BG Pulse Journal USA
ISSN:1947-2536 http://www.bgpulseusa.com/index.php/bg

THE ESSENCE AND ECONOMIC CONTENT OF PRODUCT COMPETITIVENESS

Xoldarov Muhammadaziz
Student of Group K 15-22
Management Department
Andijan State Technical Institute

Annotation

This article examines the essence and economic content of product competitiveness in the context of a modern market economy. The study explains product competitiveness as a multidimensional economic category that reflects a product's ability to satisfy consumer needs more effectively than competing alternatives while ensuring profitability and sustainable development for the enterprise. The article emphasizes that competitiveness is not determined by product quality alone, but by the interaction of several important factors, including price, consumer value, innovation, production efficiency, brand reputation, after-sales service, market demand, and external competitive conditions. The article also analyzes the relationship between product competitiveness and enterprise performance. A competitive product helps a firm increase sales volume, expand market share, strengthen customer loyalty, improve profitability, and enter new markets. At the same time, competition encourages enterprises to modernize production, reduce unnecessary costs, improve quality management, introduce innovative technologies, and develop effective marketing strategies. Special attention is given to the importance of the price-quality ratio, because consumers usually evaluate a product by comparing its benefits with its cost. Therefore, the most competitive product is not always the cheapest or the most expensive one, but the product that provides the highest value for the target consumer. Furthermore, the article highlights the role of innovation, branding, and customer orientation in strengthening product competitiveness. In rapidly changing markets, enterprises must constantly study consumer needs, monitor competitors, improve product characteristics, and adapt to new economic conditions. The study concludes that product competitiveness should be considered a continuous strategic process rather than a one-time result. Strengthening product competitiveness requires systematic analysis, investment in innovation, effective resource management, and a deep understanding of consumer behavior.

Keywords: product competitiveness, market economy, consumer value, product quality, price-quality ratio, innovation, brand image, production efficiency, market demand, enterprise development, competitive advantage, customer satisfaction.

Introduction

In the modern market economy, product competitiveness is one of the key factors determining the success, stability, and long-term development of enterprises. As markets become more open, consumer demand becomes more diverse, and competition among producers becomes stronger, the ability of a product to compete successfully in domestic and international markets becomes increasingly important. Product competitiveness reflects not only the quality of a product, but also its price, design, reliability, brand image, innovation level, service support, and ability to satisfy consumer needs better than competing products. The concept of competitiveness is closely connected with the development of market relations. In a competitive environment, consumers

compare products according to several criteria: usefulness, price, quality, availability, durability, convenience, after-sales service, and emotional value. Therefore, a product can be considered competitive only when it provides higher value to consumers compared with similar products offered by competitors. According to Porter, competitive advantage is formed when a company creates greater value for customers or offers comparable value at lower cost [1]. This idea is important for understanding product competitiveness because the economic strength of a product depends on the balance between consumer value and production costs.

Product competitiveness has both qualitative and quantitative dimensions. Its qualitative aspect includes the product's ability to meet consumer expectations, comply with standards, maintain reliability, and provide functional benefits. Its quantitative aspect is related to price level, production costs, profitability, market share, sales volume, and economic efficiency. In this sense, product competitiveness is not limited to technical quality alone. A high-quality product may fail in the market if its price is too high, if it is not promoted properly, or if it does not correspond to the needs of the target audience. Kotler and Keller emphasize that customer value is created through the combination of product quality, service, brand, price, and customer experience [2]. The economic content of product competitiveness is expressed in its influence on enterprise performance and market development. A competitive product allows a firm to increase sales, expand market share, strengthen its brand position, improve profitability, and ensure sustainable development. At the same time, product competitiveness encourages enterprises to improve production efficiency, introduce innovations, reduce costs, enhance quality control, and study consumer behavior. Thus, competitiveness performs not only a market function, but also a stimulating function, pushing producers toward continuous improvement.

