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## COMPETITIVENESS OF GOODS AND CLASSIFICATION OF INFLUENCE FACTORS



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THE RELEVANCE OF THE OBJECTIVE CAN BE DEMONSTRATED BY THE FACT THAT AFTER SIGNING OF THE ASSOCIATION AGREEMENT BETWEEN THE REPUBLIC OF MOLDOVA AND THE EUROPEAN UNION, THE ECONOMIC AGENTS HAVE RE-ORIENTATED TOWARDS THE EUROPEAN MARKET, ALSO THE REQUIREMENTS FOR GOODS ON THIS MARKET ARE EXTREMELY HIGH. MOLDOVAN GOODS DO NOT MEET THESE REQUIREMENTS. IN ORDER FOR DOMESTIC ENTREPRENEURS NOT TO FAIL ON THE EUROPEAN MARKET; IT IS NECESSARY TO PRECISE THE FACTORS OF THE COMPETITIVENESS OF GOODS. STRUCTURING THE FACTORS INFLUENCING THE COMPETITIVENESS OF PRODUCTS IMPROVES THE PRECISION OF ASSESSING THE COMPETITIVE ADVANTAGES OF DOMESTIC GOODS, REVEALS THE DISADVANTAGES.

During period of trade embargoes, Moldovan goods lost the Russian market. The introduction of new economical sanctions by the US, has forced Russian Government to promote the policy of substitution of imports. This policy is advantageous for the economy of this state, but it reduces the hope of Moldovan entrepreneurs to regain the Russian market. For example, in the period 2013-2017, the volume of vegetable harvesting in the Russian Federation increased by 1,700 thousand tons [11], while the volume of deliveries of vegetables from the Republic of Moldova to the Russia in 2013 (before the sanction period) constituted only 13 thousand tons [12].

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Moldovan exporters will be able to deliver their products to the Russian market only if the commodities will be more competitive than the similar merchandises offered by other Russian entrepreneurs. Therefore, in order for domestic producers to profitably export their goods to the Eastern market or to the Western market, they must increase the competitiveness of the products supplied.

In this way, there is extremely important to study the competitiveness of goods, factors of influence and to elaborate measures for increasing competitiveness.

### The scientific approach of the topic in the literature

There is no unique approach to the competitiveness of goods in the literature. Economists N. Safullyn and L. Safullyn claim that "there should be no such definition. The essence of the definition of competitiveness depends only on the object that is researched" [7, pp. 5]. In the author's view, a broad-based definition which will include the most features of competitiveness cannot be elaborated, but a narrow definition which will describe basic features can be developed.

M. Porter, G. Azoev and A. Celencov, and most scholars in their survey study the competitive advantage of an enterprise and not of merchandise. Although J. Lambin in his work mentions to the competitive advantage of product, yet the object of the research is the competitive advantage of the enterprise. In 2016, J. Lambin and C. Moerloose pu-

blished the study "Marketing Stratégique et Opérationnel. La Démarche Marketing Dans L'économie Numérique". Scientists in this book have defined the competitiveness of goods as "the ability and distinctive qualities of the product to better meet the needs of the segment of market compared to its direct competitors" [5, pp. 4]. This definition does not take into account the period of time and profitability of the commodity for the producer.

A. Azrilian defines competitiveness as "a property of commodity, service, or subject of market relations to act on the market equally with similar products, services or competing subjects of market relations" [10, pp. 375]. The shortcomings of this definition are that it does not specify the period of time and does not take into account the satisfaction of consumers' requirements.

The author has developed the following definition: "competitiveness of goods represents its ability to satisfy consumer's expectations maximal and to correspond technical, economic, environmental, service and other characteristics, compared to analogue and substitutes goods of competitors in this period and to be profitable on the given market" [3, pp. 62].

"The definition of competitiveness of product should integrate both the factorial approach and approach based on the final result" [7, pp. 10]. The developed definition meets this requirement.

