

Explanation of Body Modification and Tattoo through Theory of Planned Behavior

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ABSTRACT

Among the rich history of tattoo culture, nowadays tattoos have been merchandised and became a common fashion and trend all over the world. This study discusses the explanation of body modification and tattoo through theory of planned behavior. This research extends The Theory of Planned Behavior (TBT) through the addition of perceived value concept. In this way, the study with the extended theory aimed to explicate people's continuance application intentions and behavior on tattoo. Although there are many studies which utilize the Theory of Planned Behavior, a few studies tackled such tattoo issue from this extended theory.

A broad literature review was engaged in order to conceptualize the variables of perceived benefit, perceived risk, general self-confidence and specific self-confidence, and their effect on consumer behavior. Following that, four hypotheses were developed to examine the explanation of body modification and tattoo through theory of planned behavior. The hypotheses were investigated using t-tests, ANOVA tests and regression analysis of data obtained via a survey of 240 respondents in North Cyprus. It was also found that there was a positive relationship between perceived benefit and perceived risk. To conclude, the theoretical and managerial implications of the findings, the limitations of the study and directions for future research are discussed.

Keywords: Intention of having Tattoo, Tattoo Types, Tattoo Culture, Tattoo Behaviors, Specific Self-Confidence, General Self- Confidence, Perceived Benefit, Perceived Risk.

ÖZ

Zengin bir tarihi olan dövme kültürü günümüz dünyasında yaygın bir trend ve moda aracıdır. Bu çalışmada davranış teorisi temel alınarak vücut bireylerin bedenlerine dövme yaptırmaları terik olarak tartışılmaktadır. Araştırmada Planlanmış Davranış Teorisini (TBT) göre insanların neden dövme yaptırdıkları anlatılmaktadır. Bu nedenle teori aracılığıyla insanların dövme yaptırma gerekceleri detaylı olarak irdelenmektedir. Planlanmış Davranış Teorisini kullanan birçok çalışma olmasına rağmen, dövme konusu üzerine odaklanan ve insanların dövme yaptırma nedenlerini açıklamaya çalışan birkaç çalışma bulunmaktadır.

Bu çalışmada bireylerin dövme yaptırmaları ile ilgili algılanan fayda, algılanan risk, genel güven, özgül kendine güven ve bunların tüketici davranışı üzerindeki etkileri ile değişkenlerini belirlemek için kavramsal bir literatür taraması yapılmıştır.

Planlı davranış teorisi vasıtasıyla vücuda dövme yaptırma nedenlerini incelemek için dört hipotez geliştirildi. Hipotezler, Kuzey Kıbrıs'ta 240 katılımcıdan oluşan bir gruba anket çalışması yapılarak bu çalışma neticesinde t-testi, ANOVA testi ve regresyon analizi kullanılarak araştırılmıştır. Araştırma sonucuna göre algılanan fayda ile algılanan risk arasında pozitif bir ilişki olduğu bulunmuştur. Sonuç olarak, bulguların teorik ve yönetsel sonuçları, çalışmanın kısıtlılıkları ve gelecek araştırmalar için örnek olma niteliği taşımaktadır.

Anahtar Kelimeler: Dövme yaptırma niyeti, Dövme çeşitleri, Dövme kültürü, Dövme davranış şekli, Spesifik özgüven, Genel özgüven, Algılanan fayda, Algılanan risk.

To my Family

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First of all, with great respect I would like to give all my appreciation to my supervisor, Dr. Emrah Oney. He has showed great dedication with a very helpful manner from the first day till the last point of my thesis and huge commitment in supporting throughout the all journey.

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LIST OF ABBREVIATIONS

ANOVA	One-way Analysis of Variance
ATT	Attitude
AVG	Avarage
INT	Intention
PBS	Perceived Behaviour Control
PV	Percieved Value
SET	Sef Efficacy Theory
SN	Subjective Norm
TPB	Theory of Planned Behaviour
TRNC	Turkish Republic of Northern Cyprus

Chapter 1

INTRODUCTION

1.1 Introduction and Purpose of the Research

Tattoos have been in our lives since ancient times. Particularly, since last two decades, the prevalence of tattoos has greatly increased as a global trend. It became a highly demanded phenomenon from not only by a particular segment of the society but also every class of society today. Thus it can be claimed that it entered into social place of normality. As suggested, there are many factors which influence getting a tattoo; especially rising the importance of individualization at the recent decades is a key influencing factor. To put it more concrete, the ten reasons listed in this study for getting a tattoo in nutshell; these are beauty, wishes to create self-identity, telling personal narratives, showing the physical endurance, group commitments, protesting against society or parents, cultural and spiritual motivations, sexual motivations, no specific reasons and finally, being addition to some features of tattooing.