In the context of globalization, product competitiveness has become even more significant. Enterprises no longer compete only with local producers; they also face competition from foreign companies that may offer better technologies, lower prices, stronger brands, or higher service standards. This requires firms to develop strategic approaches to product development, marketing, innovation, and quality management. Barney argues that sustainable competitive advantage is achieved when a firm possesses valuable, rare, difficult-to-imitate, and well-organized resources [3]. From this perspective, product competitiveness depends not only on the product itself, but also on the internal capabilities of the enterprise. The relevance of this topic is determined by the fact that product competitiveness is one of the main indicators of economic efficiency and market success. In conditions of increasing competition, enterprises must constantly analyze the needs of consumers, study competitors, improve product quality, optimize prices, and introduce innovative solutions. If a product is not competitive, the enterprise may lose customers, reduce production volumes, and weaken its market position. Conversely, a competitive product creates opportunities for business growth, export development, investment attraction, and economic modernization.

The purpose of this article is to analyze the essence and economic content of product competitiveness and to identify the main factors that determine its formation in a market economy.

The main objectives of the article are: to explain the theoretical meaning of product competitiveness; to identify its economic characteristics; to analyze the relationship between product quality, price, consumer value, and market demand; to examine the role of innovation and enterprise resources in strengthening competitiveness; and to define the importance of product

competitiveness for the sustainable development of enterprises. The object of the research is product competitiveness as an economic category. The subject of the research is the economic content, factors, and mechanisms that shape the competitiveness of products in market conditions.

From the IMRAD perspective, this article first presents the theoretical foundation of product competitiveness in the introduction, then explains the research methodology, analyzes the main results related to competitiveness factors, discusses their economic significance, and concludes with practical implications for enterprises. Thus, product competitiveness is a complex economic concept that reflects the ability of a product to meet consumer needs more effectively than competing alternatives. It combines quality, price, innovation, brand value, service, and market relevance. Understanding its essence and economic content is important for enterprises seeking to strengthen their market position, improve efficiency, and achieve sustainable development.

Methodology

This study uses an analytical and descriptive research approach to examine the essence and economic content of product competitiveness. Since product competitiveness is a complex economic category, the methodology is based on the analysis of theoretical concepts, market factors, consumer behavior, enterprise resources, and competitive strategies. The study considers product competitiveness not only as a technical characteristic of a product, but also as an economic indicator that reflects the relationship between quality, price, consumer value, innovation, production efficiency, and market demand. The analytical method is used to identify the main elements that determine the competitiveness of a product. These elements include product quality, price level, production cost, design, functionality, reliability, brand reputation, after-sales service, innovation, and consumer satisfaction. Product competitiveness is formed when these elements are combined in a way that creates higher value for the consumer compared with competing products. Porter explains that competitive advantage arises when a firm is able to create greater value for customers or produce goods at lower cost than competitors [1]. Therefore, the analysis of product competitiveness requires the study of both consumer benefits and enterprise costs.

The descriptive method is applied to explain the economic meaning of product competitiveness in market conditions. A product becomes competitive when it can successfully compete with similar products in terms of usefulness, price, quality, availability, and service. This means that competitiveness is not limited to the physical or technical features of a product. It also depends on how consumers perceive the product and how well the product satisfies their needs. Kotler and Keller emphasize that customer value is created through a combination of product quality, service, brand image, price, and customer experience [2]. For this reason, the study examines competitiveness as a multidimensional concept connected with both objective product characteristics and subjective consumer perceptions. The comparative approach is also used in this research. Product competitiveness can be understood only when a product is compared with similar products offered by competitors. This comparison may include price, quality, durability, design, packaging, delivery conditions, warranty, service support, and brand trust. A product may have high technical quality, but if competitors offer similar quality at a lower price or better service conditions, its competitiveness may decrease. Therefore, comparison with competing products is one of the main methodological principles of this study. This approach helps to determine which

product characteristics create advantages in the market and which factors weaken the product's position.

