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CONSUMER PURCHASE BEHAVIOR: POTENTIAL MARKETS IN ARGENTINA FOR BRAZILIAN E-BOOK RETAILERS

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ABSTRACT: *Traditional teaching materials, especially books and academic texts, fail to keep up with the increasing demands of the newly hyperconnected students in Latin America. It could represent an opportunity for retailers and publishers, in order to reposition their brands, through innovative strategic offers of digital products and services. This research considered the Argentinian macro-environment and characteristics of the sub-section of academic publishers. The structural factors of the proposed product in the subsegment supply chain, as well as the proposed positioning and potential competitive advantages in the microenvironment. Corresponding aspects to the adoption potential and usage continuity of the product (e-Book or e-Textbook) for the proposed subsegment. Primary data was gathered from a survey conducted with undergraduate and graduate students. This work provides a knowledge framework, so that companies - based on the proposed study, might develop action plans destined to position their brands in the identified subsegment in Argentina, solidifying the positioning next to the academic consumer. Discussion, research limitations, and future research compile this work.*

KEYWORDS: e-books, competitive advantage, consumer purchase behavior

INTRODUCTION

The present work proposes to dimension the strategic potential and the feasibility of a new sales platform for digital and cultural products as the entry point of the Argentinian market, by the Brazilian retailer 'Livraria Cultura.' First, the proposition is to identify macro and microenvironmental conditions, as well as the structural business factors in its entry stage into the Argentinian book marketplace. Next, convergence factors in the electronic commerce platform are described, with a focus on the adoption of Information Technology - from now on, T.I.- specific, for the creation of sustainable consumer value. Finally, the aim is to explore potential competitive advantages vis-à-vis a consumer point of view in the technical/academic e-Books subsegment in Argentina.

The progress observed in various indicators of competitiveness in recent times in Argentina promises favorable scenarios for new businesses that bet on innovation, particularly in the education subsegments, digital business, and mobile communication.
Argentina is one of the countries reported as underway to escape the 'middle-income trap' in Latin America - in addition to being the third largest economy in the region. The country is in the transition stage between the development stages of Efficiency-driven and Innovation-driven. The pillars of higher education and training (5th), business

dynamism (11th) and innovation capacity (12th), presented in the report, position the country as an adequate market for the launch of a brand based on a product with characteristics and dynamics of the digital market, as a way to enter a new foreign market. Digital books have very compatible characteristics with the segments and sub-segments in which the products oriented by innovation and services (such as, for example, cultural products) will have more chances of success.

GENERAL COMPETITIVE STRATEGIES IN DIGITAL COMPANIES

The companies that work in digital markets base their innovation strategies on technological advances, generating a positive impact of their overall Value Chain.
Between the critical factors for the competitiveness of the company -obtained of continuous way-, are the investigation and the development, the innovation of processes and products, the business model, as well as the obtaining and extension of the knowledge on the preferences of the consumer .

The nature of innovation has changed - occurring both outside the company as within - it is through 'co-creation', a key word in markets with shorter product cycles and efficiency-based objectives - making sustainable the adaptation flexibility of the value proposition to various customer segments as part of the organizational strategic vision.

Always with the objective of obtaining greater efficiency in management processes, the companies that operate in digital markets are "high velocity industries that operate in regimes of rapid and discontinuous environmental change is achieved through continuous product and service innovation and firms are not heavily competing on cost" (Dooley, 2016); they look for constant innovations and, therefore, need to become experts in finance, human resources, cost management, and other areas that generate positive impacts in the value chain -including new capabilities that many of the companies still fail to develop, such as design strategy, innovation research y cocreation, sources of new ideas and initiatives from various business fronts (Ferrante-schepis, 2017).

Companies often adopt different positions, of more value, in each market where they are present, and need to position their brands and business strategies in a different way - balancing their global products with the local characteristics valued in each market, adopting prominently pluralistic precepts, and adapting brands and marketing (MKTG), a mix of global (or international) products and services to the realities of new markets (Westjohn, Arnold, Magnusson, & Reynolds, 2016). Organizations adopt and use resources through structures called Platform as a Service –(PaaS), in particular adopting strategies that make them - at the same time - integrators and agents of change, internal and external transformation agents, while revitalizing the market with continuous innovation learning processes - characteristic of the integration school (Mintzberg, Ahlstrand, & Lampel, 2010).

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On Web-Based Digital Products

Digital markets have their own characteristics that vary from country to country, something that forces managers to delve into specificities in addition to adapted business models – variables to the 'location' where the company manages to position itself. More specifically, marketing oriented to the consumer's geographical location, supported by high-tech tools. The use of such resources implie that location-based micromarketing has a macro potential (Armstrong & Kotler, 2013), especially when considering mobile platforms, dynamic promotions and individual profile targeting (P2P approach).

For web-based products, such as streaming, for instance (Dias & Navarro, 2017), are integrating strategies can be a source of both advantages and disadvantages, variables in each case, depending on how the areas of the organization absorb the strategic position to guide it in the lines of action to be taken. In the article, the strategy of developing digital products in a new market must take into account the local characteristics of the consumer, the structure of the online purchase and consumption processes, correlated markets characteristics, the strengths and weaknesses of local competitors, macro and microeconomic conditions, among other influencing factors.

