

THE INFLUENCE OF MARKET SEGMENTATION AND INCREASE THE LEVEL OF COMPETITIVENESS, THE BEHAVIOR OF PRODUCERS. SITUATION OF ROMANIAN SMES

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The development of the international economic relationships,regarding the complexity of practical level of the development of process are the principales sources of competitiveness for the producers.

The growing up ,the complexity of practical level of the processes in the international economic relationships is a management process for the producers.

By microeconomic and macroeconomic policy we can change the process and the economic facilities.

keywords: microeconomic, economic relationships, economic facilities

1. INTRODUCTION. THEORETICAL APPROACH.

International economic relations, both in terms of complexity for the technical level of progress and processes of the same components as the introduction of new features designed to minimize the effects of the barrier in the path of unfolding transactions, on the one hand and increased living on the other hand, are the main sources of competition among suppliers of goods and services.

Growth, continuing technical progress in complexity level component processes of international economic relations, is actually a process, coordinated management at the producers of goods and services, the dual purpose-adaptation, as a greater extent of tenders, the application of increasingly complex, the consumer-activation function and multiplication values of market maker in this direction resulting in a modeling and consumer behavior.

Entering into the national, regional or international level of facilitated designed to mitigate the effects of the barrier, the path unfolding international transactions, has as main goal the creation of additional destinations for large accumulation of capital in areas that have a faster development, stimulating In this way, and obtaining economic growth as the main effect in the long run, reduce disparities in economic development between regions, with the prospect of balancing the economic standards and living standards.

Rising living standards has a direct impact on changing consumer behavior. At this level, consumer behavior reached levels of imbalance - a situation that it must be speculated by manufacturers of goods and services and taken to modeling the purposes of using, as a tool to develop markets and market segments. The quality of the instrument, the growth of living standards, consumer behavior and associated savings (saving behavior is, in most cases, even if it is long term, for all investment and consumption, whether and productive) is actually the main source of growth and diversification of demand.

The macro-and microeconomic policies can shape the processes and especially economic facilities at the two levels may change and guidance on consumption and saving behaviors so that the complexity of supply to find one as good counterpart in complex application , decreasing as in the fullest possible extent, components of risk associated with the three levels involved, that is decreasing in the fullest possible extent, the provision of offers as inadequate demand and launch applications without coating can offer.

In this way, the three elements, namely: demand, supply and facilities may be considered as possible tools to manage the direction of obtaining and maintaining growth and macroeconomic balance.

In a first stage, the organization of details and elaboration of this study, the following question arises: what is the relationship reciprocal conditioning between the three elements, with the priority objective of obtaining and maintaining growth and macroeconomic balance?

2. STUDY OBJECTIVES

To determine, logically, the objectives of the study, as a necessity for coordination of carries by solving the above equation, integrated, scope and purpose of research, the theme of the chapter title, you can leave to identify causal relationships administrative and conditioning in the sense opportunity, namely:

-application is the direct result of behavior that operates in a market marked out by the macroeconomic and microeconomic level;-offer is a direct result of the behavior of producers operates in a market marked out by the macroeconomic and microeconomic level;

-macroeconomic, having, as input, evolutionary perspectives of supply and demand, choose targets, based on which develops and implements a set of normative instruments , institutional architecture and strategy, based on objectives related to achieving targets, often measured by values of macroeconomic indicators.

Regarding the title chapter and causal links mentioned, the objective of the study is to analyze the behavior operating in a coordinated market from two perspectives: the evolution of supply and complexity of macroeconomic policies.

3. COMPETITIVENESS

Competition in the market is a phenomenon generally growing, especially in emerging market situation.

In terms of economic categories, the competition in the primary phase, is a phenomenon, and then becomes a process.

Competition, the phenomenon is driven by macroeconomic policies to stimulate consumption, which attracts, by itself, an increase in production; in other words, the category of economic phenomenon of competition is found in the tendency of companies supplying natural response to rising demand It is the sole objective of these companies. At the end of this phase, each competing company will assume, as the main strategic objective, increasing market share. At this time, as the market is limited, exist the idea of competition policy, having as main target, market expansion the company, which give rise to increasing competition on the market.