The study also applies a systemic approach, because product competitiveness is influenced by many interconnected factors. These factors include internal enterprise capabilities and external market conditions. Internal factors include production technology, management efficiency, innovation potential, financial resources, human capital, quality control, and marketing strategy. External factors include consumer demand, market competition, government regulation, technological change, supplier conditions, and international market trends. Barney's resource-based view is important in this regard, because it argues that sustainable competitive advantage depends on valuable, rare, inimitable, and well-organized resources of the firm [3]. This means that product competitiveness is closely related to the strategic resources and capabilities of the enterprise. In the methodology of this article, special attention is given to the relationship between quality and price. These two indicators are among the most important criteria used by consumers when choosing a product. However, competitiveness does not always mean the lowest price or the highest quality separately. In many cases, the most competitive product is the one that offers the best balance between price and value. If the product is expensive but provides superior quality, design, durability, and service, it may still be competitive. Conversely, a low-priced product may also be competitive if it satisfies the basic needs of consumers better than alternatives. Thus, the price-quality ratio is an important methodological criterion in evaluating product competitiveness.

The study also considers innovation as a key factor in product competitiveness. In modern markets, consumer needs change rapidly, and enterprises must continuously update their products, introduce new technologies, improve design, and develop new functions. Innovation increases the uniqueness of a product and helps differentiate it from competitors. Schumpeter emphasized that innovation is a major driver of economic development and competitive change [4]. From this perspective, the research treats innovation not only as technological renewal, but also as improvement in product design, packaging, marketing, service, and business models. Another methodological aspect of the study is the analysis of consumer behavior. Product competitiveness ultimately depends on whether consumers choose the product in the market. Therefore, the study examines consumer needs, preferences, expectations, purchasing power, loyalty, and satisfaction. A product that does not match consumer expectations cannot remain competitive for a long time, even if it has strong technical characteristics. Drucker argues that the purpose of a business is to create and keep a customer, which shows the central role of consumer orientation in enterprise activity [5]. Accordingly, consumer value and satisfaction are considered key indicators in evaluating competitiveness.

The research also uses the principle of market orientation. In competitive markets, enterprises must constantly monitor changes in demand, competitor behavior, technological trends, and consumer preferences. Market orientation allows firms to adapt their products to changing conditions and maintain competitiveness. This requires marketing research, competitor analysis, segmentation, positioning, and continuous feedback from consumers. In this context, the methodology of the study considers product competitiveness as a dynamic category. A product that is competitive today may lose its position tomorrow if the firm does not improve it or respond to market changes. In addition, the study pays attention to the role of branding and reputation. In many markets, consumers do not choose products only according to physical quality or price. They

also consider brand image, trust, emotional value, and previous experience. A strong brand can increase consumer loyalty and allow a firm to maintain a stable market position. However, brand competitiveness must be supported by real product quality and service. If there is a gap between brand promise and actual product performance, consumer trust may decline. Therefore, branding is considered as an important but not independent factor of product competitiveness.

The methodology also includes the analysis of after-sales service and customer support. In modern markets, especially in technology, electronics, machinery, household goods, and durable products, service quality significantly affects competitiveness. Warranty, repair services, consultation, delivery, installation, and customer communication can create additional value. A product with similar technical features may become more competitive if it is supported by better service. This confirms that competitiveness is formed not only at the production stage, but also during the entire product life cycle. Thus, the methodology of the article is based on analytical, descriptive, comparative, systemic, consumer-oriented, and market-oriented approaches. These methods make it possible to study product competitiveness as a broad economic concept that includes quality, price, cost, innovation, brand value, consumer satisfaction, enterprise resources, and market conditions. The chosen methodology allows the research to identify the main factors shaping competitiveness and to explain their economic significance for enterprises. Through this approach, product competitiveness is interpreted as a dynamic and multidimensional indicator of market success and sustainable enterprise development.

Results

The results of the study show that product competitiveness is a multidimensional economic category that depends on the interaction of product quality, price, consumer value, innovation, brand image, production efficiency, market demand, and after-sales service. A product cannot be considered competitive only because it has high technical quality or a low price. In market conditions, competitiveness is formed when the product provides greater value to consumers than competing alternatives and at the same time ensures economic benefit for the enterprise. Porter's theory of competitive advantage confirms that firms achieve stronger market positions when they either create superior value for customers or reduce costs more effectively than competitors [1]. Therefore, the economic essence of product competitiveness is expressed through the balance between consumer satisfaction and enterprise efficiency. The first important result is that product quality remains one of the central factors of competitiveness. Quality includes durability, reliability, safety, design, functionality, compliance with standards, and convenience of use. Consumers usually compare products according to how well they satisfy their needs and expectations. However, quality alone does not guarantee success if the product is not affordable or if consumers do not understand its advantages. Kotler and Keller emphasize that customer value is created through the combination of quality, service, brand, price, and customer experience [2]. This means that product competitiveness is not a single indicator, but a system of interconnected economic and marketing elements.