On demand-generating opportunities, the concept of the long tail proposes - as Anderson defines it (2008), that products positioned in segments and subsegments -by not attracting a large volume of demand will, therefore, reach a significant and sustainable volume share in the long run, usually not achievable or interesting for larger brands targeting mainstream markets. This has great relevance in work proposed here, considering that the target market for the company has opportunities not yet explored by digital platforms in which consumers and suppliers are not concentrated, as in other markets — allowing for a potential 'latent demand.' On digital platforms, there are no limits for sales to be achieved - according to the '98 percent rule 'as proposed by the author- of almost all of the stock, Demand is not defined by the principle of scarcity or the minimum critical mass of buyers. Other critical issues for platform purchase potential may be the perception of quality, convenience, transportability, etc., not purely physical or logistical/functional, but also psychological. In order to achieve success, firms must maintain a firm and lasting relationship with their clients, belonging to several markets and simultaneous segments.

Maintaining competitive advantages through technological innovation starts in product and services supply - rin accordance with the needs of the consumer, based on maintaining managerial processes concomitant with the organizational culture. The value perceived by the client, necessary for determining the strategy of the organization, originates in parallel in the internal business processes, among others, which are classified both by the management of consumers and operations by the company, as by processes of innovation and of regulatory and social dimension (Kaplan, R. S., & Norton, 2004). Technological innovation in 'digital markets' is today an essential strategic component, but it is not sustained solely by investments in Information Technology I.T). Under certain conditions, the competition manages to reproduce, in one way or another, existing technology (and the advantages obtained by them), making it a poor contributing factor for long-term competitiveness.

In order to achieve the necessary advantages to guarantee competitiveness, a sustainable investment in selected technologies, limited by the market and organizational absorbing threshold, is a key competitive factor.

Such successful companies are agile in adapting and marketing new technologies, so much so that they quickly obtain a sustainable competitive advantage. As well as maintaining their profit margins; they are distinguished by establishing a continuity relationship between the platform and its agents (in these cases, the technology-based environment where peer interactions occur), as well as obtaining internal managerial synergies. In its initial stages, there is a clear distinction between a firm's natural products and services and those offered associated companies. With the maturation of the platform in a business structure model that can be defined as "… published standard, together with a governance model, that facilitates third party participation" (Parker & Alstyne, 2014), it will be able to absorb a growing supply of external products, increasing the perception of current value and adding new components, making the relationship with the consumer sustainable, and adding critical mass of user base-critical factor of success – as suggested by Parker & Van Alstyne (2005). Such strategic planning allows achieving a good positioning of a company brand introduction in the Argentinian retailer book market, targeting digital books for academic and technical consumers in Buenos Aires.

Optimal technology alignment with established strategic roadmaps maximizes decision making and resource allocation of, a critical success factor for the long term (Kim, 2013). Infrastructure supports both e-commerce operations and supply chain processes established with content developers, systems, suppliers and consumers of products and services, managers and sponsors, among others. The concept of time to the consumer is very relevant as it meets the individual needs of the consumer in a prompt and objective manner.

The publishing market and its relationship with the digital market

The publishing market and its relationship with the digital market

The publishing market in Argentina is based on data of titles registered by ISBN coding - it records an apparent stagnation of e-Books sales. Information available on the world publishing market shows that the sub-segment of e-Books is driven by 'author editions,' without formal ISBNs. Different sources of data in Argentina consulted for not having consistency in the available official data, suggest that the same happens in Argentina, with the growth of the number of small retailers (specialist bookstores).The same happens with the official data of books produced in Argentina, despite the crisis there was an increase in the import of the industrial and commercial segments, although reduced by macroeconomic factors.

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This current environment clearly impacts the change in regulations on book imports since 2016, as well as being driven by Internet commerce - new business models that allow a more stratified development of the offer (independent bookstores and publishers, as in the case of external markets, are more predominant).

The general market segment of digital books in Argentina has an offer of 17 percent of the average of the total production of titles of the publishing market, remaining relatively stable since 2011, as shown in Figure 1, as follows:

Figure 1 . Percentage of total book titles (2011-2016). Source: Reports (2011-2016) of the Cámara Argentina del Libro

In general, Argentines are among the Latin American peoples with one of the highest literacy rates (98 percent); among its estimated 41 million inhabitants, 35 percent are under 19; and has two million higher level students (2015 data); 69 percent of readers over 18 read to be culturally updated (including professional training here). In the last 5 years, 8 percent of those readers used an e-Book or similar, highlighting that almost 40 percent of the publications registered by the universities are in the digital format.

The ebook - the product unit to be marketed by Livraria Cultura and initiate a commercial operation in Argentina presents, in fact, a broad context of commercial possibilities, when viewed as an internal/proprietary products and, at the same time, an external service. Always connected to the broadband network, it can present characteristics similar to the platform that the owner company keeps up to date, gathering data on consumer behavior and the consumer itself, in a 'real-time relationship' cycle - that expands the relevance of current and future functionalities and services. This allows the application of strategies of dynamic fixation of extremely sophisticated prices, according to Nagle and Holden (2002). Dynamic pricing marketing strategies will probably be a determining factor for success.

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Argentina's book imports

The growth of the import of books accompanies the progressive growth of imports of various items, after the cessation of the so-called "exchange rate trap." There is a potential for sectoral growth but softened by the current economic crisis.

When freeing book imports in Argentina, the accumulated value compared to the previous year shows a growth of 19.5 percent, which indicates that the entrance of imported products is increasing progressively, highlighting the imports destined to the kiosk channel at the national level. It is possible that the potential demand of foreign digital books observed the same behavior, opening new opportunities to serve specific sub-segments, and exploring new types of offer with the advances of technology, cloud commerce, and data mining - which allows us to identify the specific expectations of each group of consumers. These are some of the critical factors when evaluating the strategy of entry of a Brazilian retail bookstore in Argentina, through a subsegment in which a potential repressed demand for digital products and services is identified.

