

DIFFERENT TYPES OF COMPETITIVENESS ACCORDING TO LEVEL FEATURES

Akbarov Nodir Gafurovich

Senior Scientific Researcher, Tashkent State University Of Economics, Uzbekistan

nodir6454@mail.ru

Abstract

Comprehensive understanding of competition requires a methodological study, identification of the objectives of grouping the types of competition, and the need to place them in an orderly fashion, which can be expressed in the level of proximity and interconnection. Against this background, this paper investigates the types of competitiveness according to various categories. On this way, case of Uzbekistan was observed allowing to classification of scientific concepts. The results of review through main approaches of classifying categories were suggested accordingly. Finally, determined the main and auxiliary symbols of grouping determined the major forms of competition.

Keywords: Competitiveness, competition, scientific concepts, competitive methods

INTRODUCTION

The relatively young market competition theory is also at the stage of development. Therefore, in economic literature, there is no single view of the definition of competition, the classification of species and forms. Various approaches to classification of types and forms of competition are proposed by scientists and specialists, based on the type of classification characteristics. Everyone tries to use their system. It is not a coincidence that in the practice, market participants face a very complex picture of competitive relations between producers of goods and services.

In order to analyze the types of competition types, first of all, it is necessary to focus on the generalized classification and classification rules.

Comprehensive understanding of competition requires a methodological study, identification of the objectives of grouping the types of competition, and the need to place them in an orderly fashion, which can be expressed in the level of proximity and interconnection.

Operational Separation Operation is applied to determining which types of awareness are used, in some materialization and sequence of planned actions. When designing the concept, it is often used to distinguish between the type design or the dichotomic (two-dimensional) distribution, i.e. the initial concept of the contradictory concepts.

THEORETICAL BACKGROUND

Competition - the economic process of interaction, interconnection and struggle between the companies acting on the market in order to provide better opportunities for marketing their products, meet the diverse needs of customers.

On this way, number of functions and categories of competition are mentioned. First of all, distinguished identification or establishment of the market value of the goods. Moreover, leveling of individual values and distribution of profits depending on various labor costs. In addition, regulation of the flow of funds between industries and industries is also stated as a major feature.

The research identified that there are several types of competition. Consider the classification of types of market competition for a number of features. The following distribution rules must be observed:

- Separation in the classification, composition should be complete, meaning that the amount of separation should be equal to the sum of the separated members. The violation of this provision causes some partial separation or excessive separation when categorizing some of the categories of the term;
- Separation must be carried out only on one basis. This means that two or more icons may be separated from the receiver. Violation of this provision leads to a crosscutting of the resulting concepts;
- Separating members should be exempt from each other, that is, they have no common elements, and they must have consistent concepts that do not intersect in size;

Classification can be characterized by severe (natural) symptoms and minor (auxiliary) symptoms.

In the natural classification, knowing which group the subject belongs to, we can conclude about its characteristics. The auxiliary classification is the distribution of these subjects by groups (classes) based on their minor signs. It is used to search for a subject (or term) easier. The auxiliary classification does not allow you to think about the characteristics of a subject.

Based on these basic principles of the theory of classification of the scientific concepts, we will consider the different types of classification and classification of the types of competition offered by scientists and experts.

LITERATURE REVIEW

Under the market structure, traditionally, pure (free), monopolistic competition, oligopolistic competition and pure monopoly are allotted. At that, naming the pure competition as the perfect competition, the other three types of competition are united under the term of imperfect competition. At the same time, the concept of competition can be described as a market attribute.

At the same time, there are other types of competition in these two types of competition. Indeed, L.V. Stepanov names this sign as a descriptive description of the behavior and strategy of the three types of competition: perfect, imperfect and fraudulent. In our opinion, this classification involves two marks of classification, along with the sign that the competition complies with the law.

Most of these studies, it agrees that scientists comply with the classification criteria in the classification: they are divided into two types of competition: fair and dishonest.