From this stage, increased consumption is a measure becoming less a result of macroeconomic policies and to an extent becoming more a result of microeconomic policies, the two factors continue to influence, together, this trial. In these conditions, increasing levels competitive, market, determine, at the microeconomic level, a series of political resistance to increased competition, which translates to the objectives, the firms intention to increase their market share, to limit the condition of maintaining market share, implying a further adjustment to demand in general is not an up-grading, at quantity, quality and attractiveness of prices and sales facilities.

The main result of such policies, growth and diversification of consumption, through increasing and diversifying demand.

The most representative macroeconomic model, with the possibility of rendering effects arising from the progress of growth of resistance to the effects of competition firms is Fischer's model of economic equilibrium, namely: $M * V = P * T$ (1) in which:

M = money supply in circulation;

V = speed of rotation of money into the economy;

P = price level;

T = level of production.

For an economic system stable, balanced and development trends, as is the case, generally the Member States, is available the condition:

$V = ct.$ (2)

which can be written in the following way:

M

----- = ct. (3)

$P * T$

If, in this equation, we condition on price stability, sustainable economies specify, respectively:

$P = ct.$ (4)

reach the following conclusion:

M

----- _ ct. (5)

T

In this regard, given that at a macroeconomic scale, the production evolves without control of the carrier, the objective being the response to request and to enhance the natural tendency of increased demand and production levels are growth, the only possibility of control, the purpose of monitoring and ensuring a reaction to mitigate any

macroeconomic games, is the central bank, namely the monetary policy measures related to money supply in circulation, with the objective of preserving condition (5).

In this way has made a successful demonstration of the key issues of the theme chapter namely that market segmentation, namely the growth and diversification of demand prompts manufacturers to set up and an appropriate diversification of production.

4. THE MARKET SEGMENTATION

Conceptually, the market segmentation is the separation, on various criteria, the application, depending on the variety of supply. The problem is to identify the process / phenomenon and the mechanism of market segmentation.

First, in order to enter the market segmentation in an economic category, it must be made the following remarks:

a. Market segmentation is driven by market making, developed by suppliers of products and services based on the categories of consumers on the next criteria:

-purchasing power;

-behavior;

b. purchasing power of consumers is based on the following issues:

-macroeconomic policies to stimulate production, consumption, market competition, social, labor, fiscal;

-microeconomic policies of human resources;

-policy and private investment and savings strategies, based on the complexity of financial services and banking companies developed profile;

c. consumer behavior is influenced by these issues:

-purchasing power;

-educational, cultural, social and Informational level;

-complexity and diversity of producers of goods and services.

Consequently, about market segmentation we can tell:

-segmentation of the market is a phenomenon resulting from the actions of macroeconomic and microeconomic policies, affecting demand, supply, human resources and purchasing power, in that it is influenced, to an extent defining, for these processes, market segmentation subjects as consumers of products and services and factors of existence, development engine phenomenon of market segmentation is the process of consumer choice, resulting, in turn, the continuing process of market making, developed from the producers;

-segmentation of the market, as existing phenomenon, do not influence manufacturer, it is influenced by the behavior of producers;

-behavior producers is influenced by the possibility of predictable market segmentation;

-like process control, however, from the perspective of producers, the problem put in the following way: the behavior of producers in market making, influencing primary market segmentation process, in light of segmentation boost further the market, resulting in an increase and diversification of demand.

Increasing purchasing power of population is actually increasing the potential for personal investment in economic activities, main variants, in logical order, the following:

-purchase of goods required for living;

-attracting financial services and banking products and specific activities savings and investments;

-purchase luxury goods.

At any stage of economic and social development at State level, we can see the coexistence of all three variants of fructification of purchasing power.

Given the general case of new EU member states and the particular case of Romania, which is at a low level of purchasing power the majority of the population, it can be said that each of the variants of involvement of the population attend these funds percentage of population:

-purchase of goods required for living100%;

-attracting financial services and banking products and specific activities of savings and investments 40%;

-purchase luxury goods 25%.