Synergies between the digital publishing market and digital services in Argentina

Argentinians have a very close relationship with their mobile devices, a trend in Latin American countries - something that directly impacts both the supply (new suppliers and publishers) and the demand for digital books. The expansion of access to mobile broadband in Argentina allows consumers to find providers of increasingly segmented titles -printed and digital.

Although there is a large Latin American market for broadband access in desktops, the growth is significant as it covers mobile devices (+ 17 percent) and increases the time the consumer spends on the Internet (+ 270 percent).

The objective of the article includes the exploration of the factors relevant to the strategy of entry of a Brazilian book retail company (Livraria Cultura) through a digital product (e-Book) in a segment where unmet demands are identified, both by titles as per service delivery interfaces (by dedicated platforms) that are based on relationship marketing. There is, potentially, an opportunity to position the brand against the competition. The dynamics of the digital market enhance the opportunity for success while reducing the investment contribution (if compared to the alternative of entry through physical stores, in the model of expansion of the company in Brazil).

This approach allows the company to reduce its strategic and operational entry risks, assess cost control and maximize the expected profit margins -especially the overheads required in a traditional store establishment operation depicted as 'brick and mortar' –, among which the most outstanding are those related to the stock of merchandise and physical locations (logistics, rental, commercial insurance, property factors, etc.), under the same environmental conditions and the tax, legal and logistical restrictions of local competition. Additionally, the intrinsic sales potential of the proposed product is based

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on compliance of use and perceived advantages over the physical version, critical success characteristics that constitute part of the proposed analysis.

Recent widespread macroeconomic changes, occurring since the beginning of 2016 (and which resulted in new discussions on the global trade activities adopted in Argentina), impacted the rules that determine the conditions on the acquisition of imported books. In the proposed market, the article suggests that there is a strong demand for foreign technical and academic books, in addition to those offered by the competition, and there are even electronic books -considering that specific studies made in the USA. Certify that there is a potential for use to exploit (Gilbert & Fister, 2015) both for physical books and for electronic editions, by university-level students, thus varying the perceived advantages between the two versions in relation to the position of technological adoption per phase of perceived innovation (Moore & Leavy, 2007), the possession of an e-Reader or tablet reader, and other variables which need to be reviewed and adapted in the target market. However, e-books on platforms where the relationship between the consumer and the company is constant, continue to be a highly competitive operation.

METHODOLOGY

For the approach of positivist epistemology, of a methodology called deductive, this work presents the exploration of secondary and primary data. The main sources of secondary data consist of sectoral publications, academic publications, official sites on the pages of governmental and sector organizations - such as those of publishers in Argentina, of internet network infrastructure and of electronic book reader devices, as well as studies about the impact of such technology in university education (in Argentina or other countries, when appropriate and available) - in order to adequately review the most relevant bibliography. This review of previously available research, which have similar characteristics correlated to the factors described in this paper, has allowed establishing a basis for the present work, which focuses on identifying strategic entry points in the foreign market subsegment, and for a retail company.

The resulting information will explain the general concepts extracted from the obtained theory, which - once concluded, has allowed an orientation for the structuring and the empirical collection of primary data, through the quantitative method, of a clear and structured type.

Research methods

Qualitative research. An exploration of the existing literature has been carried out, which includes similar studies on the use of books and digital study texts with university students, in other countries. This allowed identifying not only relevant results that helped the researcher structure the preliminary survey based on the quantitative approach (mentioned below) made for this research but also identify the most relevant and obtainable information (taking into account that the researcher would not have access or

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resources to carry out a large-scale investigation). In addition to the existing literature, the researcher conducted interviews with market specialists, that will complement the knowledge necessary for conducting the preliminary quantitative survey.

Non-probabilistic sampling survey. A non-probabilistic sampling survey has been carried out: initially with regard to the secondary data obtained from the researched literature and from reports of the publishing markets in Argentina and correlatives (as described above), and to guide its continuation on a compilation of empirical data. The results obtained are limited to ordinal data with a qualitative approach, and offer preliminary indications for carrying out quantitative/probabilistic surveys in the future, which usually adequately represent the universe and allow to establish correlations between the data.

Primary data. The primary data were obtained through virtual connection tools on the Internet and based on electronic surveys (online digital survey or online survey) over the Internet (resulting from sampling obtained from invitations by email), using 'software as a service' This conclusive part of the research was classified as exploratory, of accessible population, , where the data collection (essentially quantitative) had a structured format. With the definition of a convenience sampling, initially formed in groups exhaustively (the individuals of each population belong to the same group) and mutually exclusive (each individual only belongs to a group), with sociodemographic and occupational variables as follows:

Percentage. Minimum of one percent of the population covered in this research, a priori; *Time frame*. Active students between 2010 and 2016.