After having put the main characteristics of having tattoo, this study explicates the Theory of Planned Behavior (TBT). This Theory basically put forward that human behavior can be explained in some context. Thus it says that all of our behaviors based on some reason so we consider first and anticipate the results of our action. We choose among the results of our actions and after choosing the result we behave with intent towards the action. The relationship between Attitudes, Subjective Norms, Perceived behavioral Controls, Intention and behavior are the key concepts in this theory to be

explicated. Of course, in broad sense, there are extensive factors of list which affects the Theory Planned Behavior, such as gender, socio economic situation, education etc. As an addition, in this study, we also examine and discuss the issue under the concept of “Perceived Value” which is taken from marketing literatures. This will enable us to examine the issue from a cost benefits perspective. So we believe it will enrich the study and extend the theory of Planned Behavior.

Independent T-Test made to measure the gender and occupation differences and see if there was a significant difference between our respondents of both sex and occupation regarding our independent and dependent variables. T-Test to differentiate between the means of both males and females to see that if there are significant differences between both of them regarding the independents and independent variables. T-Test used to differentiate between the means of both students and non-students to see that if there are significant differences between both of them regarding the independents and independent variables. T-Test shows that students want to have tattoos more than non-students. The ANOVA test method since there are more than two groups to analyse regarding the independents and dependent variables. There were four categorizes for annual income ‘up to 20.000’, ‘20.001 - 40.000’, ‘40.001- 60.000’, ‘more than 60.000’. The majority are having an annual income ‘up to 20.000’ with %53.8. %32.9 of respondents are having an annual income ‘20.001 - 40.000’, %6,3 of respondents are having an annual income ‘40.001 - 60.000’ and %7,1 of respondents are having an annual income ‘more than 60.000’.

1.2 Theoretical Background

Tattoos exist within a geographically varied and extensive history, where time and place have resulted in a rich cultural practice extended over many locations across the world. Unfortunately, this rich history has often been oversimplified. Substantial academic research on the topic of tattoos in developed nations has considered tattoos as a symbol of criminality, mental illness, and aberrant lifestyle.

People with tattoos upon their flesh were considered rogues, and their tattoos were a symbol of some external manifestation of an internal deficiency a perception that resulted in policies and social practices intended to alienate and control tattooed people, while simultaneously relegating body markings to places both bodily and spatially outside of the common public eye.

One thing that must be remembered while examining tattoos through a certain view is that tattoos do serve as symbols of a particular person's life history, regardless of their origin. Whether the tattoo was meticulously planned or decided by the flip of a coin, the tattoo holds the story of the wearer; in the first case, the tattoo might literally tell their story, and in the second, the tattoo, or the provenance thereof, is the story. The tattoos act as inscriptions that construct and hint at a variety of psychological, cultural, and political elements. After having put the main characteristics of having tattoo, this study explicates the Theory of Planned Behaviour (TPB). This Theory basically put forward that human behaviour can be explained in some context.

Many authors have argued that tattoos are now nothing more than fashion accessories, while others point out them a more profound psychological meaning. Sweetman

declare that the permanence, the pain in question, as well as the significant amount of time needed for planning and subsequent management, in particular for tattoos, imposes a higher value for them than being mere accessories. The production of reality through the use of symbols and images has gained strength in this context, either by consuming it as a new value from the production of the industrialist's repulsive power, or by passing a postmodern assembly from modern society.

Theory of Planned Behaviour does add up of a third factor to this theory. "Which makes it the theory of Planned Behaviour" which is Perceived Behaviour Control (PBC). It is the attachment of the Theory of Research Action by assimilating the concept of perceived control over the behavioural purpose and behaviour. This study, however, focuses on explanation of body modification and tattoo through theory of planned behaviour.