Scientists applying the factorial approach distinguish a set of factors that determine the competitiveness of goods. Two factors, quality and price are present in the approaches of most scientists, but the other factors that are included in classification differ from one author to another. In R. Fathutdinov's view, "the factors of competitiveness are: quality, price, consumption-related expenses and quality of service in the period of use" [9, pp. 218]. Economists N. Safullyn and L. Safullyn, relying on the classification of competitive advantages proposed by R. Fathutdinov, consider that the main groups of factors of competitiveness are: quality, price, marketing [7, pp. 13]. R. Fathutdinov, in another work entitled "Competitiveness: Economy, Strategy, Management", divided the factors listed above into two groups: internal factors and external factors [8, pp. 153-154].

All types of classification of factors can be divided into two groups: in the first group, the price is associated with the sales price; and in the second

group – with the total price for purchase and use (sum of the sale price and expenses related to the transportation and utilization of merchandise). The author shares the opinion of those economists whose classifications are ranked in the first group.

Panayiotis P. Athanasoglou, Constantina Backinezos and Evangelia A. Georgiou divide the factors of competitiveness of goods in two groups: price and non-price factors. As with most scholars, Greek economists, when studying the competitiveness of commodity, research the competitiveness of domestic product on the foreign market and do not examine competitiveness on the internal market. From their point of view, non-price factors are "product quality, services related to export activity, delivery time, etc." [2, pp. 18].

Economists Marija Andjelković-Pešić, Vesna Janaković-Milić and Jelena Stanković were inspired by the work written by R. B. Chase, F. R. Jacobs and N. J. Aquilano "Operations Management for Competitive Advantage". They consider that "factors of competitiveness can be classified into three groups: cost (price of goods), quality and reliability (the functionality of the merchandise and the continuous fulfilment of the requirements of the clients), time and flexibility (commodity is delivered on time, the launch of new products and the implementation of modern technologies is done in a short time)" [1, pp. 152].

Although scholars believe that quality is one of the basic factors of the competitiveness of goods, they frequently study the quality to analyze its impact on the financial result of enterprise. The research by Serbian economists in the article "Significance of Business Quality Management for Increasing Competitiveness of Serbian Economy" is reduced to studying ways to improve merchandise quality as a result of applying the concepts: Just-In-Time, Total Quality Management (TQM), Six Sigma [1, pp. 158].

The classifications proposed by R. Fathutdinov, N. Safullyn and L. Safullyn are from the second group. They claim that one of the most important components of the product's competitiveness is the price factor, "which includes the consumer's total costs (consumer price), cost of purchase and operation of commodity over the entire life of the product. Total consumer costs generally include permanent and non-recurring costs" [7, pp. 13].

Rafel M. and Rafel N., in their paper "How to Win Customers", suggest the idea of highlighting the fol-

lowing groups of factors: geographic, demographic and social. For example, geographical location of the market of commodity, population density, buyer income level, type of their activity, the way and the lifestyle of the clients, the ethnic characteristics, the average age, the number of competitors and the type of competition, etc. [6, pp. 29]. This classification is not the best because it does not include price, quality. Scientists take into account factors that relate to the population, the buyers, but not the goods.