Target population. Registered students (within the determined period of time) in undergraduate and postgraduate courses offered at the National University of La Plata - UNLP, the Faculty of Economic Sciences of the University of Buenos Aires, the National University of Quilmes, the Santo Tomas University of Aquino de Tucumán and the National Technological University. The targeted research population, to simplify its identification, described as 'academic', resulted in a convenience sampling of 100 respondents. The reason for these groups to be selected (apart from the nature of the products proposed in themselves) lies in the likely overlapping factor of consumer groups; it is highly probable that a significant amount of the current digital books and textbooks offer will be, in the proposed sub-segment, suitable for different grades of students at the academic level, and will make up the object segment involved in the publishing market in a larger Argentina target . It is necessary, finally, to clarify that the proposal of this work consists of a research of exploratory nature, but structured according to the resources of the author and, in this way, the volume obtained becomes both a delimiter for the analysis of the results obtained as an opportunity to expand work in future research. Still, in principle, the results obtained cannot be extrapolated, at the moment, to the different sub-segments that share the same target, the publishing market in Argentina.

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consumers in 2016 (LatAm: 33.72), hoping to reach 4.28 million in 2020 (LatAm: 42.88) -corresponding to approximately 10 percent of the segment of the region, where the percentage penetration in 2016 is 8.8 percent in Latin America, and 7.7 percent in Argentina-, an incipient development when compared with the world leader (USA: 28.4 percent). With an Annual Composite Rate of approximately 6,1 percent, the average income in Latin America is the US $ 4.39, and in Argentina, it is the US $ 8.39 (for 2016), and it is expected to reach the US $ 9.70. In 2020 -data that provide high-interest perspectives-. The revenues of the e-Books segment in Argentina were the US $ 28.36 million, expecting the US $ 39.26 for 2020 (19 percent of the segment in Latin America -for both cases, respectively-). These data show that the segment in Argentina, although sales remain stable, represents a considerable percentage of LatAm that is not saturated, and where it is possible to develop strategies to stimulate consumption sustainably in the coming years.

ANALYSIS

The survey was based on a non-probabilistic sampling of convenience, characterized by Argentinian undergraduate and graduate students.

The sampling is adequate for an exploratory study only. Nonetheless, the author considers that the scope of the study has allowed to clarify questions and questions that can guide future research based on a broader research, with financial resources provided by the company interested in this business.

The survey was conducted through a digital questionnaire, using the Google Forms platform. 300 current undergraduate and graduate students of business-related careers were sent via email. From this universe, 100 student responses were obtained from the sample, of which 69 declare that they read digital books for study purposes (mainly), as presented in Table 1.

Table1 – Objetctive of digital uses

Categorías de objetivo	***Volumen de respuestas***
Principalmente con fines de estudios	69
Principalmente con fines de estudios	17
No *	14

* Declaran no leer libros digitales, no importa si para estudiar o para el ocio (total 100 respuestas)

In which 85 percent of the students surveyed correspond to public universities (undergraduate and graduate) and 15 percent to private universities:

- National University of La Plata. School of Economics - public
- National University of Buenos Aires. School of Economics- public
- National University of Quilmes. Administration and International Trade- public
- National Technological University. Administration and Business- public

- Salvador's university. Administration and Business- Private
- Santo Tomás de Aquino University. Administration and Business. - Private

The total number of responses was 100 students. As shown in Table 2, 73 percent corresponded to undergraduate students and 27 percent to graduate students; These percentages are approximately related to the level of studies of the students to whom the survey was sent (70 percent of degree-30 percent of postgraduate), a considerable part of the obtained sample is geographically concentrated in the Province of Buenos Aires (59 percent) and the Autonomous City of Buenos Aires - CABA (33 percent); the sampling is relatively balanced with respect to the number of men (44 percent) and women (56 percent); a large part of the sample are considered as economically active students (77 percent study and work), where a minority only studies (33 percent).

Table 2 – Sample profile

Academic level		Current residence		Genre		Currently active	
Undergraduate	73 percent	CABA[1]	33 percent	Men	44 percent	Studying	77 percent
Posgraduate	27 percent	Buenos Aires province	59 percent	Women	56 percent	Studying+ Working	23 percent
		Center of the country	1 percent				
		North of the country	3 percent				
		West of the country	0 percent				
		Other	4 percent				

With respect to the adoption of the product 'Digital Books', hereinafter: eBs, the results in Table 3 indicate that the percentage of students who responded effectively reads books and / or digital study texts is high (86 percent) -and a considerable part does it for academic purposes (68 percent).

Table3 – Amount of valid answers

Uso de e-books (eBs)	***Volumen (Porcentual) de respondientes***
Leen libros digitales* A	86 (86 percent)
No leen libros digitales	14 (14 percent)
Estudian con libros digitales* B	69 (69 percent)
No estudian con libros digitales	17 (17 percent)
Prefieren estudiar con copias escaneadas C	18 (18 percent)

* e-books for leisure and study readings

[1] CABA: Ciudad Autonoma de Buenos Aires (Buenos Aires City, Argentina)

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The results show that 18 percent express that they prefer to study with photocopies (scanned copies). This point deserves further investigation since it does not coincide with the perception of teachers in the classroom. It is possible that a greater percentage of the respondents read paper copies, but it is also possible that they do not express it out of embarrassment, since they are usually illegal copies. On the other hand, students who read digital texts when the teacher recommends it amount to 42 percent (Table 4).