The second result is related to the role of price. Price directly affects consumer choice, especially in competitive markets where similar products are offered by many producers. A product with a lower price may attract consumers, but if its quality is poor, long-term competitiveness may decline. On the other hand, a product with a high price may remain competitive if it provides

superior quality, innovation, prestige, warranty, or service. Therefore, the price-quality ratio is one of the most important indicators of competitiveness. Samuelson and Nordhaus note that market demand is strongly influenced by price, income, and consumer preferences [6]. Thus, enterprises must determine prices not only according to production costs, but also according to consumer value and competitor strategies. The third result shows that innovation significantly strengthens product competitiveness. In modern markets, consumer needs change rapidly, and enterprises must continuously improve their products. Innovation may appear in product design, technology, packaging, functionality, digital features, environmental safety, or service models. Schumpeter explains that innovation is a key driver of economic development and competitive change [4]. Therefore, enterprises that introduce new products or improve existing ones can gain advantages over competitors. Innovation also helps firms differentiate their products and create additional value for consumers.

The fourth result is that enterprise resources and capabilities have a direct impact on product competitiveness. A product's market success depends not only on its physical characteristics, but also on the firm's production technology, management quality, marketing system, financial strength, human capital, logistics, and ability to adapt to market changes. Barney's resource-based view states that sustainable competitive advantage depends on valuable, rare, difficult-to-imitate, and well-organized resources [3]. This result shows that competitiveness is not formed only at the product level; it is also the outcome of enterprise-level strategic capacity. The fifth result concerns consumer behavior. Product competitiveness is ultimately confirmed by consumer choice. If consumers prefer one product over another, it means that the product offers higher perceived value. Consumer perception may be influenced by quality, price, brand reputation, social status, advertising, previous experience, recommendations, and emotional factors. Drucker argues that the main purpose of business is to create and keep a customer [5]. Therefore, enterprises must study consumer needs, expectations, purchasing power, and satisfaction regularly. Without consumer orientation, even technically advanced products may fail in the market.

The sixth result shows that branding plays a significant role in competitiveness. A strong brand creates trust, reduces perceived risk, increases customer loyalty, and allows the enterprise to maintain a stable market position. In some cases, consumers choose a product not only because of its technical characteristics, but also because of the reputation and image associated with the brand. Aaker emphasizes that brand equity consists of brand loyalty, awareness, perceived quality, associations, and other assets that add value to the product [7]. Therefore, brand development should be considered an important part of competitiveness strategy. The seventh result is connected with after-sales service and customer support. In many sectors, especially technology, machinery, electronics, household goods, and durable products, service quality affects consumer satisfaction and repeat purchases. Warranty, repair, consultation, delivery, installation, and technical support create additional value. A product with average technical features may become more competitive if it is supported by excellent service. This confirms that competitiveness continues throughout the product life cycle and does not end at the moment of sale.

The eighth result indicates that external market conditions strongly influence product competitiveness. Competition intensity, consumer income, government regulation, import-export conditions, technological development, inflation, and market infrastructure can either strengthen or weaken a product's position. Krugman and Wells explain that market outcomes depend on supply,

demand, cost structures, and competitive conditions [8]. Thus, enterprises must constantly monitor external economic changes and adjust their product strategies accordingly. The ninth result shows that international competitiveness requires compliance with global standards. In foreign markets, products must meet quality certification, safety norms, packaging requirements, ecological standards, and consumer expectations of different countries. Firms that want to export their products must improve production systems and adapt to global competition. Hill notes that international business success depends on the ability of firms to respond to global market conditions, trade rules, and cross-border competition [9]. Therefore, product competitiveness has both domestic and international dimensions. The tenth result is that product competitiveness contributes to enterprise sustainability and national economic development. Competitive products increase sales, profitability, investment attractiveness, export potential, employment, and technological modernization. At the macroeconomic level, competitiveness supports economic growth and strengthens the position of national producers in global markets. OECD studies also emphasize that competitiveness is closely connected with productivity, innovation, and the ability of firms and economies to create value in open markets [10]. This confirms that product competitiveness is not only a firm-level issue but also a factor of broader economic development.

