

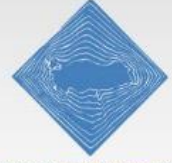


11TH ISC2019

INTERNATIONAL STATISTICS CONGRESS

4-8 OCTOBER
2019

VOGUE HOTEL BODRUM



TÜRK İSTATİSTİK DERNEĞİ



ABSTRACTS BOOK

istkon2019.giresun.edu.tr

ISC2019

ABSTRACTS AND

PROCEEDINGS BOOK

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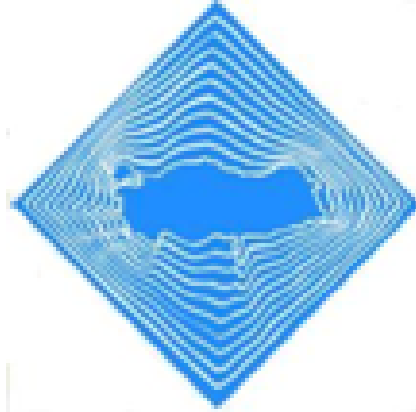
ISBN: 978-605-031-529-5



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PREFACE

Dear Congress Participant and Dear Reader of this Book,

This preface intends to be personal. It presents how I see the way leading close to the time when this book just about goes to press

It was two years ago in the previous congress that was held at Ankara University when I first met and approached Prof. Aysen APAYDIN to ask her for being a part of and somehow on top position of the organizing committee for the one we organized on between 4 October and 8 October 2019 in Bodrum-MUĞLA, TURKEY. With no hesitation she politely accepted me for such position. I gratefully thank her for that.

Thereafter I began to build a strong team for the congress by first calling my dearest friend Prof. Erol EĞRİOĞLU who was in fact a generous and a great man to establish a team who could handle every part of the event from Giresun University. The next day I approached a colleague of mine, Prof. Özge AKKUŞ, from next door to ask her support in such organization. She was absolutely positive and told me that she would love and enjoy to be in every part of the organization with no regret. The same day I needed another back and called one of my best colleagues, Assoc. Prof. Akay ÜNVAN who is still working at Yıldırım Beyazıt University from Ankara to ask for that. He also accepted my invitation thankfully with no hesitation as well. Prof. APAYDIN who was chairing the congress also built her team from some members of Turkish Statistical Association. That's how the organization team were established to be reality.

Since from 2011 on the meeting has been no more organized with the Turkish Statistical Association individually, so it should be backed by other institutions in Turkey. This one the 11th is the first to be organized with many experienced researchers from different variety of institutions in Turkey that have indeed made the congress success.

We had around 300 submissions and 255 of them including the keynote talks were happily presented during the congress so there was about 20% withdrawal for some reasons. We were also 293 participants at the congress including the organization committee members. Around 20% of the participants did attend from abroad from 27 different countries. Around 50% of the abstracts are from the Statistics field whereas the rest come from other field of disciplines.

We were working together with Prof. EĞRİOĞLU and his team gratefully until a month ago when he had to leave for visiting an institution in the UK to increase his level of academic career. Luckily, I and the other members of the organizing team have worked with the other committee members of Giresun University having no problem at all. Actually, I realized how his team from distance can be that success. They enormously did a great job. I would especially like to express my sincere thanks to Assoc. Prof. Ufuk YOLCU and Assoc. Prof. Eren BAŞ for their extraordinary work from the beginning to present. I sincerely thank Assist. Prof. Ali Zafer DALAR for taking his time to prepare the templates and design the official website of the congress. I have also been grateful to work with the staff members of Statistics Department, Giresun University. My great thanks go to Assist. Prof. Fatma Zehra DOĞRU who did her best to lead and organize her colleagues during the congress.

I greatly appreciate Prof. AKKUŞ for her endless support. I indeed owe her big time. I am lucky to be working with her in the same department at Muğla Sıtkı Koçman University. Many thanks go to Res. Ass. Selman MERMİ who is a PhD student of Prof. AKKUŞ. He has worked hard in every step of the congress and still dealing with some other staff too.





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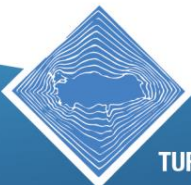
Gratefully thanks go to Prof. APAYDIN for chairing and letting us lead the congress with full authority. She has made the congress with full of success.

The organisation has taken us for about a year and we are still working on the publication process. During all this time I have had to ignore my family. At all I gratefully appreciate my wife Pinar and my daughter Alara Ecem for not complaining and being such patience. I owe them many many thanks.

We the organizing committee seriously and sincerely thank all participants for their invaluable contributions that have made the congress success in very high level.

We honestly have enjoyed every moment preparing and bringing this book to you. Hope sincerely to meeting and working with you in other events. Take care of yourself and have a nice day (24/10/2019). ☺

Atila GÖKTAŞ
Co-Chair of ISC2019
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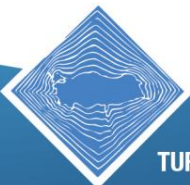
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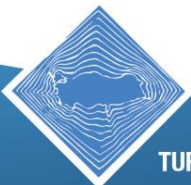
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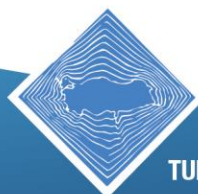
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The Impact of Perceptions of Social Media Advertisements on Advertising Value and Brand Awareness: Research on Generation Y Instagram Users

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Abstract

With a rapid increase in the number of social media users over the last ten years, a new advertising domain has become available for companies. Brands that manage social media well in their advertising strategies can quickly influence consumer decision making and create awareness. However, in social media advertising, which is different from traditional advertising, the right kind of content should be produced and this content should be perceived correctly by consumers. On that basis, the main problem posited by the research is: “Does the perception of Instagram advertisements influence the advertising value and brand awareness from the point of view of Generation Y?” When all these are combined, social media advertisements that are correctly perceived and create awareness will be successful and effective. In this context, the departure point of this study is the effect of the perception of social media advertisements on advertising value and brand awareness. The study proposes a new conceptual model that combines the brand awareness and the advertising value model from Ducoffe’s (1995) Uses and Gratification Theory. To achieve this, it is necessary to build rapport with consumers and to present correctly what they wish to see in advertisements by creating awareness. In view of the increasing importance of social media advertising, the study examines how consumer perceptions of social media advertisements affect advertising value and brand awareness. This study was conducted with Generation Y consumers on the basis of their Instagram habits, a popular social media app. For this purpose, face-to-face interviews were held with 665 participants from Generation Y who use Instagram. The collected data was analyzed with AMOS and SPSS statistical package programs using structural equation modelling. According to the analysis results, Y-generation’s perceptions of Instagram advertisements have both a positive and negative impact on advertising value, brand awareness and brand associations.

Key Words: Social media advertisements, consumer perceptions, advertising value, brand awareness.

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