

Narin Rodjanakansakul 2010: The Image of Tattoo Fashion in the Opinion of Vocational Diploma Students, Lopburi Technical College Amphoe Mueang Changwat Lop Buri. Master of Arts (Applied Sociology), Major Field: Applied Sociology, Department of Sociology and Anthropology. Thesis Advisor: Assistant Professor Sowatree Nathalang, Ph.D. 124 pages.

The objects of this research are to study 1) The image of Tattoo Fashion among the Vocational Diploma Students. 2) The personal factors relevant to tattoo fashion factors in the opinion of Vocational Diploma Students. Questionnaire survey was an instrument for collecting data among 330 samples, and interviewed 17 samples. Analyzed statistics were percentage, mean, standard deviation, with Chi-square and Pearson's Product Moment Correlation Coefficient investigated by significant level at .05

The result of this research found that most of the sample of this research were male, living with family during their study, obtained personal income less than 5,000 baht per month, and has family income less than 10,000 baht per month. Moderate level of perceiving knowledge and opinion in tattoo fashion, good level of understanding of tattoo fashion, low level of experience in tattoo fashion, and very low level of overall image in tattoo fashion. In addition, analysis of variance indicated that sex, personal income, knowledge, understanding of tattoo fashion and experience of tattoo fashion were related to the image, set as .05 in the level of statistical significance. However, living during their study, family income and level of knowledge in tattoo fashion were not related to the image, set as .05 in the level of statistical significance.

This research suggested that studying qualitative research should be more conducted. Also giving information, and understanding of Tattoo Fashion image affection should be more available. This would lead to consideration people to learn more information of Tattoo Fashion.

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Student's signature

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Thesis Advisor's signature