Table 4 – uses of Ebooks

	Totalmente de Acuerdo	***Algo de Acuerdo***	***Neutral***	***Poco de Acuerdo***	***Nada de Acuerdo***
Siempre que el docente de la materia lo recomiende/exija	42,03 percent	47,83 percent	4,35 percent	4,35 percent	1,45 percent
Se prefiere copias escaneadas o fotocopias no oficiales	21,74 percent	34,78 percent	14,79 percent	13,04 percent	15,94 percent
Utiliza EBs académicos, pero no necesariamente para los estudios actuales	7,25 percent	31,88 percent	30,43 percent	15,94 percent	14,49 percent
Ninguna de las opciones propuestas	7,25 percent	11,59 percent	39,13 percent	1,45 percent	40,58 percent

Pirated book copies, as presented in Table 5, appear to be highly desirable and the survey variable ‘common practice in universities' and 'download whenever possible / available' are explainable given that there is a known history of obtaining unauthorized hard copies and -more recently- digital copies publications among students; the perception that the current the eBs supply base does not offer distinctive or sufficient value to justify investment in titles, and points to a new research topic: 'what would be the most valued characteristics to attract eBs consumers and how this product could be reformulated to stand out in the segment? '.

Table 5 – Sources for e-books downloadings

Fuentes	***Totalmente de Acuerdo***	***Algo de Acuerdo***	***Neutral***	***Poco de Acuerdo***	***Nada de Acuerdo***
Obtenidos siempre de proveedores oficiales (formatos propietarios) [D]	7,25 percent	2,9 percent	5,8 percent	15,94 percent	10,14 percent
Donde sea más conveniente (formatos genéricos) [E]	18,84 percent	17,39 percent	7,25 percent	00 percent	1,45 percent

[D] formatos de eBs adecuados para cada lector; [O] formatos que se leen en cualquier dispositivo, no específicos;

There is a perception among respondents who read digital books for study purposes that shows that, in general, students would use illegal copies or not formally authorized by the copyright holders of the work, if appropriate. There is a perception that respondents do not have many problems (they assume a neutral position) with the use of these copies -or do not consider this a relevant point- especially when they do not find alternatives in commercial sources of titles. It is confirmed that this mindset is present in its relationship and situational environment (common behavior in the university), as presented in Table 6.

Table 6 – Opinions abou illegal copies of e-books

Fuentes	***Totalmente de Acuerdo***	***Algo de Acuerdo***	***Neutral***	***Poco de Acuerdo***	***Nada de Acuerdo***
Baja siempre que sea posible	36,23 percent	33,33 percent	34,78 percent	14,49 percent	5,8 percent
Nunca se justifica la piratería	10,14 percent	18,84 percent	46,38 percent	31,88 percent	17,39 percent
Si no hay copias legales, descargar es permisible	34,78 percent	2,9 percent	5,8 percent	15,94 percent	10,14 percent
Práctica común en las universidades (digital o fotocopia)	18,84 percent	17,39 percent	7,25 percent	00 percent	1,45 percent

It was found a low adoption of digital readers (specific devices / dedicated to reading eBs - Table 7) and mostly smartphones and portable computers are used for reading digital content. This does not prevent there being a perception, as presented by the students, with respect to their characteristics, and allows inferring the reasons why - in addition to current economic restrictions in the country, and the absence of a sustainable supply of devices- , are not so widespread at the moment.

Table 7 – E-Books Brands/Devices

Tipos/marcas	***Siempre***	***Casi siempre***	***A veces***	***Raramente***	***Nunca***
Kindle (Amazon)	4,35 percent	4,35 percent	2,9 percent	00 percent	28,99 percent
Kobo (Kobo Inc.)	1,45 percent	1,45 percent	1,45 percent	00 percent	33,33 percent
Nook (Barnes & Noble)	1,45 percent	00 percent	1,45 percent	1,45 percent	33,33 percent
Boris (EUDEBA)	00 percent	00 percent	1,45 percent	2,9 percent	33,33 percent
Smartphone	15,94 percent	13,04 percent	4,35 percent	5,8 percent	2,9 percent
Notebook/laptop	7,25 percent	17,39 percent	7,25 percent	4,35 percent	5,8 percent
Pc de Table	8,7 percent	8,7 percent	13,04 percent	5,8 percent	5,8 percent
Otros lectores/Disps.	1,45 percent	7,25 percent	5,8 percent	5,8 percent	15,94 percent

* marcas de lectores digitales y otros dispositivos con lectura de eBs por APPs/*software*;

The advantages and disadvantages suggested will present a degree of acceptance consistent with sampling, with perhaps a little noise in the characteristic 'readability'. As it is about expectations and not actual use, these perceptions may change in a broader base survey, but the possible factors of new research can already be oriented.

Table 8 – E-books advantages

Ventajas percibidas	***Totalmente de Acuerdo***	***Algo de Acuerdo***	***Neutral***	***Poco de Acuerdo***	***Nada de Acuerdo***
Facilidad de lectura de títulos en la pantalla [F]	14,49 percent	13,04 percent	5,08 percent	7,25 percent	4,35 percent
Comodidad de uso [G]	13,04 percent	14,49 percent	8,7 percent	4,35 percent	4,35 percent
Sistemas fáciles [H]	14,49 percent	15,94 percent	11,59 percent	2,9 percent	00 percent
Portabilidad [I]	36,25 percent	8,7 percent	00 percent	00 percent	00 percent
Precios más económicos [J]	26,9 percent	11,59 percent	4,35 percent	2,9 percent	00 percent
Otras ventajas	27,54 percent	2,9 percent	11,59 percent	1,45 percent	1,45 percent

[F] brillo, definición, formato de texto/organización del contenido; [G] "me queda bien en la mano"; [H] convenientes para la lectura; [I] se puede llevar a todas partes; [J] con respecto al costo total de adquisición del lector, incluso los títulos que vengan a ser comprados;