This approach, in our opinion, is fair and the rules and norms of competition in each country, including the legislation of the Republic of Uzbekistan, are defined, and fraudulent competition means and methods of competition are put out of the legal sphere. In this regard, thinking about the competition can be based on market boundaries. Naturally, R.A. Fatkhutdinov interpreted the concept of "market" as "a place of conditional purchase of a certain commodity under competitive conditions in accordance with ethical and legal norms".

There are two or more cases that can be used to classify different authors in a single fly, with various proposals for signs of a band and regional coverage of the competitive market.

Usually, the network's intra-sectoral and cross-sectoral types of competition are identified by the band bandwidth using a single classification mark and the distribution of such types of competition is, in our opinion, complete and complete.

Internal competition of a network is a contest among entrepreneurial entrepreneurs to gain higher profit from the production and sale of goods. Competition is therefore the reason why there is a significant difference between the quality of the technique and the skilled workmanship of certain industry enterprises, which results in a difference in the value of the products produced and the value of the unit. Despite these differences, the net internal competitiveness leads to price gains and benefits.

Inter-sectoral competition is the type of competition between producers in different sectors of the economy. The basis of inter-sectoral competition lies in the desire of entrepreneurs to seek the most profitable areas for capital gain.

However, there are scientific studies in which the market coverage of the market, as well as the regional coverage of the market. For example, which is known as the level of coverage in the present case, and the two types of competition are added to international competition. In this classification, comparing the competition to inter-sectoral or international competitiveness creates some difficulties, because any competition can have inter-national nature at the national or international level. This idea. Here the author used the "scale of development" classification.

If we look at the market's territorial coverage, then we think that R.A. Fatxuddinov's work is a successful and comprehensive classification method. In this case, the author denotes the mark as the level of behavior and locally (group, department, organization, etc.), regional (district, city, province, etc.), national (country), interstate in the country) and global (without distinction of a particular country, global) competition.

Also, the basic rules of the classification of concepts are given, for example, by two types of competition has three types of regional and international competition and competitiveness - a classification of regional, national and international competition has been tightened.

DIVISION OF COMPETITIVENESS

At the same time, as the grouping implies, there are restrictions that take into account the territorial boundaries at the regional, national, and international levels.

Market Entities there are 4 types of competition: between sellers, buyers, sellers and buyers, and intermediaries. It should be noted that the intermediaries in the market are essentially sellers or buyers, so the first three types of competition are covered by them. In our view, it would be more clear if this sort of competition was further divided into the next phase of the classification.

Some authors, in their classification by methods of implementation, are aligned with the existing pricing and costless competition among scientists, they also distinguish between types of competition, with the increase in the quality of commodity services. In our opinion, price competition aimed at improving the quality of the goods also includes the provision of goods to the consumer.

Different and functional competitiveness is assigned to the needs of the form of satisfaction.

Predictive competition is the production of goods of the same type that are differentiated, sometimes even qualitatively different, by enterprises. Such competition is sometimes called inter-company competition.

Traditionally, the differentiation of the commodity occurs in the same way that the goods that are substantially different from those of the same demand. There is a consumer choice among them.

Functional competition can be met in different ways, and all goods that meet this need are considered as competitors (Table 1).

Table 1. Classification of types of competition in domestic and foreign economic literature

Classification marks, source	Competition type
The market structure Competition in the market	Perfect (pure, free), imperfect
Participants' behavior and strategies	Perfect, imperfect, dishonest
Market bandwidth Structural Approach According to their size	Within the network, inter-sectoral
Transition Rate	Network, intranet, international
Transition Rate	Local, regional, national, inter-ethnic, global
Volume of development	Individually local, bandwidth, intersectoral, national, international
Territorial coverage of the market	Regional, international
Territorial coverage of the market	Regional, national, international
Market subjects	Between sellers, amongst customers, vendors and buyers, among intermediaries
Competitive subjects	Between manufacturers (inter-network, inter-regional), between customers, vendors and buyers
Legislative compliance The transition character Tools and Methods	Honest, dishonest
Implementation methods	Price competitiveness, without price, with improved product quality
Implementation Mode Implementation methods	Price competition, no price
Doing shape	Predmetal, functional
From a marketing perspective	Functionally, the types of goods are distinct, clear
Type of satisfaction	Functional, differentiated, generic
Level of completeness	Attractive, moderate, severe
Character bars	Competitive, monopolistic, competition in the world market, unfair competition, uncompromising competition, price competition, market competition, free competition, price competition, predatory competition, pure competition
Character bars	Functional, types of goods are different, subject, price competition, price competition, fraud