1.3 The aims and Objectives of this Research

The objective of this research is to determine the factors to explanation of body modification and tattoo through theory of planned behaviour in North Cyprus. Having identified some research gaps as outlined above, this study aims to examine the effect of the following explanation of body modification and tattoo through theory of planned behaviour:

- Perceived benefit
- Perceived risk
- Confidence

It is hoped that an understanding of the above in terms of intention to use and will contribute to the explanation of body modification and tattoo through theory of

planned behaviour. The study also aims to examine the effect of demographic variables on the explanation of body modification and tattoo through theory of planned behaviour to this study are:

- Age
- Gender
- Level of education

By studying the above, the study seeks to gain a deeper understanding on whether there are significant differences between age groups, gender groups and education level groups on the explanation of body modification and tattoo through theory of planned behaviour.

1.4 Sampling Procedure and Data Collection Method

In order to collect the data, a representative sample of the population was sought through a random sampling procedure in TRNC. Random sampling ensures that each unit of the population has an equal chance of being selected, thus increasing the representativeness of the sample in TRNC.

A non-probability sampling technique was employed in order to select respondents based on their availability for the research and their willingness to participate in the study. 240 respondents participated in the study. The respondents were selected using the mall intercept method. Mall intercept is a kind of test mostly used in high activity areas such as Cities Street, universities campuses and supermarkets. Targets were selected at random in such areas and those who agreed to fill out the questionnaires were provided comfortable sitting positions in cafes and restaurants to complete the survey. The questionnaire asked respondents to indicate Likert scale the extent to

which they agreed with various statements relating to each of the four independent variables of the study.

These sections were:

Questions addressing to people about tattoo preferences;

- Questions about specific personal information
- Questions regarding perceived risks of having tattoo
- Questions regarding decisions to make tattoos
- Questions regarding emotions of having tattoo
- Demographic questions

The questionnaire was tested among 240 participants in order to determine the dependability of the research instrument and, with no mistakes found, the questionnaire was adopted for use in the study. In this research, all the data were treated as strictly confidential and all respondents remained anonymous.

1.5 Structure of the Thesis

Table 1: Chapters of the Thesis

Chapter 1	Introduction
Chapter 2	Literature Review
Chapter 3	Methodology
Chapter 4	Statement of Hypothesis
Chapter 5	Data Analysis
Chapter 6	Discussion of Findings
Chapter 7	Conclusion

Chapter two provides a review of the literature on each of the independent variables of this study (perceived benefits, self-confidence, perceived benefits and perceived risk). The chapter begins with a history of the tattoo, various tattoo types. It then reviews literature about each of the explanation of body modification and tattoo through theory of planned behaviour.

In chapter three, the research methodology employed in the study is discussed and justified. The chapter starts with a description of the research design. Next, it discusses the steps used in the design of the questionnaire and proceeds to present the data collection method used; the choice of sample, the sample size, and ethical considerations.

Chapter four presents the research hypotheses, including the theoretical bases for their formation. It describes the nature of the relationship explanation of body modification and tattoo through theory of planned behaviour. The hypothesized relationships are then explicitly stated.

Chapter five offers a descriptive analysis of the data. Respondents are profiled on their gender, age, and education level. In addition, the chapter also presents the analysis from the procedures used to test the stated hypotheses. Specifically, the results of t-test, correlation test, ANOVA and regression are presented and analysed.

Chapter six provides an interpretation of the results and discusses the main findings of the study and their contribution to the body of knowledge on the subject matter.

Chapter seven, the managerial implications of the findings are discussed along with the limitations of the study and areas for the further research addressed.

Chapter 2

LITERATURE REVIEW

2.1 Introduction

In this chapter, it is aimed to demonstrate the basic principles and knowledge of this study. To underpin the following sections of research and discussion, this part consists of two main parts. First topics are related to tattoos. Second parts are linked to the theoretical framework. The first two sections which are history of tattoos and tattoos today part specifically intend to demonstrate the current and the past developments related to tattoos. The third and fourth parts which are factors influencing getting a tattoo and reasons for getting a tattoo aimed at explaining in nutshell why people prefer tattoos at the same time it constitutes the rationale of the following research, discussion and evaluation parts. In the following sections, the theory of planned behavior and its sub- topics which are - in order- the concept of attitudes, subjective norm, perceived behavioral control, intention, behavior, the factors affecting the theory of planned behavior are defined and explicated. In addition to this, the concept of perceived value is evaluated as relevant and rich for this study so it is added to the end of this theory part.