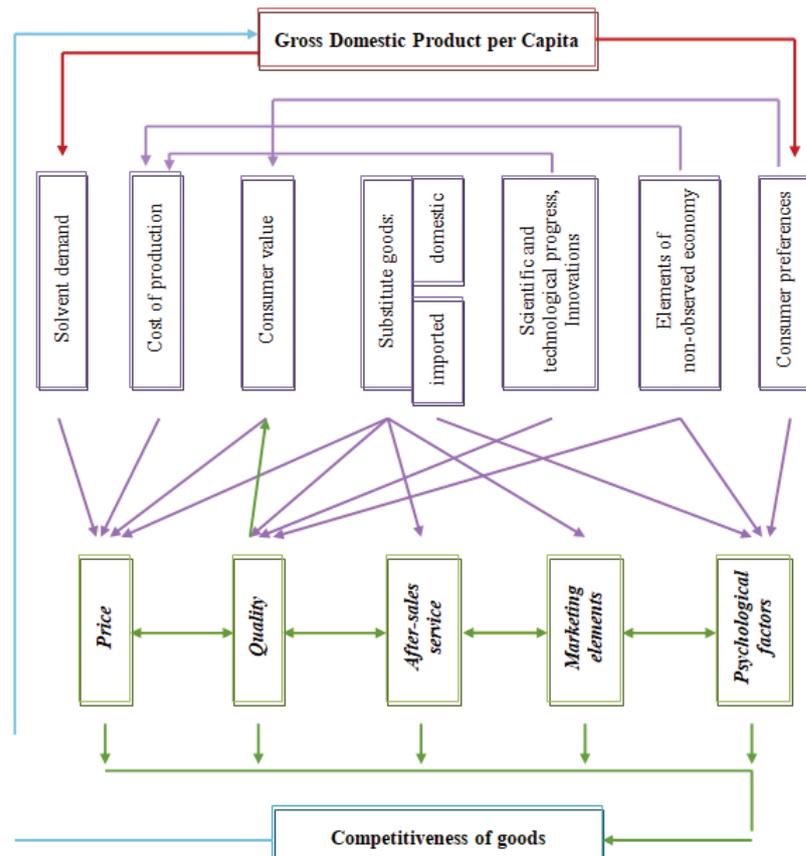
The opinion of scholars differs not only in terms of classifying factors but also in determining the priority of one factor relative to another. The scientists N. Safullyn and L. Safullyn from the Republic of Tatarstan claim that “the importance of factors, with the undoubted priority of quality, can be expressed by the ratio: 3: 2: 1” [7, pp. 13].

Serbia’s economists Marija Andjelković-Pešić, Vesna Janković-Milić and Jelena Stanković drew up a

questionnaire to assess the degree of influence of competitiveness factors on the buyer’s decision to buy a certain commodity from a particular producer. Analyzing the results of the polls conducted in 2009 and 2011 showed that “quality has the greatest influence on customer choice. A great impact on customer choice has its service, while price and promotion, as a means of providing competitive advantage, are considered less important for customers from the point of view of managers” [1, pp. 159].

**Classifying factors of the competitiveness of goods and studying the correlation between factors**

The author considers that the factors of competitiveness of goods can be divided into the following groups: price, quality, after-sales service, marketing elements, psychological factors (Figure 1). The last factor has never been investigated as a factor of competitiveness in the scientific literature.



**Figure 1. Factors influencing the competitiveness of goods**

Source: elaborated by the author

The rating of factors of the competitiveness of goods depends on the welfare level of the population, the expectations regarding the sustainable development of the economy, the preferences, traditions, etc.

Gross Domestic Product (GDP) per capita is the indicator that reflects the well-being of the indigenous population. This indicator influences solvent demand and consumer preferences. The latter two indicators together with the cost of production, consumer value, substitute goods, scientific and technological progress, elements of non-observed economy and innovations influence on the factors of competitiveness of merchandise. If the manufactured goods had been more competitive, the volu-

me of production of these commodities would be higher, volume of exports would rise, sales in the internal market would be increasing, and finally, GDP would be rising. The figure 1 shows not only the factors influencing the competitiveness of product but also the interdependence between the competitiveness of goods and GDP per capita.

Competitiveness is a set of consumption and value characteristics that can be evaluated using a set of factors (Table 1). All factors of the goods' competitiveness are closely correlated with each other, both directly and indirectly (Figure 1). Changing one factor generates the change of others, and ultimately changes the level of competitiveness of commodity.

*Table 1*  
Classifier of factors which influence the competitiveness of goods

Factors	Components
Price	Producer price, wholesale price, retail price
Quality	Technical and economic parameters, ecological compatibility, design
After-sales service	Availability of spare parts and repair shops
Marketing elements	Brand, the effectiveness of advertising, the ability to buy goods through modern means of communication (Internet, mobile telephony), the energy efficiency label (for electrical appliances), manufacturer's reputation
Psychological factors	Commodity patriotism (the preference to buy the domestic goods), ostentatious consumption, purchasing hand-made goods

*Source: elaborated by the author*

Namely the price serves as a primal factor in the consumer's intention to buy a certain good in the state with low population welfare and a considerable polarization of the society. Also it represents a basic factor in the analysis of the competitiveness of merchandise. If an expensive price is set for the high-quality good and it is higher than the value given for this merchandise by the consumer, then the chance of selling this commodity is null. The price of competitive good is set at the level that ensures the satisfaction of interests of both the producers (the profit) and the buyers (they get a normal good at an affordable price).