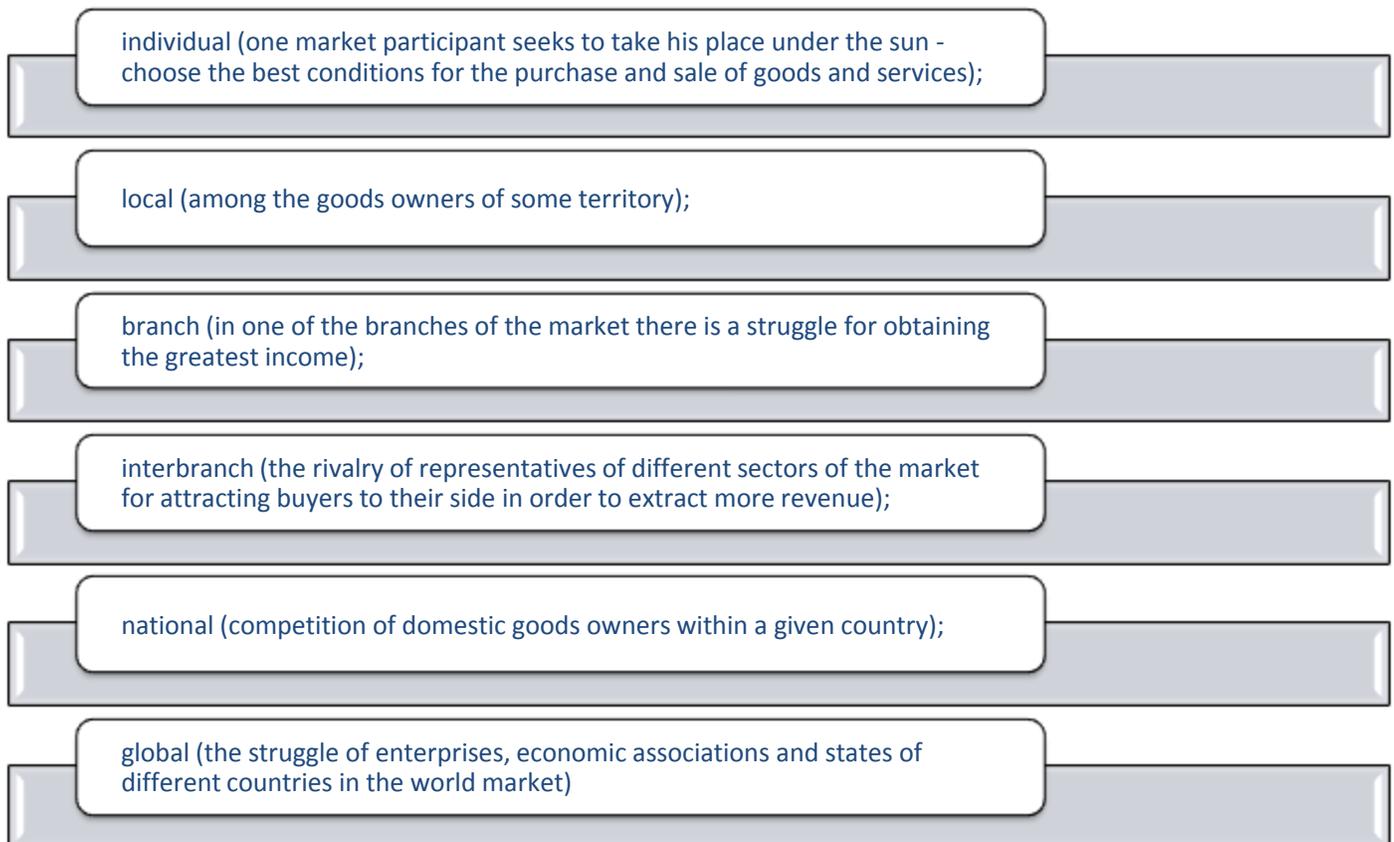
Some of the characters in this logo are called grouping in terms of their marketing approach. Marketing has been approved by consumers in relation to competition, and different types of competition are at the specific stages of consumer choices. For example, competitive and functional, differentiated and clearly competitive. However, the essence of the clear competition is not the same as the competition. Also, this character is known as the method of disposal by some scientists, and only two enlarged types of competition are allocated: subject and functional.