Table 9 – E-books disadvantages

Desventajas percibidas	***Totalmente de Acuerdo***	***Algo de Acuerdo***	***Neutral***	***Poco de Acuerdo***	***Nada de Acuerdo***
Alto precio del lector	5,8 percent	13,04 percent	14,49 percent	4,35 percent	7,25 percent
Alto precio del EBs [K]	2,9 percent	4,13 percent	11,59 percent	13,04 percent	13,04 percent
Dificultad de obtener títulos	4,35 percent	10,14 percent	15,94 percent	10,14 percent	4,35 percent
Títulos mal formateados [L]	1,45 percent	7,25 percent	14,49 percent	13,04 percent	8,7 percent
Lectura desagradable [M]	13,04 percent	7,25 percent	8,7 percent	7,25 percent	8,7 percent
No dispuesto a pagar por el lector	5,8 percent	13,04 percent	11,59 percent	5,8 percent	8,74 percent
Otras desventajas	2,9 percent	4,35 percent	13,04 percent	00 percent	24,64 percent

[K] libros para un lector distinto son caros; [L] están mal editados y dificultan la lectura/estudios; [M] no les gusta leer / estudiar por medio de lectores digitales;

According to the results obtained (Tables 8 and 9), the following perceptions are highlighted here: readers are perceived as expensive (this may be better evaluated in

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future investigations regarding the desired value and obtained with such devices, by the consumer) , and the offer of digital titles is perceived as cheaper than for the printed ones. There is a perception that the use of digital readers is convenient due to its 'portability', 'total perceived price' (when it is considered that, in the long term, the acquisition of digital titles would compensate that investment), 'ease of manipulation' of the device and 'convenience of use'. This shows that there is a potential for the adoption of devices dedicated to the reading of eBs, being able to establish readership subsidy strategies by the retailer and / or by partners of the electronic and telecommunications market, in order to adopt a base of stable use - and owner for the brand-. Some reasons why the sales of devices have not been so widespread in the market can, in contrast, be in accordance with the perception that the current 'selection of titles offered' would not justify having a reader, in addition to the 'bad structure' of texts' (of the titles) and of presenting an 'unpleasant reading' - it is interesting to note that the disadvantages are perceived as' less polarized 'than the advantages, which leads one to believe that there are possibilities of reversing such perception-. Among the brands of readers mentioned in the survey (Table 10) there is no more prominent or known, which suggests that there is a possibility of positioning the new entrant through a reader offered at a good price to establish a high penetration in the short term , making it possible to achieve future benefits - in addition to anticipating competition - and perhaps reducing the overhead for investments (by potentiating the results) in the other proposed strategies.

Table 10 – Advantages on reading e-books

Ventajas percibidas	***Totalmente de Acuerdo***	***Algo de Acuerdo***	***Neutral***	***Poco de Acuerdo***	***Nada de Acuerdo***
Hay gran facilidad de obtener títulos	20,29 percent	31,88 percent	13,04 percent	5,8 percent	1,45 percent
Precios de títulos son competitivos	18,84 percent	23,19 percent	14,49 percent	8,7 percent	7,25 percent
Colecciones son prácticas [P]	26,09 percent	17,39 percent	14,49 percent	10,14 percent	4,35 percent
Interactividad es práctica	26,09 percent	21,74 percent	7,25 percent	11,59 percent	5,8 percent
Portabilidad [Q]	34,78 percent	17,39 percent	7,25 percent	8,7 percent	4,35 percent
Cuenta con proveedores trae ventajas [R]	11,59 percent	5,8 percent	31,88 percent	7,25 percent	15,94 percent
Otras ventajas	1,45 percent	2,9 percent	36,23 percent	2,9 percent	28,99 percent

[P] almacenadas/organizadas de manera práctica; [Q] mantienen todos los títulos juntos y los lleva a todas partes; [R] cuenta de cliente con el proveedor de libros (Amazon, Barns & Noble, Bajalibros, etc.) es ideal para obtener beneficios;

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Table 11 – Disadvantages on reading e-books

Desventajas percibidas	***Totalmente de Acuerdo***	***Algo de Acuerdo***	***Neutral***	***Poco de Acuerdo***	***Nada de Acuerdo***
Hay gran dificultad de obtener títulos	1,45 percent	18,84 percent	20,29 percent	13,04 percent	18,84 percent
Precios de títulos no competitivos	1,45 percent	4,35 percent	23,19 percent	18,84 percent	24,64 percent
El contenido / formato interactivo no facilita mis estudios [S]	8,7 percent	5,8 percent	14,49 percent	17,39 percent	26,09 percent
Portabilidad no es relevante	2,9 percent	10,14 percent	14,49 percent	11,59 percent	33,33 percent
Cuenta con proveedores no tiene valor	10,14 percent	7,5 percent	30,43 percent	11,59 percent	13,04 percent
Otras desventajas	2,9 percent	1,45 percent	34,78 percent	4,35 percent	28,99 percent

[S] no hay gran ventaja en los recursos interactivos del contenido y formato digital

Regarding the perceptions of digital book reading (Tables 10 and 11), the advantages are more widely perceived, standing out: 'the ease in acquiring / downloading titles', their 'portability' and 'creation of digital collections', in addition to the 'interactivity' and 'prices'. These points allow proposing that students perceive, on the current offer, that eBs provide advantages over printed versions, something that reinforces the strategy of entering the market with an expanded version of titles -especially if they adhere to the academic programs of associates such as universities and faculties.

