

# MERSİN FREE ZONE BUSINESS FACTORS AFFECTING

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## ABSTRACT

In free zones in Turkey it has been many studies over the last decade. However, the factors affecting the businesses in these study subjects were studied very little. In this study, the "free zone" and "influencing factors" were studied business in Mersin Free Zone in order to reveal the connection. The success of the free zone, businesses operating in the region is associated with success. Therefore, businesses operating in the region can demonstrate long-term presence and its activities in this process depends on keeping under control the factors that influence be effective. Knowing the importance to business of keeping under control the internal and external factors that impact the business, with the view of modern business, trained in issues that require expertise, benefiting from experienced and well trained personnel, who are aware that management is a process and free zone enterprises who are working to customer-centric restructuring in this process gives high importance to keep under control the internal and external factors.

**Keywords:** Relationship Marketing, Free Zones, Mersin Free Zone.

## 1. INTRODUCTION

In this study, the importance of the rapidly growing business internal and external factors; The implementation of international marketing, trade and investment opportunities to benefit from more effective and to create additional employment opportunities for the creation of new, effective as commercial centers are dealt with free of undertaking logistics functions. "Free zone" and "internal and external factors affecting the company are" concepts, as distinct from each other so far has been the subject of several investigations. The purpose of the study, those with the need to consider a combination of the two concepts "Mersin Free Zone in the overview of the internal and external factors affecting their businesses examining is to the activities of internal and external factors affecting the business of determining the importance of businesses.

## 2. ECONOMY ON THE POSITIVE AND NEGATIVE EFFECTS of the FREE ZONE

Free zones to increase the international market share of the countries in which they labor without intervening in the market to take advantage of the relative cheapness of production factors like land and foreign investment needed in the world costs with the help es are established even in order to enter into foreign markets by producing well under the world cost (DPT, 2014: 4) . The success of free zones exports and employment generally positive, the creation of new business opportunities, is measured by the realization of industrial modernization and technology transfer (Gürsoy, 2000: 2). Besides the positive impact that free of a number of negative effects it is also in question. If administratively and provide effective management and control in terms of management it is possible to minimize these negative effects.

## 3. MATERIALS AND METHODS

### 3.1. Purpose of the Study

In this study, we aimed to determine the factors affecting the businesses in Mersin Free Zone.

### 3.2. Scope and Methodology Research

In the study; Mersin businesses operating in the Free Zone has tried to determine how they are affected by internal and external factors. Screening model used in the study. In this regard, active in the research is the target audience is composed of Turkish Mersin Free Zone business.

### 3.3. The research Limitations

Mersin Free Zone can not be found in over 11 of the 53 businesses, 12 are due to expire on the date of the license period in which the research was carried out on a limited number of 30 business research.

### 3.4. Collection and Evaluation of Data

The data required in this study were collected through a questionnaire developed by the researchers. Scale, the most competent person in the business, the business owner, manager or filled by the responsible marketing.

## 6. RESULTS

In this section, in accordance with the data obtained from the scale of people surveyed and the defining characteristics of business represented by these people "Production and Customer Centric Structure Sales" and "Maintaining and Tracking Customer Laski After Sales" said implementation level in the company of factors were analyzed using descriptive statistics .

Table 1. Distribution of the Statute of the sample group

	Frequency	%
Business owner	7	23,3
Manager	11	36,7
Marketing manager	5	16,7
Other	7	23,3
Total	30	100,0

Business owner's 23'n% of the sample data in the table, 37% of managers, 17% charge of marketing, it is understood that other status 23'n%.

Table 2. ANOVA results by Person in Charge of Marketing Activities

Factor	Source of variance	Sum of Squares	sd	Squares Mean	F	p	Significant Difference
<b>Factor 1:</b> Production and Sales Customer-Centric Structure	Between Groups	182,374	2	91,87	2,120	,140	-
	Intragroup	1161,126	27	43,005			
	Total	1343,50	29	-			
<b>Factor 2:</b> Sustainable and Tracking Customer Relationship After Sales	Between Groups	10,444	2	5,222	,898	,419	-
	Intragroup	156,923	27	5,812			
	Total	167,367	29	-			

When the table is examined, the average in terms of both the first and second factors responsible for the marketing activities of the business seems to be a significant difference between the scores [F (2-27) = 2.120 p> .05; F (2-27) =, 898 p>, 05]. In other words, the participants of the "Production and Sales Customer-Centric Structure" or and "Maintaining and Tracking Customer Relationship After Sales" what they give importance level marketing activities in the enterprise is not significantly different compared to blame.

## RESULT

The success of the free zone, businesses operating in the region is associated with success. Therefore, businesses operating in the region can show the presence of long-term and be effective in its operations in this process depends on the marketing strategy they use.

#### **REFERENCES**

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