questionnaire, demographic information, which consists of 9 questions. In this study, In order to determine the reliability measure of Cronbach Alpha method have been used (Table Was 0/0 and the coefficients of the variables above 70/1) and Cronbach alpha coefficient of the Questionnaire 939, the questionnaire shows high reliability.

The method for calculating the internal consistency of the measuring instrument to measure different attributes are used. The content validity of the questionnaire tutors and counselors know how many people have been confirmed and the is valid in the second part of the questionnaire used in this study, five option Likert scale was used. In this study, descriptive statistics and inferential statistics were used to analyze the data.

The descriptive statistic of average, standard deviation and frequency distribution tables are used to display demographic information. The inferential statistics to test the hypotheses Kolmogorov-Smirnov test was used to show the data distribution, the Kolmogorov Smirnov test to assess homogeneity between the relative cumulative frequencies is used in nonparametric statistics. [5]

The aim was to identify the distribution of data for each variable (Normal or abnormal) test needed to know. Before getting into the stage, it was necessary to test the assumptions of normality of the variables to be informed. According to the final test, parametric or nonparametric normal or not variables are used. In this study, the data of all variables were normally distributed, parametric tests were used (Table 2)] to show the accuracy of the measurement model, the structural equation modeling Is used This was done using the software lisrel fundamental question in this section was whether the measurement models (structural equation model) model suitable measurement for variables used in the research model has to answer this question, one must hit X and other appropriate criteria on which the model was evaluated.

**Table 1. Tests Alpha Cronbach coefficients**

Alpha Cronbach coefficients	The number of questions	Variables
0.867	3	The need for self-actualization
0.718	2	needs to communicate
0.831	3	functional interests
0.918	2	pleasure seeking interests
0.806	12	sites features
0.778	2	willing to return to the site
0.939	35	The whole questionnaire

**Table 2. Results of normality test variables**

The test results	Error probability(alpha )	Meaningful number(sig)	Variables
Data is normal	0.05	0.215	The need for self-actualization
Data is normal	0.05	0.321	need to establish social relationships
Data is normal	0.05	0.156	pleasure seeking interests
Data is not normal	0.05	0.213	functional interests
Data is normal	0.05	0.204	sites features
Data is normal	0.05	0.298	Intention back to the site
Data is normal	0.05	0.321	The site
Data is normal	0.05	0.224	Image Design Site
Data is normal	0.05	0.341	Audiences category
Data is normal	0.05	0.301	After Sales Service
Data is normal	0.05	0.218	The test results

### Analysis of data

The results of hypothesis testing (Table 3), the first hypothesis is confirmed by the fact that the need for self-actualization and pleasure seeking interests of a meaningful positive is correlation (0.457). The second hypothesis suggests that a meaningful positive relationship between need for self-actualization and The functional interests of (0.548) exists. The results of the third hypothesis argue that the need to establish social relationships and enjoy interests of seeking meaningful positive is relationship (0.491). According to the fourth hypothesis can be stated that social relations and the functional interests of a meaningful positive correlation (0.467) exists.

Results of the fifth hypothesis explains the interests and features of the site, pleasure seeking electronics retailer service provider of a meaningful positive correlation (0.493) exists. The fifth hypothesis, test the hypothesis that these interests positively related to pleasure seeking site features (the site, page image design, product category, after sales services and quality of information) that is equal to the amount associated with : (0.308 ) , (0.412 ) , ( 0.396 ) , ( 0.382 ) and ( 0.382 ) The sixth hypothesis of meaningful positive correlation (0.666) between The functional interests and features of the site show the service provider electronics retailer.