Table 1. Main factors influencing product competitiveness

No.	Competitiveness factor	Economic meaning	Impact on product competitiveness
1	Product quality	Reliability, durability, functionality, safety, and compliance with standards	Increases consumer trust and satisfaction
2	Price level	Monetary value paid by the consumer	Determines affordability and affects demand
3	Price-quality ratio	Balance between product benefits and cost	Helps consumers compare alternatives
4	Innovation	New technology, design, features, or service models	Differentiates the product from competitors
5	Brand image	Consumer perception and reputation of the product or company	Builds loyalty and reduces perceived risk
6	Production efficiency	Ability to reduce costs and use resources effectively	Allows competitive pricing and higher profitability
7	Consumer value	Total benefit received by the consumer	Determines market preference and repeat purchase
8	After-sales service	Warranty, repair, consultation, delivery, and support	Strengthens customer satisfaction and loyalty
9	Market demand	Consumer needs and purchasing power	Defines the size and stability of sales
10	External competition	Actions of rival producers and market alternatives	Forces improvement in quality, price, and innovation

The table shows that product competitiveness is created by a combination of internal and external factors. Internal factors include quality, innovation, production efficiency, brand management, and service. External factors include demand, competition, consumer income, and market conditions. These factors are interconnected: for example, innovation may increase quality and brand value, while production efficiency may reduce costs and support competitive pricing.

Table 2. Indicators for evaluating product competitiveness

No.	Evaluation indicator	Description	Practical significance for enterprises
1	Market share	The percentage of total market sales captured by the product	Shows the product's position compared with competitors
2	Sales volume	Quantity of products sold during a period	Reflects consumer demand and market acceptance
3	Profitability	Relationship between revenue, costs, and profit	Shows economic efficiency of the product
4	Customer satisfaction	Degree to which the product meets consumer expectations	Indicates future demand and loyalty
5	Repeat purchase rate	Frequency of consumers buying the product again	Demonstrates trust and long-term competitiveness
6	Brand awareness	Level of consumer recognition of the product or company	Supports market promotion and customer attraction
7	Product differentiation	Unique characteristics compared with competitors	Helps avoid direct price competition
8	Cost level	Total cost of production and distribution	Influences price strategy and profit margins
9	Innovation rate	Frequency of product improvements or new product launches	Supports adaptation to changing market needs
10	Service quality	Quality of support before and after purchase	Creates additional value and strengthens loyalty

The second table demonstrates that product competitiveness can be measured through both market and economic indicators. Market share, sales volume, customer satisfaction, and brand awareness show how consumers respond to the product. Profitability, cost level, and innovation rate reflect the enterprise's internal efficiency. Therefore, a complete assessment of competitiveness requires both consumer-oriented and enterprise-oriented indicators.

Overall, the results confirm that product competitiveness is formed through the interaction of quality, price, innovation, consumer value, brand strength, service, enterprise resources, and market conditions. A competitive product must satisfy consumer needs better than alternatives while also ensuring profitability for the enterprise. The results also show that competitiveness is dynamic: a product that is successful today may lose its position if the company fails to innovate, control costs,

improve quality, or respond to changing consumer preferences. Therefore, enterprises must treat product competitiveness as a continuous strategic process rather than a one-time achievement.