2.2 History of Tattoo

Tattoos have been part of our lives over 10,000 of years since the ancient times. As an example, the tattooing culture has been practiced since the Neolithic times in Asia. Many proofs of old tattoo practices have been found all over the world. The most known one is the Dubbed Otzi also known as the Iceman. The observations found out

that a body was conserved and kept safe by the arctic tundra (Adams, 2008). This illustrated that tattoo practice was bloomed in the Stone Age. With the investigations it was found out that the body was about 3,300 BC old. The residual showed that the body had over 57 tattoos all over his body. Some authorities believed that these tattoos were therapeutic and a way of curing their illness. More examples can be illustrated such as The Man of Pazyryk who was chieftain with wide range of detailed animal and monster tattoos (Anonymous, 2008). The word of tattoo itself comes from the roots of Tahitian word of ‘tatu’ which has the meaning of marking someone. The Polynesian word of ‘ta’ which has the meaning of hitting or striking something. Another most known tribe in New Zealand will be the Maoris’ which adopted the tattoo practice also known as ‘moko’ as an mark of bloodline and illustration of their level of status within the society. Furthermore, in 1700s Maori warriors were tattooing the head of the slaves they have killed in order to sell them as an exchange for armory when they traveled to other countries in Europe. (Rowe and Mark, 1999)

The ancient exercise of tattoo has seen on mummies long before 4000 BC. The anthropologists trace and allocate overspread the tattoo culture and marking the bodies for a variety of human features, such as religious faith, magic, remembrance and much even more (Agustin, 2011).

Other than religious rituals within the ancestral people, for centuries the bonds of patriotic affection and approach among the warriors have been a central motive to make eternal the art of tattoo (Armstrong, 1991). Instead, according to some anthropologists tattoo culture and intention; it was a form and method of therapy. (Gibson, Kelly, 2016)

In 2014 according to tattoo anthropologist Lars Krutak, in the blog “War is Boring” said Tattoos and other permanent methods of body alteration are of primary importance in determining the status and reputation of warriors for hundreds if not thousands, of years (Ajzen, 1991).

In the Roman Empire times, the meanings of tattoos are not much different. Even it can be said that the flourish of tattoo within the Western culture have been spread by the Roman Empire (Ajzen, 2002). The soldiers were marked with dots in order to show their ranking and utilized as a way of identification on a predetermined unit. In the Greek culture, the tattoo practices were associated more as a low level class and humiliation for the criminals, certain infantries, gladiators and slaves (Dorell, 2008).

More on, the tattoo culture was recognized in the British Isles as the Caledonian and Celt warriors adopted the tattooing practice. Such as, Celts used to dye their warriors and representing their selves with spiral shapes which also known as Celtic knots. Also the Picti warriors of Scotland have well known famous as the painted people. Although in 787 A.D the Pope at the time Hadrian had illegitimate tattooing. Plus, the increase disposeure of Christianity suffocated the tattoo practice in Western countries (Gathercole, 1988).

In times of famous British colony, the explorations in the Far East made by the explorer Captain James Cook have greatly known renaissance of tattooing, again. The sailors began to mark themselves as a mnemonic of the places they stay and explored (Gathercole, 1988). The diffusion of the tattoo sustained as an identity recognition. At the time of the American Revolution, the American sailors were also got tattooed as

proof of identification of the navy against the wire of the British navy to destroy their working documents and citizenship outlawed recruitment for the British navy (Bandura, 1991).

In the 19th century, two major names came out as a tattoo artist. These two were gentlemen, Sutherland Macdonald and Tom Riley who served the British military for many years. There was another exceptional sailor named George Burchett who acquired the knowledge of the practice of tattooing, which have helped in the Navy. Later he became the apprentice of Macdonald and Riley and demonstrates his tattoo studio in England. After all, it is alleged that he has tattooed the high level of people, containing royalty and gained fame as the King of Tattooists (Sweetman, 1999).