The price of the good is influenced by the cost of production and a number of other factors (Figure 1). Although in the Republic of Moldova the labour cost is low, which is a source of competitive advantage, other factors, such as energy resources and transport costs, are expensive, they lead to a decrease in the competitiveness of commodity.

In the article "External and internal factors of competitiveness of domestic goods in the economy of the Republic of Moldova", the author analyzed the correlation between product competitiveness on foreign market and the export price index. The obtained result showed that "there is an inverse correlation between these two indices" [4, pp. 93], i.e. the price increase leads to a decrease in the competitiveness of merchandise.

One of the pillars of competitiveness is the quality of the good (Figure 1). Product quality means a group of immanent features of the product, the ability of the product to meet the buyer's needs and expectations.

The correlation between quality and competitiveness is undeniable. The higher quality of the goods ensures the higher competitiveness of this product. Quality criteria are parameters that reflect the needs and satisfaction of consumers (Table 1). Improving quality leads to increased competi-

veness, but spending on quality increases lead to price increases, and rising prices reduce the attractiveness of the good to the buyer. In the case of a competitive commodity, the ratio between price and quality is optimal.

Consumers differ by income level and by preferences. For some consumers, mostly pensioners, the price is primal in buying decision, but for others - the quality. However, the majority of rational consumers, in assessing the competitiveness of goods, are guided by both criteria. The degree of influence of these two factors on the competitiveness of the commodity, namely the price-quality ratio, is the highest [4, pp. 91].

The competitiveness of merchandise and the competitiveness of the enterprise are closely interrelated. On the one hand, there is the enterprise that cannot be competitive if its production is not competitive (attractive for the buyer), and on the other hand, there is the manufacturer's reputation that is one of the factors of product competitiveness (Table 1).

The buyer bears the costs related not only to the purchase of the good but also to its use. In order not to admit excessive consumption of electricity, the consumer will rather buy household appliances of the upper energy efficiency class (class A +++). More competitive is a commodity whose operating costs are lower. Therefore, the product, whose price is low, but the cost of operation is high, is not most competitive one. The rational buyer believes that the most competitive is the goods with optimal ratio between price and operating costs.

Advertising influences buyers' preferences. From the consumer's point of view, the low-quality product promoted through advertising is more attractive than the high-quality commodity for the promotion of which advertising is not used.

"Psychological Factors" is the fifth pillar of competitiveness of goods. This pillar as a factor of the competitiveness of goods is neither described nor included in the classifications developed by the specialists in the given field. In the contemporary period, the influence of this group of factors on the competitiveness of the merchandise increases. One of the components of this group of factors is "the preference to buy the domestic goods" (Table 1). Last one is manifested not only in relation to the na-

tion, language, culture, but also in loyalty to domestic goods, in order to support the native producer.

In countries where society's polarization is high, the influence of another factor, namely "ostentatious consumption", is significant. In the consumer's view, the commodity, even of the same quality, is more competitive if it is purchased at a higher price in a firm store because it reflects the position in society.

#### **The causes of the change in the structure of the export of domestic goods**

Both the structure of output and the structure of export depend on the competitiveness of domestic goods. In developed countries, there is the highest share of high-tech products and high added-value products. The economies of these countries are aimed at improving the competitiveness of these particular types of goods in order to increase both GDP and the volume of exports and the inflow of currency into the country. In order to achieve this goal, all factors influencing the competitiveness of goods (Figure 1) are taken into account, both domestically and externally.