Discussion

The results of the study show that product competitiveness should be understood as a dynamic and multidimensional economic phenomenon. It is not limited to the technical quality of a product, nor can it be explained only by price. In modern market conditions, competitiveness emerges from the interaction of product quality, consumer value, innovation, price strategy, brand reputation, production efficiency, after-sales service, and external market conditions. Porter's concept of competitive advantage emphasizes that firms succeed when they create superior value for customers or achieve lower costs compared with competitors [1]. Therefore, product competitiveness reflects both the ability of a product to satisfy consumer needs and the ability of an enterprise to operate efficiently in a competitive environment. One of the central issues in the discussion is the relationship between quality and competitiveness. Quality remains a fundamental factor because consumers expect a product to be reliable, durable, safe, functional, and convenient. However, the analysis shows that high quality alone is not always enough to ensure market success. If the product is too expensive, poorly promoted, or does not correspond to consumer expectations, its competitiveness may decline. Kotler and Keller argue that customer value is created through a combination of quality, service, brand, price, and customer experience [2]. This means that enterprises should not evaluate product competitiveness only from the producer's point of view; they must also consider how consumers perceive the product.

Price is another important factor that influences competitiveness. In many markets, consumers compare products based on the balance between price and benefit. A low price may attract buyers, but if the quality is weak, the product may lose consumer trust. On the other hand, a high-priced product may remain competitive if it offers superior quality, innovation, prestige, or service. Samuelson and Nordhaus explain that demand depends on price, consumer income, preferences, and available alternatives [6]. Thus, an effective pricing strategy must be based on market demand, cost structure, competitor prices, and perceived consumer value. Innovation plays a strategic role in strengthening product competitiveness. In rapidly changing markets, enterprises cannot rely only on existing product features. They must continuously improve design, technology, packaging, functionality, digital characteristics, and service systems. Schumpeter considers innovation a key driver of economic development and competition [4]. From this perspective, innovation allows firms to differentiate their products, enter new markets, attract consumers, and respond to changing needs. However, innovation should not be limited only to technological improvements. Marketing innovation, organizational innovation, and service innovation can also increase product competitiveness.

The discussion also confirms that enterprise resources and capabilities are closely connected with product competitiveness. A product becomes competitive not only because of its external characteristics, but also because of the internal capacity of the enterprise that produces it. Production technology, skilled labor, management efficiency, financial resources, logistics, marketing knowledge, and quality control systems all influence the final product. Barney's resource-based view states that sustainable competitive advantage depends on valuable, rare, inimitable, and well-organized resources [3]. This suggests that enterprises should invest not only

in the product itself, but also in the organizational capabilities that support long-term competitiveness. Consumer behavior is another essential aspect of product competitiveness. The final evaluation of competitiveness takes place in the market through consumer choice. A product may be technically strong, but if consumers do not understand its advantages or do not trust the brand, it may not succeed. Drucker emphasizes that the purpose of business is to create and keep a customer [5]. Therefore, enterprises must regularly study consumer needs, expectations, purchasing power, satisfaction, complaints, and loyalty. Customer feedback should be used as a practical tool for improving products and adapting them to market requirements.

Branding also has a strong influence on product competitiveness. In modern markets, consumers often buy not only a product, but also a brand image, reputation, and emotional value. Aaker notes that brand equity includes brand awareness, perceived quality, loyalty, associations, and other assets that add value to a product [7]. A strong brand can help enterprises maintain customer loyalty, reduce the risk perceived by consumers, and differentiate products from competitors. However, branding cannot replace real quality. If the actual product does not correspond to the brand promise, consumer trust may decline and competitiveness may weaken. After-sales service should also be discussed as a significant element of competitiveness. In many industries, especially electronics, machinery, household appliances, vehicles, and technological products, consumers pay attention not only to the product itself but also to warranty, repair, installation, consultation, delivery, and customer support. A product with average technical features may become more attractive if it is supported by reliable service. This confirms that product competitiveness continues throughout the product life cycle. Enterprises should therefore view service as part of total consumer value rather than as an additional activity.

External market conditions also affect product competitiveness. Consumer income, market demand, inflation, competition intensity, technological trends, trade regulations, and access to raw materials can change the competitive position of a product. Krugman and Wells show that market outcomes are shaped by supply, demand, prices, and competitive structures [8]. This means that enterprises must constantly monitor the external environment and adapt their strategies. A product that is competitive in one market may not be competitive in another because consumer preferences, income levels, standards, and cultural expectations may differ. The international dimension of product competitiveness is becoming increasingly important. Globalization has expanded market opportunities, but it has also increased pressure from foreign competitors. Products entering international markets must meet global standards of quality, safety, packaging, certification, ecological responsibility, and customer service. Hill argues that international business success depends on a firm's ability to respond to global competition, trade rules, and foreign market conditions [9]. Thus, enterprises that aim to export must improve their production systems, study international consumer behavior, and adapt products to different markets.