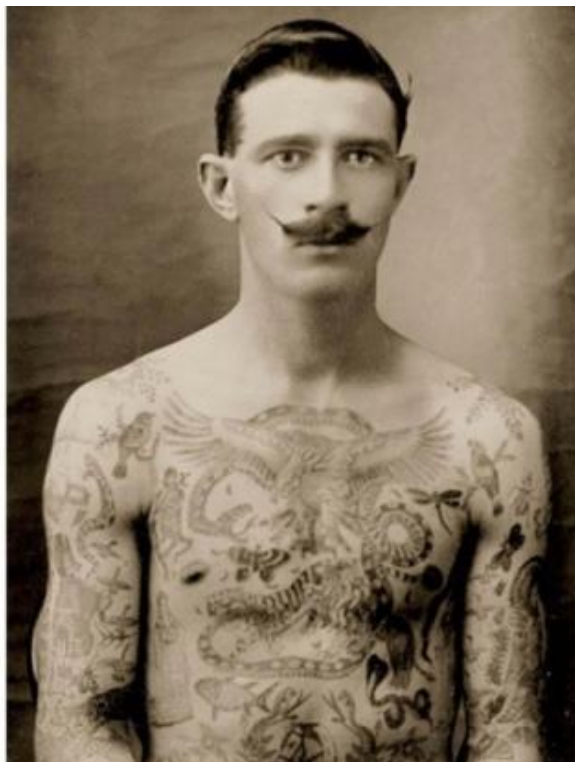


Figure 1: Old School Tattooed Man

2.3 Tattoos Today

In the last 10-20 years, the prevalence of tattoos has exploded as part of an international trend. Over the past 20 years, and especially during the last five to eight years, there has been a dramatic increase in the popularity of tattooing demanded in every class of society today. The nature of this phenomenon changed dramatically and entered the field of normality and was generally accepted (Chris, 2010).

In 2003, according to Harris Poll it has been announced that 16 percent of Americans had at least one tattoo. This percentage has shown a gigantic increase by 24 percent only in two years. This is approved and recorded by the American Society of Dermatological Surgery. The number of people with tattoos in Europe is estimated at about 100 million (Gilbert, 2001).

Unlike the past these statistics support that the tattoos are no more exclusive for only sub-cultural communities or particular groups (Giddens, 1991). Yet tattoos still play important and recognizable for these groups. Although many people who are not part of these stereotypes of gang members, navy or bikers getting more and more tattoos. Therefore it is no longer an extreme point of separation of individual acceptance or society (Dwane, 2010).

In Industry, there are tattoo machines, distributors and sellers of ink, needles, tattooing and equipment, as well as tattoo machines with many different skill levels. The last links in the chain are the primary and secondary healthcare sector and are involved in the occurrence of health hazards and illnesses. Due to the prevalence of tattoos, injuries are rarely seen in the health sector (Dwane, 2010). This development leads to the need

for research and medical insight in connection with the anthropological, psychological and social conception of the phenomenon.

There are many amateur tattooists, or so-called scratchers, who exercise tattoos privately to a greater or lesser degree. Thus the industry is very inhomogeneous. At the center, the tattoo artists who are professional and practice their profession on the basis of mastery of the craft and artistic skills have developed their profession for a number of years through personal experience (Dorell, 2008).

Changing the perception of the aim and interest of the growing charm of tattoos is difficult to interpret. Although the media is a great conviction in the tendency to get tattoos and increases the exchange because of the perception of society and social reactions. Therefore, the media has the focus and evaluation of the company on trend control and tattooing. At the beginning of the 1990's, tattoos appeared in all areas of the media (Jack Eure, 2009). People could see that they were tattooed in movies, in famous actors, in magazines and in many others. Increasing attention to the media, and the spread of tattoos, has become normal in the eyes of society in tattoos.

TV shows such as LA Ink and Miami Ink go beyond the usual exposure to showcase the activities behind the scenes of two stores of famous tattoos. Tim Keel emphasizes the unique path of LA Ink and Miami Ink Tattoo in the title "Tattooed: Body Art Mainstream". He says: "These shows allow people who do not enter the tattoo world to be in the front row in the safety and comfort of their living room" (Keel, 2007). More and more Americans are joining Keel, nicknamed "World Tattoo," enough to read, watch or hear the tattoos through the media. These people may only be followers,

and the interest in tattooing may increase the popularity and popularity of tattoos in society. Usually the focus of the media is to increase the interest in tattoos (Jack Eure, 2009). There is no reason to convince the media to give the audience a tattoo. Rather, the media is motivated by what sells it. He sells tattoos. Regardless of personal perception, the public wants to find out more about tattoos. While trying to provide this information to the company, the media tattoo company manipulated the perception (Fishbein, 1980).