Developing countries with factor-driven economies mainly produce and export raw materials and low added-value products. Moldova belongs to this group of countries. From the point of view of high technology and creation of added value, Moldovan economy is degradation. Exports of processed goods are reduced and exports of raw materials are growing (Table 2). Domestic manufacturers in the promotion of their products on the external market do not take into account all the factors of competitiveness of merchandise. The main factor that exporters take into account is the price, and the second factor, which they are taken into account by importance, is quality.

It is very difficult for Moldovan manufacturers to reduce the price of their products. They are limited in ways to reduce prices. There are many reasons. Firstly, the price of energy resources and fuel is very high, so the cost of production is also high. Domestic entrepreneurs cannot influence the world price of oil and natural gas. Secondly, state subsidies in the European Union countries are ten times higher than subsidies that Moldovan producers receive from their state, which initially puts Moldovan producers at a disadvantage.

According to the data of the National Bureau of Statistics of the Republic of Moldova exports of live bovine animals increased by 134.09 percent and

exports of meat of bovine animals increased by 315.58 percent in January – July of 2018 in comparison to January – July of 2014 (Table 2).

*Table 2*  
Exports of some goods for January – July of 2014 and 2018

Code	Goods	Seven months of 2014		Seven months of 2018		Percentage growth, %	
		Net weight, tons	Price, \$/kg	Net weight, tons	Price, \$/kg	Net weight	Price
<b>Raw materials</b>							
0202	Meat of bovine animals, frozen	162.68	3.78	676.06	3.12	315.58	-17.48
0409	Natural honey	1058.37	3.53	1524.89	3.08	44.08	-12.64
0802	Other nuts, fresh or dried, whether or not shelled or peeled	6970.62	8.23	9237.36	7.62	32.52	-7.37
0808	Apples, pears and quinces, fresh	34248.87	0.29	126938.64	0.25	270.64	-15.70
0809	Apricots, cherries, peaches (including nectarines), plums and sloes, fresh	16350.99	1.01	24811.12	0.47	51.74	-53.44
1001	Wheat and meslin	101358.53	0.22	183935.65	0.18	81.47	-14.28
1003	Barley	33508.96	0.18	42131.71	0.17	25.73	-6.56
1206	Sunflower seeds, whether or not broken	163347.69	0.45	282953.33	0.40	73.22	-12.13
<b>Processed goods</b>							
1101	Wheat or meslin flour	3839.72	0.29	1541.45	0.26	-59.86	-12.46
1704	Sugar confectionery (including white chocolate), not containing cocoa	1284.67	1.80	708.65	2.99	-44.84	66.52
1905	Bread, pastry, cakes, biscuits and other bakers' wares, whether or not containing cocoa	6747.23	1.45	6113.73	1.32	-9.39	-8.51
2002	Tomatoes prepared or preserved otherwise than by vinegar or acetic acid	706.37	0.73	162.95	0.89	-76.93	21.97
2009	Fruit juices and vegetable juices	18054.12	1.13	6848.71	1.06	-62.07	-5.69
2106	Food preparations not elsewhere specified or included	72.43	8.82	18.62	31.29	-74.30	254.85

Source: elaborated by the author according to the data of the National Bureau of Statistics of the Republic of Moldova [12]

In the analyzed period, imports of canned meat increased by 31.38 percent (Table 3). Thus, instead of producing and creating added value ourselves, Republic of Moldova export raw materials and import finished products. The similar situation has been created in the case of other product groups. Exports of wheat and meslin increased by 81.47 percent, imports of wheat or meslin flour rose by 23.58 percent. Exports of fruits grew (grapes by 463.84%; apples, pears and quinces by 270.64; apricots, cherries, peaches, nectarines, plums by 51.74%), but export of fruit juices decreased and imports of juices increased.

In January – July of 2014, export-import ratio of bread, pastry, cakes, biscuits and other bakers' wares hit 120.91%, but already in January – July of

2018, imports out-passing by exports; the export-import ratio of this kind of merchandise was 98%. This trend appears because imports from Ukraine have significantly increased.