The following test Hypothesis, This hypothesis show that the functional interests and features of the site, the site (0.465), site visual design (0.496), product category (0.571), after-sales service. (0/474) And quality of information (0.464) there is a significant positive relationship seven test results indicate that the site features service provider of electronic sales and going back again the site of meaningful positive relationship (0.521) exists. Test these hypotheses the seventh hypothesis, we find that the features of the site, the site (0.475), designed Site features (0.384), Product Categories (0.446), After Sales (0.319) and quality of information (0.314) and Intention back to the site there is a significant positive relationship. On the other hand the results of this study indicate that the people who need social relations chemists higher interest especially enjoy interests seeking more attention. If the previous paper, including research, Kuo, Kim and Lee (2007) had come to the conclusion that people who need social relationships are at a higher level, for the benefit of the fun-loving and The functional interests are to equal.

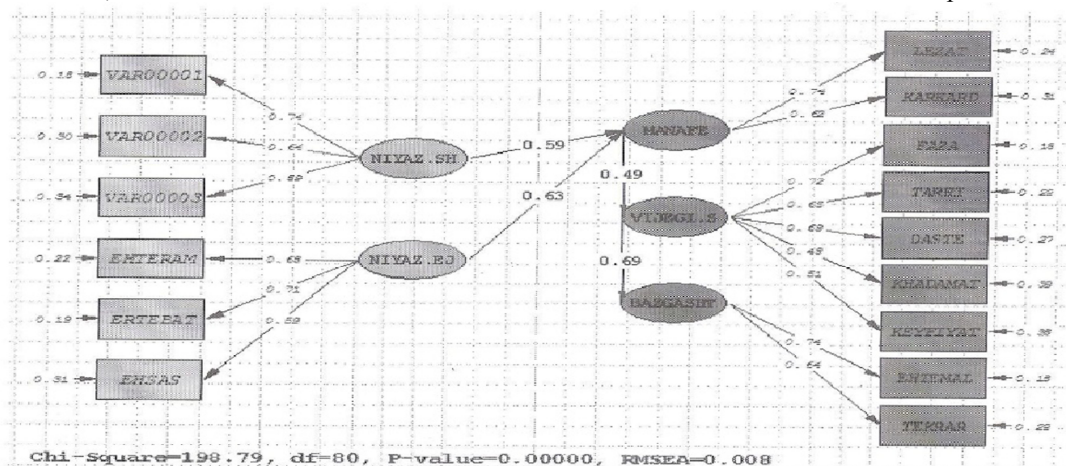
The main question raised is whether the measurement model, the measurement model for achieving any level of personal motivation effect on the online purchases is the To answer this question, x2 statistics and other appropriate criteria should be evaluated on the model.



**Table 3. Results of hypotheses testing**

a significant relationship	The amount of error (alpha)	meaningful number (sig )	The correlation coefficient	Hypothesis
There was	0.05	0.000	0.457	<b>The first hypothesis</b>
There was	0.05	0.000	0.548	<b>The second hypothesis</b>
There was	0.05	0.000	0.491	<b>The third hypothesis</b>
There was	0.05	0.000	0.467	<b>The fourth hypothesis</b>
There was	0.05	0.000	0.493	<b>The fifth hypothesis</b>
There was	0.05	0.000	0.308	Sub-hypothesis 5-1
There was	0.05	0.000	0.412	Sub-hypothesis 5-2
There was	0.05	0.000	0.396	Sub-hypothesis 5-3
There was	0.05	0.000	0.382	Sub- hypothesis 5-4
There was	0.05	0.000	0.316	Sub- hypothesis 5-5
There was	0.05	0.000	0.666	<b>The sixth hypothesis</b>
There was	0.05	0.000	0.465	Sub-hypothesis 6-1
There was	0.05	0.000	0.496	Sub-hypothesis 6-2
There was	0.05	0.000	0.571	Sub-hypothesis 6-3
There was	0.05	0.000	0.472	Sub-hypothesis 6-4
There was	0.05	0.000	0.464	Sub- hypothesis6-5
There was	0.05	0.000	0.521	<b>The seventh hypothesis</b>

Looking at the results of the exit lisrel, we discover that the model vision measured factors motivating individuals on online purchases appropriate model because the amount of chi-square to degrees of freedom is smaller than 3, and the amount of RMSEA is low and the amount of GFI and AGF above 90 percent.