The cultural anthropologist Margo DeMello said the media reformed the tattoo today to strengthen the appeal. Analyzing a collection of articles about DeMello tattoos reveals that authors tend to emphasize the differences between tattooists and tattooists in the past. With this technique, the media has successfully "provoked the company to no longer beating" and successfully transferred the tattooing as an application for the "new tattooed generation." (DeMello 98, DeMello QTD Adams "Amendments" 106.)

DeMello has created tattooed articles. According to the characteristics of tattooed individuals, the media changed the image of the company, usually conceptualized as a tattooed person, to a new image. The image of a tattooed person is no longer a rebellion DeMello could reformulate the perception of individuals who have been tattooed to be selective in the types of individuals selected to be on a particular article. For example, DeMello said that the main products of the tattoos are "not bicycles and other bearers of tattoos". Middle class "- those related to tattoos in the last decade Individual interviews with the media have been tattooed and rated as" students, secretaries, artists, teachers [...] and other members of the middle class "(DeMello 2000) This categorization, the tattoos are still marginalized and may still exist among subcultural

groups, but the media have chosen to exclude the attention-grabbing groups, which are intended to exclude the public's perception problem."The professional middle class is often the moral and provenance of social behavior based on this perception, the media portray the tattoos as an acceptable social practice (Fishbein, 1980).

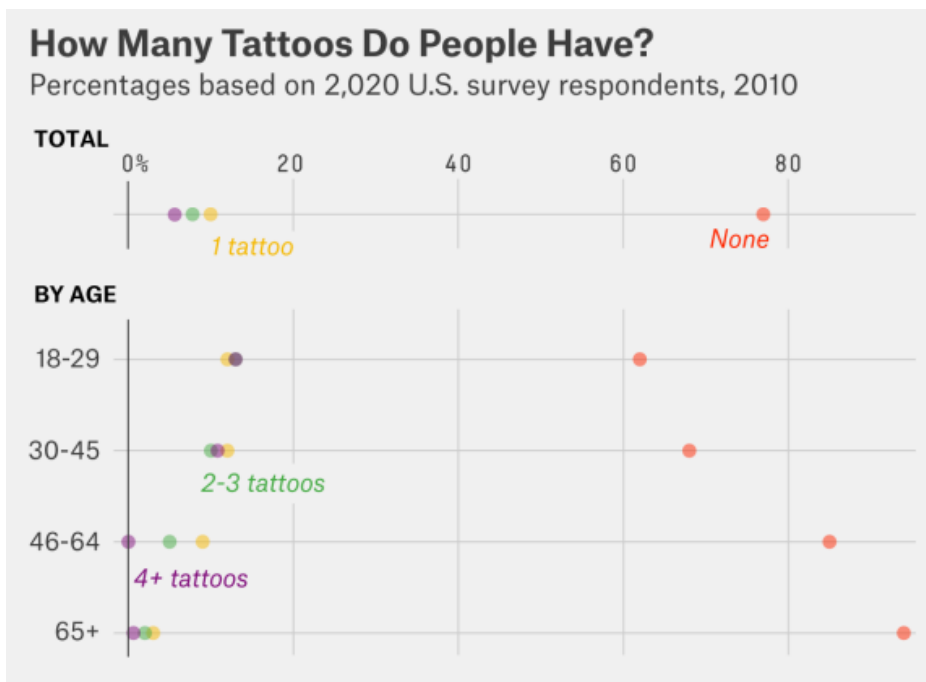
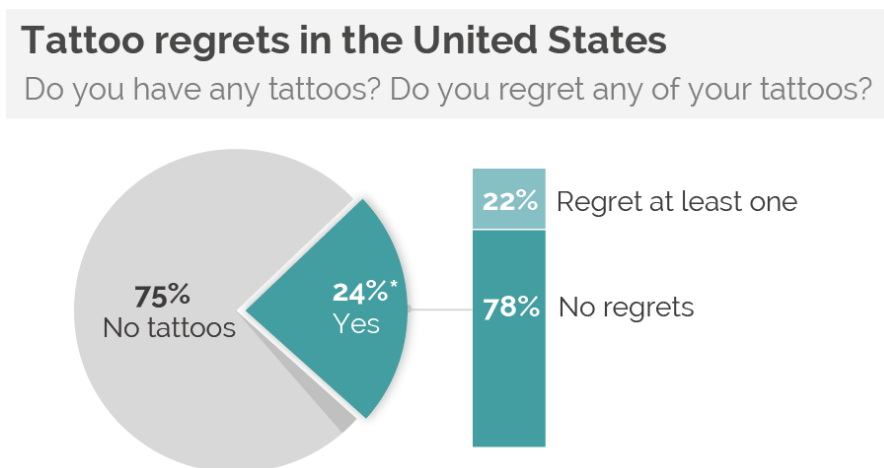


