

*Y. Axmedova*

*Assistant, Department of Economics and Management*

*Jizzakh Polytechnic Institute*

## **THEORY AND APPROACHES TO THE STUDY OF INDUSTRIAL PRODUCT COMPETITIVENESS**

***Abstract.** This article analyzes the theoretical foundations of industrial product competitiveness and modern approaches to its assessment. The essence of industrial product competitiveness, the factors influencing it, and the criteria used for its evaluation are examined. In addition, the specific features of quality-based, price-based, marketing, comprehensive, and innovation-based approaches are discussed. Priority directions for improving product competitiveness and scientific-practical recommendations aimed at ensuring the effective operation of industrial enterprises under market conditions have been developed.*

***Keywords:** industrial products, competitiveness, evaluation methods, marketing, innovation, quality, price, competitive strategy.*

### **Introduction**

The acceleration of globalization processes in the world economy, the intensification of competition in international markets, and the changing demands of consumers require enterprises to ensure the competitiveness of their products. For industrial enterprises, in particular, the production of competitive products is not only a key factor in increasing corporate profits but also an important condition for ensuring sustainable national economic development.

The competitiveness of industrial products is determined by product quality indicators, price, technological level, innovative characteristics, and the ability to satisfy consumer needs. Issues related to the evaluation and study of competitiveness represent one of the important scientific directions in economics and have been widely researched by both domestic and foreign scholars.

The purpose of this article is to analyze the theoretical foundations, essence, and modern approaches to studying industrial product competitiveness.

Competitiveness, as an economic category, reflects the degree of superiority of a product compared to similar products available on the market. This concept is primarily assessed from the consumer's perspective. In other words, the more effectively a product satisfies consumer needs and demands, the higher its competitiveness.

According to economist **M. Porter**, competitiveness is determined by an enterprise's ability to gain advantages over its competitors. At the product level, such advantages are manifested through quality, price, service, and innovative capabilities.

The competitiveness of industrial products is shaped by the following factors:

product quality; pricing policy; production costs; innovative technologies; marketing activities; brand image; after-sales services; logistics systems.

These factors are closely interconnected, and weakness in any one of them may negatively affect the overall competitiveness of the product.

### **Approaches to the Study of Product Competitiveness**

A number of scientific approaches are used in evaluating and studying product competitiveness.

#### **1. Quality-Based Approach**

According to this approach, product competitiveness is assessed through quality indicators. The main criteria include technical characteristics, reliability, safety, environmental friendliness, and ease of use.

The quality-based approach is widely applied in industrial sectors, especially in mechanical engineering, electrical engineering, and the chemical industry.

#### **2. Price-Based Approach**

This approach is based on comparing the market price of a product with its consumer value. A product is considered competitive if it is cheaper than similar products or offers higher quality at the same price.

The price approach is evaluated through the following indicators:

- Production cost;
- Selling price;
- Profitability level;
- Cost efficiency.

### **3. Comprehensive Approach**

The comprehensive approach is one of the most modern and widely used methods. It evaluates product quality, price, technical, economic, and marketing indicators simultaneously.

This approach utilizes a system of integrated indicators, allowing the determination of the overall level of product competitiveness.

### **4. Marketing Approach**

The marketing approach is based on studying consumer needs and market demand. It analyzes the product's market position, consumer opinions, demand volume, and competitors' activities.

Through marketing research, it is possible to:

- Identify target market segments;
- Study consumer demand;
- Determine product positioning;
- Develop competitive strategies.

### **5. Innovation-Based Approach**

In today's digital economy, innovations have become a key instrument for increasing product competitiveness. The innovation-based approach assumes that products possess new technologies, modern designs, and advanced functional capabilities.

Innovative products generally enjoy higher market demand and provide enterprises with long-term competitive advantages.

### **Methods for Assessing Industrial Product Competitiveness**

The following methods are commonly used to assess competitiveness:

#### **Differential Method**

Individual product indicators are compared with those of competing products. Advantages and disadvantages are identified for each parameter.

### **Comprehensive Method**

Several indicators are combined into a single integrated index. As a result, the overall level of product competitiveness is assessed.

### **Expert Evaluation Method**

Based on expert opinions, the market opportunities and future prospects of a product are determined.

## **Directions for Improving Competitiveness in Industrial Enterprises of Uzbekistan**

To enhance product competitiveness in the industrial enterprises of Uzbekistan, it is advisable to implement the following measures:

- Modernization of production processes;
- Introduction of innovative technologies;
- Application of international quality standards;
- Expansion of export potential;
- Improvement of marketing activities;
- Introduction of digital technologies;
- Training of highly qualified personnel.

These measures will contribute to strengthening the position of enterprises in both domestic and international markets.

**Conclusion.** The competitiveness of industrial products is an important economic indicator that determines the successful operation of enterprises under market conditions. Product quality, price, innovative characteristics, and marketing strategies are the main factors shaping competitiveness.

The research findings indicate that the comprehensive approach is the most effective method for assessing product competitiveness because it enables the simultaneous analysis of technical, economic, and marketing aspects of a product. Under modern economic conditions, ensuring competitive advantages for

industrial enterprises is closely linked to the implementation of innovations, improvement of quality management systems, and production of products that meet consumer needs.

### References

1. Kotler, P., & Keller, K. L. *Marketing Management*. 16th Edition. Pearson Education, 2022.
2. Fatkhutdinov, R. A. *Competitiveness of Organizations*. Moscow: INFRA-M, 2021.
3. Azriliyan, A. N. *Comprehensive Economic Dictionary*. Moscow: Institute of New Economy, 2020.
4. Saliyev, S. S. *Industrial Economics*. Tashkent: Tafakkur Bo'stoni, 2021.
5. Karimov, B. T. *Enterprise Economics and Management*. Tashkent, 2023.
6. Abdullayev, Y. A. *Market Economy and Competition Theory*. Tashkent, 2022.