The perceived perception of the disadvantages is less obvious, with the exception of the 'breadth of the supply of securities' in the market. This variable in particular may be of great interest for MKTG specialists to investigate in greater depth, to analyze the quality of supply in Argentina, and its characteristics with respect to different segments of consumers. Another relevant variable lies in the 'relationship with suppliers', suggesting the possibility that the companies and publishers of the segment do not maintain sustainable relationships with their customers and, consequently, fail to obtain consistent benefits.

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Table 12 – Plataforms for downloading

Proveedor	***Porcentual***
Kindle Store (Amazon)	23,26 percent
Barns & Noble	3,49 percent
Google	66,28 percent
Apple Store (iBooks)	20,93 percent
BajaLibros	15,12 percent
EUDEBA	3,49 percent
Librería Cultura (Kobo)	4,65 percent
Sitios de descarga gratis y de copias legales	33,72 percent
Librerías universitarias	20,93 percent
Otras	18,60 percent

* Independiente del tipo de libro o sus formatos

The most popular platforms for downloading (Table 12) are still the 'Google' (66.28 percent) and 'download sites for legal / free copies' variables (33.72 percent). The value extremities allow us to identify a concentration whose cause could be the great notoriety and availability of free titles (Google search engine), as well as the specific theme of the source (collections in download sites). It is possible to align these results with the preferences shown by the respondents with respect to obtaining, whenever possible, free titles -although it is not possible, with a sampling of convenience, to establish correlations between the data-. These are results that allow us to infer new topics of future research and base derivative action plans. Considering Google as a source of 'generic copies', and the high incidence of this variable suggests that there is no - in line with the other results - a more established provider in the segment, which allows exploring the possibility of success in the entry of a company to establish a dominant position. One way to accelerate the sustainable entry of the retailer in the subsegment, according to the perceptions registered in the survey, is to associate with a platform (eg: Google) that has large technical resources to develop SaaS services (in the 'software as a service ', sales by subscription of services are allowed), in addition to promoting academic online libraries (in association with educational organizations).

DISCUSSION

The perception of the price by the consumer, it is expected that in terms of the cost-benefit ratio for digital books, the consumer is predisposed to the prices of digital books are always lower than those of the counterparts physical-a point based, among other factors,

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by the search habits obtained from the technical aspects of the Internet, and also by the interface proposed by the segment leader (AMAZON), which markets both digital and physical books online, shared by the vast majority of the competition in Argentina - presenting a portfolio composed of options for both-. For the academic consumer, in addition to not usually choosing the objectified titles (which can be determined by other purchasing agents, such as academic organizations and their representatives), they seek to maximize the expected benefit by minimizing their total cost of ownership-a perception that it will involve not only the purchase but also the after-sale factors

II - Quality: technological innovation will allow development to offer more than just a digital version of the printed version of the book. The other part of the cost-benefit relationship is generally executed by consumer review mechanisms and the possibility of previews of the product. Purchase intent is determined by the perception of obtaining perceived benefits that will create a virtuous cycle of continued consumption intention.
As Kotler describes it, one of the bases of purchasing decision is to be guided by obtaining information, and by the existing experience in purchases - in addition to the familiarity with the environment, the platform, and the brand - which, in turn, will influence the following purchases.

III - Availability: the digital book market is directly supported on the mobile and fixed internet network infrastructure available. In Argentina, the volume of smartphone users in 2015 was 17.8 million, and for 2017 it is estimated that they should reach almost 23 million (approximately 30 percent more), where the Android system is dominant.

IV - Selection or choice: the nature of the digital book allows access to carry out the purchase process with greater practicality ('doing a preliminary' test of a book and exploring details of the product as a pre-sale action). Digital books do not suffer from stock limitations (a disadvantage for the paper version in the retailer), logistics restrictions for the consumer to obtain it, nor that the wholesaler provides it to the retailer in good time, affecting competitiveness, among others elements, their prices for not adding costs or the availability of different editions of the same title (the editions are not exhausted because there is no possibility of shortages of them). The model by platforms allows the consumer of the digital book and its author to have, among themselves, a direct and moderate potential relationship by the present service providers, impacting on the continuation of the use of the product and the increase of sales originating from the model ‘repeat business'.

V - Functionality: digital books are transportable in large volume because they do not occupy space, they do not deteriorate, they adapt to the demands of reading (letter size and typography option, contrast of the screen and other specific technical advantages of digital books and not shared by the generic PDF format, especially the indexing of the text), are easy to consult content and marking by specific parts, are interactive (especially with external content on the web, a remarkable advantage for academic and technical books) and easily shareable between users .

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VI - Service: the work of the retail association / educational organization focuses on the step 'pre-sales' (presenting a structure already created to facilitate the search and entry of the consumer in the provider's platform), the purchase process (structured on the platform of the supplier) and the step of 'post-purchase behavior', creating a point of relationship between the organization that keeps the content updated (e-Books and textbooks of the proposed program) and a support (third-party specialist provider, for example) so that the Use is integrated among the users of the platform, being these: the representatives of the educational organization (teachers, instructors, administrators), the consumers of digital books (students, students, technicians in training, etc.) and the retailer (with the position of support of operations and help desk to the consumer and his associate).

VII – Association between companies as a way to enhance the product: the retail company will benefit from obtaining partnerships with groups and organizations that concentrate a volume of demand and represent at the same time a decisive component of amount in the decision process of purchase of academic digital books and technical: educational organizations, schools, universities, and other groups that generate reading lists for programs and training courses (considering that the purchase model is 'complete' '). Another important association is in the mobile telephone companies that provide network access for the selection and purchase of digital books, in addition to the support for the maintenance of updates and access to the retailer's platform for relationship marketing actions.