Figure 2: Number of Tattoos People have



*Not including 2% who responded "Prefer not to say"

Jun. 25-28, 2015

Figure 3: Tattoo regrets in the United States

2.4 Factors Influencing Getting a Tattoo

As a result of increasing individualization and the quest for an individual identity, division and division are inevitable. However, similar or similar individuals involved in the project of individual identity formation are trying to reduce, at least to overcome, anxiety, and fear that are caused by increasing individualization. Hence, at this point, belonging to a group emerges on the basis of individual identity and common reality. In this context, based on body modifications, it is discussed that subcultural groups formed a style through consumption of body modifications and other cultural products such as tattoos (Fishbein, 1980).

This does not mean that people are loneliness victims and that they have overcome their loneliness through their tattoos; it is said that the tattoo has served for tattooed individuals to bond and also to belong to others with similar lifestyles, pleasures and thoughts. What is important here is that being tattooing refers to a particular lifestyle that can be defined as an 'alternative', not an 'individual', 'mainstream' (Bracy, 2009).

The body and the tattoo that mediate the relationship of belonging established in the way of life style are not only the attachment of the individual to the other participants but also the expression of urban and spatial separation and belonging. As can be understood from the statement of the above interviewer, belonging to others who share the lifestyle developed through tattooing is also the expression of belonging to different parts of the city. Therefore, tattoo represents a symbolic link between the individual and the space, rather than an individual body modification in a simple way (Bracy, 2009). As a body modification, the tattoo serves for the sense of belonging, unity and closeness on the basis of life style, political positioning, thinking style,

moving from tattooed body and non-tattooed body, along with the reasons for consumption with a wide range of other fans, can be said to have earned a qualification (Handwerk, 2002).

The production of reality through the use of symbols and images has gained strength in this context, either by consuming it as a new value from the production of the industrialist's repulsive power, or by passing a postmodern assembly from modern society. From this point of view, it can be said that the world has taken shape through the discourse that people have brought to the table; the world is no longer tied to a similar law governing objective reality and class relations. Social status and class structures are increasingly more intensely shaped through the consumption of products, and in this context they are slippery, far from determinism (Handwerk, 2002). There is much debate about the necessity of mentioning a large number of fragmented and specific cultural information that emerges within social classes, rather than talking about a definite pattern of consumption of a class. From this it is expressed that social classes are not very homogeneous, because they are separated into lifelong, ever-transforming lifestyles that involve leisure activities such as consumption (Sheehan, 2007). However, communication with and interaction with cultural products still seems to be effective in terms of class positioning or positioning, with consumption to class or different social statuses, which emphasize individuality and individuality in itself. Thus, with the movement between consumption and class, how individuals position themselves and others classically through patterns of consumption and different forms of this positioning are important (DeMello, 2000).

There are many ways of expressing resistance, of dissatisfaction, and of expressing a certain condition, situation, oppression or restraint. The body is today a fundamental means by which the pressures or dissatisfaction are expressed and conveyed. In fact, the body has become a necessity of resistance. Those who exhibit counterattacks must try to build a new body and new life constantly while escaping the local and certain limitations of human conditions. The fact that it takes place so intensely through the body is concerned with the transformations that take place in the perception of the body (DeMello, 2000).

In this context, it is argued that practices such as tattooing, which allow bodies to be transformed radically, are signs of rejection or resistance to 'normal' lifestyles through the body. In other words, the body transformed through tattoos is a rebellion against traditional life cycles. These life cycles include a traditional sexual life arrangement, family life, factory discipline, and so on (DeMello, 2000).

A tattooed body alone may not be the expression of a resistance. In other words, it is a symbolic marker that points to the work that the individual will use to express his stand against. For example, one of the observers who pointed out that tattoo is a symbol linking himself to the rock music culture, he expresses that rock music is a rebellion and rebellion tool for him. Here too, it can be seen that the tattoo can be a symbol of indirect resistance for individuals (Craik, 1994).