Exports of raw materials listed in Table 2 increased, while the price of exports of these goods decreased. In the case of processed products for the analyzed period, other trends have emerged. Although the price of exports for some of these products has reduced, exports have not grown, but have fallen. The main reason is related to the fact that prices for the supply of these goods from Ukraine have diminished. The increase in the import of flour was influenced by the fact that the price of import of flour from Ukraine in January – July of 2018 was 0.24 \$/kg, and the price of export of Moldovan flour was 0.26 \$/kg.

Table 3  
Imports of some goods for January – July of 2014 and 2018

Code	Goods	Seven months of 2014		Seven months of 2018		Percentage growth, %	
		Net weight, tons	Price, \$/kg	Net weight, tons	Price, \$/kg	Net weight	Price
<b>Raw materials</b>							
0202	Meat of bovine animals, frozen	273.42	3.37	90.00	3.04	-67.08	-9.73
0409	Natural honey	37.74	3.47	28.62	3.00	-24.16	-13.35
0802	Other nuts, fresh or dried, whether or not shelled or peeled	2682.71	2.39	4695.50	3.05	75.03	27.53
0808	Apples, pears and quinces, fresh	441.04	1.05	8045.38	0.47	1724.20	-55.46
0809	Apricots, cherries, peaches (including nectarines), plums and sloes, fresh	8541.97	1.44	1452.32	0.82	-83.00	-42.83
1001	Wheat and meslin	5.74	0.96	110.31	0.22	1822.65	-77.50
1003	Barley	29.27	0.87	26.97	0.70	-7.86	-19.83
1206	Sunflower seeds, whether or not broken	1559.29	9.10	2364.81	10.60	51.66	16.41
<b>Processed goods</b>							
1101	Wheat or meslin flour	18859.99	0.36	23307.20	0.26	23.58	-26.76
1704	Sugar confectionery (including white chocolate), not containing cocoa	2059.38	2.20	2518.62	2.34	22.30	6.07
1905	Bread, pastry, cakes, biscuits and other bakers' wares, whether or not containing cocoa	5580.46	2.20	6229.49	1.84	11.63	-16.33
2002	Tomatoes prepared or preserved otherwise than by vinegar or acetic acid	622.55	1.35	486.17	1.06	-21.91	-21.70
2009	Fruit juices and vegetable juices	1477.39	1.41	1658.98	1.32	12.29	-6.45
2106	Food preparations not elsewhere specified or included	3218.25	4.83	4172.92	3.78	29.66	-21.88

Source: elaborated by the author according to the data of the National Bureau of Statistics of the Republic of Moldova [12]

Offering goods at dumping prices to the external market, allowed Ukraine to replace Moldovan goods not only in the external market, but also in the internal market of Moldova.

Another reason for the growth trend of the export of raw materials is the fact that the purchase price of enterprises is lower than the price of export, therefore, agricultural producers prefer to export their products.

Imports of processed goods listed in Table 3 increased, but Republic of Moldova is able to produce these commodities. The state using fiscal, monetary and trade policy should create favourable conditions for the development of domestic business.

Over the past five years, the share of goods made from customer materials, especially light industry goods, has grown considerably. In the first seven months of 2018, the share of goods made from customer materials constituted 1/4 of total exports. Therefore, the Republic of Moldova is losing

its position both on the foreign market and on the domestic market. At the beginning Moldova needs to regain its own market.

### Conclusions

Moldova is mainly an agrarian state. The competitiveness of agricultural products is based only on:

- ✓ the availability of natural resources, fertile farmland;
- ✓ the availability of labour resources with a relatively low wage compared to the cost of labour in the countries of the main trading partners.

With a limited number of competitive advantages, it is impossible to assert yourself in the external market.

The main competitive disadvantages are:

- ✓ high energy tariff, high price of gas and fuel;
- ✓ the relatively low level of subsidies to domestic producers from the agricultural sector.
- ✓ a significant decrease in the domestic Selection Fund. If earlier Moldova exported seed for

sowing, now seeds and saplings are imported. Part of the imported saplings of fruit trees do not withstand the climatic conditions of Moldova and die;

- ✓ significant obsolescence and depreciation of fixed assets;

- ✓ the presence of elements of the shadow economy;

- ✓ corruption in the upper echelons of power and in the inspection bodies.