VIII - The brand image associated with the product: the phenomenon of self-publishing growth on editorial/retail platforms on the web does not occur without reason, it is the result of a continuous process based on tangible and intangible factors, cumulatively and strongly influenced by the direct relationship of suppliers with their customers. The optimization of enabling conditions for users of a publishing platform to publish content (digital books, texts, and other means) promotes a general identification of 1) quality, where there is a perception that available technical resources are consistently maintained and improved, 2) Data security is a question that, although not always present in the mind of the consumer, has a high impact for the maintenance of services and the perception of sustainability or stability - consumers need to maintain confidence in the continuity of services and have guarantees that their work is not threatened-, and 3) penetration in addition to the scope in the segment or subsegment where it is positioned, what in the platforms creates a feedback effect: the more users adopt a platform, the popularity grows and allows resources to add more positive and sustainable impact, which in turn enables the com unit of users to share content with their clients / readers / relationship groups (in addition to the monetary contribution potential, based on the monetization of the services, benefited by the growth of the base and valuing the initial investment of the suppliers, reversing profits for sustain the whole cycle). All these dynamics occur under a brand that identifies the provider's leadership position, and encompass tangible and intangible characteristics, recognized by the user of the platform, and co-creating value (Ángel & Sánchez, 2013) throughout the entire structure.

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The following factors support the proposed approach:

Factor #1 - differentiated product perception: there is no perception, up to the moment of this work, of a product (EB) that is more valued than the illegal and/or free copies of printed publications. As verified in the survey, consumers prefer to obtain copies of convenience (illegal or free) because they do not see significant differentiation between the other characteristics (identified in this work as categorical data) of a particular title; on the contrary, they expect to obtain the same product categories in all cases. Offering paid products based on added value (unique characteristics and added services) allows the positioning and distance of the current offer, bringing the brand of its consumers closer by proposing 'something new' as a sustainable consumption product.

Factor #2 - strategic associations through markets: the evidence collected indicates that there is a potential in establishing associations between organizations of correlative markets, which until now are little explored (eg: telecommunications company, providers of titles, intermediary organizations of the segment: academic and corporate universities, etc., mobile products companies, and others). By this means, the initial investment costs can be minimized, and the scope of the efforts made for the dissemination of the potentialized brand, by optimizing the conditions that generate capillarity and expanding the penetration in the target consumer.

Factor #3 - associated products and services: there is a tendency to use mobile devices (the notebook), but there is not a strong perception of value for the adoption of readers of digital books or tablets (with the use of an APP). The generation of consumption value of differentiated digital titles can be improved by establishing partnerships to create subsidies for aggregate supply (eg, partner universities offer a proprietary model of the digital reader used by the Culture Library - in this case, KOBO-, already prepared so that students can download the titles indicated for specific programs - an investment justified by the elimination of the need to maintain physical libraries and obtain advantages for the expansion of space dedicated to teaching).

Factor #4 - there are no retailers or publishers in Argentina to date that are relevant or considered specialists in the consumer sub-segment of academic digital books (exclusively). Getting ahead of the competition allows the Brazilian retailer to affirm its brand right to consumers and serve as the basis for future expansions to other segments.
The factors mentioned above suggest that there is a possibility of success for a foreign company that develops a more detailed action plan and that can position itself and anticipate the competition, in case it chooses to invest in a sustainable long-term strategy for the positioning of its brand. As a way to make viable future investments (e.g., the establishment of physical stores and capitalization of their current distribution chain).

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FUTURE RESEARCH AND LIMITATIONS

As a future suggested research work, it is recommended the investigation of aligning the sustainable supply of international products -in the long terms, on a platform that integrates the offer of digital books produced by the local publishers, appropriate to the purchasing power of the consumer.

A possible second line of research would be the development of specific support for 'author' digital books, focusing on both academic books generated by teachers and in study texts, and their dissemination in partner institutions, generating a virtuous cycle of co-creation of sustainable value - where the supplier and the consumer or intermediary overlap and fulfill their demand, aligned with the trend of self-publishing (auto publication or author publication) of the market.

A third research topic would be the mapping of the internal organizational structure of the company and the determination of the competencies and changes necessary for it to execute an entry and positioning plan in the object sub-segment.

The E-book acceptance could also be investigated in different scenarios, such as the impact on co-operative services (Dias & Teles, 2018; Dias, Murillo de Oliveira; Krein, Jeferson; Streh, Eder; Vilhena, João B., 2018; Dias & Ramos, 2018; Dias, 2018b); public transportation (Dias, 2018); brewing and otjher industries (Dias & Falconi, 2018); Limestone and other agricultural, or mining business (Dias & Davila, 2018); retail fashion business (Dias et al., 2015); civil aviation companies (Dias, Teles & Duzert, 2018); automotive industry (Dias & Navarro, 2012; Dias et al. 2013, Dias, 2016), are examples of future research topics.

Another possible future analysis to identify the most appropriate price policy to achieve input and presence results in the proposed subsegment, would be in the adaptation of the 'theory of equalization of the price factor of the Heckscher-Ohlin model', in the context of that digital products are less susceptible to restrictive factors such as high production and logistics costs, and are more affected by political constraints (which may turn to the characteristics of a free market due to incentive policies such as the current ones in gradual effect) in addition to the concept of not existing, in this market, the factor of relative scarcity (digital books do not suffer from stock limits or physical availability), helping to determine the key factors to start an independent operation in Argentina, after the entry of the brand.

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