$\chi^2 = 198.79$   
 df = 80, p - Value = 0.00000, RMSEA = 0.008  
 Goodness of Fit Index (GFI) = 0.98  
 Adjusted Goodness of Fit Index (AGFI) = 0.96

**Figure 3. Research final model**

**Proposals**

- The results of the analysis of the first hypothesis, it's Online Store Proposed that reinforce a sense of enjoyment of life in your purchase. In reality, thereby responding to customer needs is self-actualization. Store managers can do this by providing a variety of options, including several on the first page of music, enchanting colors and images of the innovative nature of this feeling can create the. Consequently, people also enjoy and benefit from the purchase of pleasure seeking, they will be financed.
- Analysis was performed according to the second hypothesis, the online retail site in order to respond to the need for self-actualization with your purchase, you can create a sense of excitement and perfection. This causes the person to repeat the same the functional interests of shopping sites, and he is expected to cover because buying online, people, time, saving cost and money.

- In view of the results obtained from the analysis of the third hypothesis, in order to respond to the needs of social relationships among people, the stores can chat online using video to enhance communication between buyers and it can be created by creating a virtual club for customers in their stores and customers together to communicate their needs answered.
- If the buyer to be created a sense of belonging to the site, the need to establish social relations he is gone And cause him future purchases through that same site, and thus the cost and less time spent on the functional benefits of shopping for an individual is created.
- The results of the variable characteristics of the site, hypothesis 5 was described in the conclusion, we can say that managers of stores online, we can create a friendly and pleasant environment for your customers, using appropriate colors. Conditions of their audience, they are more attracted to the site.
- One of the characteristics of Internet retail site, creating suitable spaces on the site. According to the hypothesis 1-5, If the site is clear so that people can easily purchase perform, cause they have less time to spend shopping. However the price paid, less shipping costs and traffic decrease stress. Nevertheless Shopping makes creating functional benefits to people in their enjoyment of life is felt.
- According to hypothesis 3-7, it is necessary that Internet retailer product category on the site is of particular interest. Their new product, diverse and unique as the people who feel they can enjoy the feeling of shopping and enjoy life to make.
- If Internet retailer, they want their site to increase the quality of services provided, according to the results Hypothesis 7-4 analysis to the after-sales service as one of the important features of online retail site, pay attention. They deliver the right product at the right time with the users and buyers to create a sense of belonging. Internet retailers are able to provide restore damaged product, to increase the likelihood of buying again from this site.
- According to the results of the analysis, Hypothesis 7-5 retail site is high-quality, frequent the site will increase the likelihood of purchase. This information should be detailed, accurate and is timely.
- Results Descriptive statistics indicate that 71.7% of respondents 3 or more hours of Internet use, 61.9% of them at least once in the past three months, while 60.5% of these people are online shopping, online shopping under one hour Say. These Stats show that a high percentage of people in the last 3 months for only an hour devoted to shopping and 70% have used the Internet for research. Internet retailers can use the data to design and supply products which may be related to educational services. Products like e-books, electronic paper, electronic and intelligent interpreter and.....
- About the interests of shopping online, interests enjoy seeking better indicators to measure the benefits of buying internet. As a result, it is best to create a sense of pleasure from shopping at those should particular attention.
- Recent research results show that the need for social relationships is positively related to the interests of shopping online is pleasure seeking. This means that an increase in communication with others makes people feel purchasing their better and enjoy.
- On the other hand, according to first-page website optimization methods (LPO), which is described in detail in Chapter Two of this study? Would be purposeful method of LPO in order to attract more buyers to the website of the electronics retailer. The method is based on the personal pages of some known behavior or use of information Visitors to the site can be designed so that customers have a sense of belonging to the site and to measure its online store to buy the electronic return. On the other hand, we can, by using optimization methods based on the experience of the first page of a web site, the web pages can be designed based on customer preferences and interests.

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