In this case and in this regard, we can talk about these types of behavior to the producers:

-in the field of goods and non-financial services, manufacturers will move their attention both in terms of satisfaction, in terms of quantity, the demand, as well as to meet demand in terms of quality and specific market segments;

-for the financial and banking sector, the supply structure will have to consider the structure of demand for such services, retail banking is your heading , especially, the services necessary financing to purchase real living, increasing demand for products and services for savings and investments are in correspondence with the increasing purchasing power and availability of customers for the use of such products and services;

-in the production of luxury goods, it will remain, at least for the medium term, preserve a small segment of consumers who, at the level of behavior, are involved in three variants to use personal funds, mentioned above.

Given the case of Romania and in general for all Member States, with especially the idea of being directed in the direction of the 12 newest Member States, the ultimate aim of European integration is "rising living standards and harmonization of development levels in the community", which will increase gradually the purchasing power of population and implicitly to increase the availability for savings and investments.

5. BEHAVIOR OF PRODUCERS ARISING FROM FUNDING OPPORTUNITIES

Regarding the financing development programs of companies in Europe, at this time is in the process of implementing Basel II. The main directions of action, Basel II introduces a new approach to the consideration of lending relationships to small and medium enterprises: up to introduce this concept, small and medium enterprises were considered more risky, the lending than large companies, Basel II introduces a new concept in the management and risk assessment related to small and medium - a concept under which banks may grant loans and to this market segment without risk assessment and measurement to be made distinguished from large companies, the main objective of this approach and is maintaining balance on the single market, namely to create a level playing field in the direction of access to finance, among small and medium-sized and large companies.

Mode of interpretation of this issue, is the following: activities of small and medium enterprises are still riskier than the activities of large companies, but that, following the introduction of the Agreement, the capital adequacy rules, the credit, recommend the same procedure formation, both for large companies as well as for small and medium - in other words, as banking supervision, commercial banks are not treated separately from lending to the two types of companies. In terms of banking companies, creditator classification, depending on the risk remains, in practical terms, the same, that large companies are rated as being less risky than SMBs, appreciation that these two types of companies same level of risk related to credit, is only a script, that only for banking supervision and capital adequacy.

In other words, small business loans under the same conditions to that of large companies, left to the banks, and deals, strictly, the decision to grant credit or credit by market segment, consisting of small and medium companies. At this level of the problem, extending bank credit market and by market segments consisting of small and medium enterprises is a problem behavior in general banking and banks, in order to increase market share, and will address these market segments, for this objective increased accordingly and complexity of banking products and services portfolio of lending that fundraising. For the anticipated behavior of producers – small and medium on the issue of bank lending, the analysis must be started to evaluate and explain the implications of risk in the credit prices, capital adequacy, appropriate provision of credit, is a function of the following main indicators:

$AC = f [S, A (PD), B (LGD), \dots, R, N] \quad (6)$

where:

CA = capital adequacy appropriate credit;

S = amount of credit;

A = coefficient resulting from the calculation of the rating;

PD = the possibility that the debtor was unable to fulfill obligations of the credit contract;

B = coefficient resulting from the calculation of the rating;

LGD = loss not covered;

R = coefficient of correspondence between the credit and risk;

N = amount of the capital adequacy of the current rule.

Intention of banks and loan companies to increase their market share and increase the complexity of banking products and services portfolio is, however, limited the maximum acceptable risk exposure - before which is about the same to creditator valid approach, regardless of company size. From this level up credit prices will be higher accordingly. Subjects are primarily small and medium enterprises, which will seek to enter in average standards of acceptance, by lending institutions as credit applicants. Similar to credit (satisfied by the application of Directive 2006/48/EC) is phenomenon also develops investment, the investment companies in the assets of

companies (according to Directive 2006/49/EC).