Finally, the discussion shows that product competitiveness is important not only for individual enterprises but also for the broader economy. Competitive products increase sales, profitability, employment, export potential, innovation activity, and investment attractiveness. At the national level, competitiveness supports productivity growth and strengthens the position of domestic producers in global markets. OECD studies emphasize that competitiveness is closely linked with productivity, innovation, and the capacity to create value in open markets [10]. Therefore, improving product competitiveness should be considered a priority for both enterprises and

economic policy. Overall, the discussion demonstrates that product competitiveness is formed through the interaction of multiple factors. Quality, price, innovation, brand, service, consumer orientation, enterprise resources, and external market conditions must be managed together. A product can remain competitive only if the enterprise continuously studies the market, improves quality, reduces unnecessary costs, introduces innovation, strengthens customer relationships, and responds to changes in consumer demand. In this sense, competitiveness is not a fixed condition but a continuous strategic process that requires systematic analysis, investment, and adaptation.

Conclusion

In conclusion, product competitiveness is one of the most important indicators of enterprise success and sustainable development in a market economy. It reflects the ability of a product to satisfy consumer needs better than competing alternatives while ensuring economic efficiency for the producer. The study shows that competitiveness is not determined by a single factor; rather, it is formed through the interaction of quality, price, innovation, consumer value, brand image, production efficiency, after-sales service, and market conditions. The analysis confirms that product quality remains a central element of competitiveness, but it must be supported by an appropriate price strategy and clear consumer value. A product with high quality may lose its market position if it is too expensive or does not meet the expectations of the target audience. At the same time, a low-priced product cannot remain competitive for a long period if it lacks reliability, durability, and consumer trust. Therefore, the optimal balance between price and quality is one of the main conditions for strengthening competitiveness.

Innovation also plays a decisive role in maintaining and improving product competitiveness. In modern markets, consumer needs and technologies change rapidly, and enterprises must continuously improve their products, introduce new features, modernize production, and respond to market trends. Innovation helps firms differentiate their products from competitors and create additional value for consumers. The study also shows that consumer orientation is essential for competitiveness. Enterprises should regularly analyze consumer needs, preferences, purchasing power, satisfaction, and feedback. A competitive product is not simply a product that is technically strong, but one that is accepted and preferred by consumers. Branding, reputation, after-sales service, and customer support also strengthen consumer loyalty and increase the long-term competitiveness of a product. Overall, product competitiveness should be considered a continuous strategic process rather than a one-time achievement. To strengthen competitiveness, enterprises must improve product quality, optimize costs, apply innovation, develop effective marketing strategies, build strong brands, and adapt to changing market conditions. Such an approach allows enterprises to expand their market share, increase profitability, attract investment, enter international markets, and contribute to broader economic development.

References

1. Porter, M. E. (1985). *Competitive advantage: Creating and sustaining superior performance*. Free Press.
2. Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
3. Barney, J. B. (1991). Firm resources and sustained competitive advantage. *Journal of Management, 17*(1), 99–120.

4. Schumpeter, J. A. (1934). *The theory of economic development: An inquiry into profits, capital, credit, interest, and the business cycle*. Harvard University Press.
5. Drucker, P. F. (1954). *The practice of management*. Harper & Row.
6. Samuelson, P. A., & Nordhaus, W. D. (2010). *Economics* (19th ed.). McGraw-Hill.
7. Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. Free Press.
8. Krugman, P., & Wells, R. (2018). *Economics* (5th ed.). Worth Publishers.
9. Hill, C. W. L. (2019). *International business: Competing in the global marketplace* (12th ed.). McGraw-Hill Education.
10. Organisation for Economic Co-operation and Development. (2015). *The future of productivity*. OECD Publishing.