- ✓ To improve the competitiveness of domestic goods it is necessary:

- ✓ improve legislation in the field of tariff, tax, budget, investment, trade and innovation policies that would lead to a change in the structure of domestic production, increase in the share of high-tech products and high added-value products;

- ✓ in developing measures to reduce the prices of manufactured goods, rely on measures to improve production efficiency, rather than on the establishment of purchase prices for agricultural products of Moldovan farmers below the export prices of these merchandise;

- ✓ to revive and develop selection and breeding in Moldova (this is practically impossible without state support);

- ✓ domestic manufacturers in the elaboration of measures to improve the competitiveness of their products should take into account all five groups of factors (price, quality, after-sales service, marketing elements, psychological factors), and not be limited to two.

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#### ABSTRACT

**Competitiveness of Goods and Classification of Influence Factors.** Fluctuations of the vector of development of the free market lead to increased competition; so the problem of increasing the competitiveness of goods becomes especially acute. In turn, the development of measures to improve competitiveness is impossible without studying the factors of influence. In order to structure the factors, it is necessary to develop a new classifier containing new components. The main purpose of research is the elaboration of a classifier that would include new factors besides those

already known. In the process of both empirical and theoretical research methods were used: observation, comparison, the method of ascending from the abstract to the concrete. The study has shown that there is interdependence between the competitiveness of goods and the Gross Domestic Product per capita, also the factors of competitiveness of goods can be divided into the following groups: quality, price, after-sales service, marketing elements, and psychological factors.

**Keywords:** *competitiveness of goods, competitive advantage, quality, price, psychological factors, Gross Domestic Product per capita.*

#### REZUMAT

**Competitivitatea bunurilor și clasificarea factorilor de influență.** Fluctuațiile vectorului de dezvoltare a pieței libere cauzează intensificarea concurenței, devine acută problema sporirii competitivității bunurilor. La rândul său, elaborarea măsurilor de sporire a competitivității este imposibilă fără studierea factorilor de influență. Pentru a structura factorii, este necesar de elaborat un clasificator nou, care să conțină noi elemente componente. Scopul principal de cercetare reprezintă elaborarea clasificatorului care ar include factori noi pe lângă cei cunoscuți. În procesul de cercetare au fost utilizate următoarele metode empirice și teoretice: observația, comparația, metoda de avansare de la abstract la concret. Studiul a arătat că există o interdependență dintre competitivitatea bunului și Produsul Intern Brut pe cap de locuitor, că factorii competitivității bunului pot fi divizați în următoarele grupe: calitatea, prețul, deservirea post-vânzare, elementele de marketing, factorii psihologici.

**Cuvinte-cheie:** *competitivitatea bunurilor, avantaj competitiv, calitatea, preț, factorii psihologici, Produsul Intern Brut pe cap de locuitor.*

#### РЕФЕРАТ

**Конкурентоспособность товаров и классификация факторов влияния.** Колебания вектора развития свободного рынка введут к обострению конкуренции и, таким образом, проблема повышения конкурентоспособности товара становится особенно острой. В свою очередь, разработка мер по повышению конкурентоспособности невозможна без изучения факторов влияния. Чтобы структурировать факторы, необходимо разработать новый классификатор, содержащий новые компоненты. Основная цель исследования – это разработка классификатора, который включал бы новые факторы помимо уже известных. В процессе исследования были использованы следующие эмпирические и теоретические методы: наблюдение, сравнение, метод восхождения от абстрактного к конкретному. Исследование показало, что существует взаимозависимость между конкурентоспособностью товара и валовым внутренним продуктом на душу населения. Факторы конкурентоспособности товаров можно разделить на следующие группы: качество, цена, послепродажное обслуживание, маркетинговые элементы, психологические факторы.

**Ключевые слова:** *конкурентоспособность товара, конкурентное преимущество, качество, цена, психологические факторы, Валовой внутренний продукт на душу населения.*