In our opinion, combining differential and functional competitiveness in the grouping of needs, as well as the introduction of differentiation of competitiveness, will allow to fill the classification on this character. Competitiveness is divided into the following types:

- Attractive (in this segment when the subject satisfies its needs more effectively or gains more benefit from the previous segment);
- Moderate (when the competitiveness of a competitive person supports competition in this market segment);
- Severe (when a competing entity seeks the other, adds or subtracts from that segment).

Types of competition on the scale of development could be categorized in different ways. In terms of development, the following types are distinguished (Figure 1).

Figure 1. Types of competition on the scale of development



Types of competition according to the nature of development could be categorized variously. By the nature of development, competition is divided into free and regulated. Also, the competition is divided into price and non-price.

Price competition arises, as a rule, by artificially knocking down prices for this product. At the same time, price discrimination is widely used, including when the product is sold at different prices and these price differences are not justified by differences in costs.

Price competition is most often used in the sphere of services, in the provision of transportation services; when selling a product that can not be redistributed from one market to another (transporting perishable goods from one market to another).

Non-price competition is carried out mainly through improving the quality of products, production technology, innovation and nanotechnology, patenting and branding and the conditions for its sale, "marketing" sales. This fork of competition is based on the desire to capture part of the industry market by issuing new products that either fundamentally differ from their predecessors, or represent a modernized version of the old model.

The following main areas of the company's competitive activities can be distinguished:

- competition in the field of raw materials markets for winning positions in resource markets;
- competition in the sale of goods and / or services on the market;
- competition between buyers in the marketing markets.

Since competition in marketing is considered to be in relation to the consumer, then different types of competition correspond to certain stages of consumer choice.

In accordance with the stages of consumer acceptance of the purchase decision, the following types of competition can be distinguished (Figure 2).

Figure 2. Types of competition according to consumer decision



Considering the many factors determining the intensity of competition, it is possible to propose other options of division of the competition according to this characteristic. At the same time, in our opinion, the aforementioned groupings are general and complete.

Economic literature can also be grouped into a list of different types of competition without classification marks. For example, this lists 13 types of competition. In another study have 6 types of competition (see table). This type of classification does not conform to the above mentioned classification rules because at the same time different classes of classification are involved.

We have already outlined the most significant grouping of competition types and their characteristics. Of course, it is easy and convenient to use them in any of these studies. However, all the classification methods can not be considered as equal. Therefore, there is a need for identifying value and the need for auxiliary classification methods.

In practice, the intensity of competition is constantly increasing. Competitiveness is the level and nature of the competitiveness of competitors in a single market or a market. The need for competitive advantages for each enterprise is crucial. Therefore, the role of the enterprise in its competitive environment, assessment of development prospects, development of a competitive strategy in the industry are important. In this regard, it is important to think that the behavioral characteristics of the market participants and the intensity of their competitive relationships are important. By other criteria, grouping can be added to the auxiliary method.

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