



I.

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Oral Presentations



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Van / TURKEY**



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	Empowering	
11.50-12.00	İbrahim YILDIRIM, Mustafa TERİN, Kenan ÇİFTÇİ, <u>Melike CEYLAN</u> , Bekir İLBAN An Analysis on Factors Effecting Being Member of Agricultural Organizations: The Case of Cattle Farms in Van Province	67
12.00-12.10	<u>Tecer ATSAN</u> , Elif EKSİLMEZ, Fahri YAVUZ A Study on Economic Efficiency of Agricultural Consultants Within the Context of Extension and Consultancy Services: The Case of TR90 Region in Turkey	68
12.10-12.25 DISCUSSION		
TUŞBA-1 HALL		
4. SESSION	SECTION AGRICULTURAL MARKETING-I	
TIME	CHAIR: Prof. Dr. Vedat DAĞDEMİR	
13.30-13.40	<u>Abdulkali BİLGİÇ</u> , Nilgün DOĞAN, Semiha KIZILOĞLU Analysis of Factors That Affect Food Groups Expenditures in Turkey	69
13.40-13.50	<u>Hakan ADANACIOĞLU</u> , Gamze SANER, Zakiyeh NASERİ Sustainability in Marketing: Some Practices from the Agricultural and Non-Agricultural Sectors	70
13.50-14.00	Şule AZAK, <u>Gamze SANER</u> , Y. Tevfik TÜZÜN Establishment of ISO 22000:2005 Food Safety Management System in Olive Oil Plants and Encountered Difficulties in the Application	71
14.00-14.10	<u>Fatma ÖZTÜRK</u> , Ayşen YILDIRIM, Latife ERTEN The Comparative Analysis of Olive and Table Olive Sector in Turkey	72
14.10-14.20	Emine İKİKAT TÜMER, <u>Muhammed Ali PALABIÇAK</u> , Ayşe TOPRAK Investigation of Factors Affecting Olive Oil Consumption: A Case Study of Tire District, Izmir Province, Turkey	73
14.20-14.35 DISCUSSION		
5. SESSION	SECTION AGRICULTURAL MANAGEMENT-II	
TIME	CHAIR: Prof. Dr. Gamze SANER	
14.40-14.50	<u>Görkem ÖZTÜRK</u> , Sait ENGİNDENİZ, Önder Volkan BAYRAKTAR Evaluation of Decisions of Farmers on Land Transactions with AHP Method: A Case Study for Izmir	74
14.50-15.00	Bünyamin SÖĞÜT, Helda Ebru ŞEVİŞ, <u>Ersin KARAKAYA</u> , Hakan İNCİ Proposals on Beekeeping Enterprises: A Case of Bingol Province	75
15.00-15.10	<u>Hülya UYSAL</u> A Research on The Production Costs and Profitability of Raisin in Manisa, Turkey	76
15.10-15.20	Emine İKİKAT TÜMER, Osman DOĞAN BULUT, Hasan Burak AĞIR, <u>Rıdvan GÜLTEKİN</u> Analysis of the Factors Affecting the Willingness of Farmers to Make Drought Insurances	77
15.20-15.30	Ahmet Semih UZUNDUMLU, Simge KARAYAR, <u>Seval KURTOĞLU</u> , Nur ERTEK A Research for Increasing Producer Income and Yield in the Tea Production: The Case of Artvin Province	78
15.30-15.45 DISCUSSION		
6. SESSION	SECTION AGRICULTURAL POLICY-II	
TIME	CHAIR: Prof. Dr. Abdulkali BİLGİÇ	
16.00-16.10	Mustafa TERİN, <u>Abdulkali BİLGİÇ</u> , Fahri YAVUZ Policy Implications of Trends in Turkey's Dairy Sector with Respect to 2023 Vision	79
16.10-16.20	<u>Hakan SAÇLI</u> , İlkay DELLAL Revealed Comparative Advantage Index: An Application on Cherry Sector in Turkey and The Competing Countries	80
16.20-16.30	Esra KADANALI Analysis of The Competition Power of Citrus Export in Turkey	81
16.30-16.40	<u>Adem AKSOY</u> , Nuray DEMİR, Okan DEMİR Determination of The Factors Affecting the Purchase Behavior of Tractors of Farmers in Erzurum Region	82
16.40-16.50	<u>Emine AŞKAN</u> , Faruk URAK, Abdulkali BİLGİÇ, Vedat DAĞDEMİR Volatility Spillovers in the Turkish Hazelnut, Gasoline and Exchange Rate Chain: Vecm-Bekk Mgarch	83
16.50-17.05 DISCUSSION		
7. SESSION	SECTION AGRICULTURAL MARKETING –II	
TIME	CHAIR: Assoc. Prof. Dr. Hakan ADANACIOĞLU	
17.10-17.20	<u>Okan DEMİR</u> , Nuray DEMİR, Adem AKSOY Comparison of Consumer Gender on the Effect of Shopping Mall Behavior	84
17.20-17.30	Nilgün DOĞAN, Semiha KIZILOĞLU, Abdulkali BİLGİÇ Econometric Analysis of Factors That Affect Milk and Milk Types in Turkey	85
17.30-17.40	Hamza SİĞİNÇ, Beşir KOÇ Subliminal Messages' Effects on Consumption of Food Products in Turkey: Case of Van Province	86

Subliminal Messages' Effects on Consumption of Food Products in Turkey: Case of Van Province

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Abstract: This study was carried out in the district of İpekyolu in the center of Van. In the study, the data used were obtained by face-to-face interviews with consumers. The sample volume in the study was determined by the method of Unclassified One Stage Random Probability Proposal Based on Anakitle Ratios and 385 questionnaires were made. In the distribution of the questionnaires, different socio-economic strata, the district population was taken into consideration. The share of the neighborhoods, in the total population was found and the rate of each neighborhood was multiplied by the total number of the individual questionnaires, reaching the number of the questionnaires to be made in the neighborhood. In the study, factor analysis was conducted to reveal the factors affecting food consumption through subliminal messages. According to the results of factor analysis, the variables that affect the consumer of subliminal messages were collected in 4 factors. The sum of these factors constitutes 65.16% of the total variance. These are respectively; Advertising has been defined as sexuality, packaging appeal, consumer informing, consumer influence.

Keywords: Food consumption, Subliminal messages, Advertisement, subliminal, unconscious Advertisements, Van

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This is to certify that

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