In this context, take place, on the market, these phenomena competition:

a. competition for financial and banking companies:

-increase rates on credit and investment markets;
-attracting funds;

b. competition to applicants for loans and investments:

-price facilities and conditions;
-attract funds, taking, however, the fact that development economic activities ahead, in a first stage, increasing the funds available.

Turning to economic equilibrium formula, Fischer's, we have:

$$M * V = P * T \quad (7)$$

condition:

$$V_{ct} \quad (8)$$

adic_:

$$P * T$$

$$----- = Ct. \quad (9)$$

M

Behavior of producers will be in permanent, directed to develop markets, increase production and to increase the request for funds necessary development activity which will require administrators to accept a monetary policy inflation low, increase money supply in circulation properly stimulate increased production and rising demand in correspondence with the preservation of balance.

Currently, the main concerns of manufacturers - small and medium, are as follows:

-by promoting market-creation policies: product, media, competitive;
-create a working system for inclusion in the national minimum conditions necessary to attract development funds, the main issue arising from the direction of action is that of increasing market discipline.

6. CONCLUSIONS

The situation regarding the newest Member States on short and medium term, to the producers of goods and services is unlikely to happen before major changes to the behavior described above manufacturers.

In the long term, however, increase gradually the standard of living, together with a significant increase in purchasing power and availability of investment default, supported by substantially the level of cultural and information will lead to continuing the process of behavior consumers, as mentioned behavior of producers, the progress of events is doubled by the implementation, in the personal financial strategy, the following schedule: call the financial and banking products and services, specific activities of savings and investments, that profit-making, the which will complement participation in choice to use personal funds for the purchase of goods and services necessary for living.

This will lead to a further increase in purchasing power, and the macroeconomic and microeconomic policy adding personal savings and investments, leading to an increase and diversification of demand for products and services that are living, driving production growth rate and determining, as appropriate, central bank intervention in the money market. At such a level of development of investment phenomenon, for savings and investment availability population (particularly the financial investment involved) will increase the possibility banking financial companies to invest in the economy and in particular to support production, according to the following model:

$$CE = AC + CP \quad (10)$$

where:

EC = economic capital;

CA = capital adequacy;

CP = capital for investments.

Increasing the economic capital of financial companies and banking, as a result of increased availability of population for savings and investment, will increase accordingly and capital for investments, that boost the availability of production development.

Returning to the simplified form (5) of Fischer's equation is finding an additional availability to support and boost production, which will be very effective use of the microeconomic environment for implementing new

strategies to boost growth and direction of diversification demand. Given this level of development, demonstration and there was another response, for potential questions, themes arising from the study, namely factor backbone, economic development, the market actors who act on the basis of feature set of macroeconomic policies.

In fact, the market act on these types of actors:

- the consumers, issuers of demand;
- producers of goods and services, issuers of supply;
- macroeconomic system administrators, managers of the balance of the training environment and facilities for revealing tendencies.

In this complex market, the producers of goods and services as the main factor of evolution engine, will be directed behavior following areas:

- evaluation of trends in macroeconomic and microeconomic;
- development, in a first view, strategies;
- seeking economic cooperation with system administrators to build, together, a foundation for future evolution;
- creation market;-update strategies;
- implementation strategies;
- resumption.

In other words, manufacturers will try to extract maximum facilities offered by the economic environment will also seek to contribute to the creation of new facilities and to respond as closely as demand created by consumer behavior strategies directed manufacturers.

A possible model for the behavior of producers, could leave the presentation of net profit up formula:

$$PN = V - C - I \quad (11)$$

where:

NP = net profit;

V = income;

C = costs;

I = taxes .

In fact, the primary objective of the microeconomic activities, which they are subordinated to all other objective is to maximize net profit. The first step toward achieving this objective is to maximize income, which is achievable by extending this market, two main strategies used in the direction to maximize revenue are: development strategies and competitive strategies.

In connection with the terms "expenditure" and "taxes" microeconomic policies will follow always with rising costs, that tax by the income growth rate. As a final conclusion, the behavior of producers will be directed to Net profit maximization and aim, always, identify solutions to achieve this objective, taking into account any effects arising from the complexity of environmental situation in action.

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