As a result, it can be argued that tattoo as a body modification is not a cultural text or commodity consumed by people who are unreasonably directed by purely market conditions. Far from this, like all other consumer goods, individuals produce their

individual symbolic meanings while consuming tattoos (Craik, 1994). It is a body of practice that serves to produce social facts about tattoos, belonging, individual identity, resistance and social status. In other words, these social realities emerge in a way connected to wider social communication and interaction forms. In other words, the attitudes and evaluations of individuals towards other tattoo bodies also have a critical prescription. Thus, the meaning that individuals produce while consuming the tattoo can change according to the meaning they put on their toms, both themselves and others. All this shows the importance of the body in social interaction and its predominant role in producing the realities in everyday life (Craik, 1994).



Figure 4: Old Way of Tattooing

2.5 Reasons for Getting a Tattoo

Many authors have argued that tattoos are now nothing more than fashion accessories, while others argue them as a more profound psychological meaning. Sweetman

claimed that the permanence, the pain in question, as well as the significant amount of time demanded for planning and subsequent management, in particular for tattoos, imposes a higher value for them than being mere accessories (Craik, 1994). Others have suggested that the body model could allow to traumatized people to handle personal experiences. In general, many academicians attribute a communicative character of the body changes (Adams, 2008).

Body modifications are popular for centuries and are done for a different of reasons. Lately, tattoos come forth with increasing popularity. So, you need a deep recognition of the reasons that underlie obtaining tattoos nowadays. A considerable body of study on motivational point of view already exists, especially using exploratory approaches to point out motivations. In this part we establish- as S. Wohlrab et al. stated, ten major categories motivational, which include the reasons to get tattooed body (Agustin, 2011).

The first reason is beauty, art, and fashion; getting a fashion accessory and getting a piece of art on a body. People who are tattooed think that it's an art. It is a kind of aesthetic sensation and gratitude.

Secondly, motivation of creating and maintaining self-identity, special and being unique from others. Control of one's appearance illustrates the creation of identity. Thinking of the amount of statements in the published studies, the creation of individuality looks like one of the most important reasons.

The third purpose is personal narratives. That's to say the reasons, as a personal purgation, expression of values and personal involvement with rites of passage are often cited in the studies that women who have suffered abuse, create a new understanding of the injured body part and claim possession through deliberate steps painful of body modification, and permanent marking. The reclamation of the body plays an important role, the assignment of tattoos and piercing a self-healing effect (Armstrong, 1991).

The fourth reason is Physical endurance. Reports about test your pain threshold for resistance, overcoming personal limitations, for example, the pain, the experience of pain itself, and showing its hardness includes a fourth line of reasons. Modification of the body is able to view self-aggressive. The pain associated with the piercing procedures is highly valued in society body modification. Moreover, painful stimulation is linked with expel of the endorphins in the body, generating positive emotions, as well as a numbing effect. This effect might be responsible for a 'desire for pain' reported occasionally.

Group affiliations and commitment is the fifth reason: Subcultural affiliation or the wish to relate to a certain social circle. Plus, friendship and love signs have long been cited as reasons for changes in the body. Ornaments of the body as a permanent sign of commitment are quite common, but also the wish of belonging to a specific community or to show openly the character to subcultural groups has been important for many years.

The sixth reason is resistance. Frequently it is declared that it can be a protest against the parents or society. Modifications of invasive body can be provocative, not only because of their invasiveness, but also because they have long been associated with sub cultural movements and criminal tendencies. A new study of college students it is observed that particularly adolescents are protesting against their parents' generation is a key aspect for the acquisition of body modification. Endorphins, linked with the pain tolerance and penetration of the body, numbing and which carry a positive feeling. It is argued that a reliance on a more psychological point of view because, for so-called tattoo collectors, it is crucial to hold on their memories, spirituality experiences and values.

The seventh motivation can be Spirituality and cultural tradition. They are also spiritual as well as cultural inducements for the achievement of the body changes. A movement of the body modifiers and practical body modifications radicals highlight and reveal the historical significance of the body modification. Also, the spirituality and culture of people are considerable reasons for tattoos (Craik, 1994).

The Eight purpose sexual motivations: Expressing sexual affectations or emphasize the size of their sexuality through tattoos are also common reasons (Benson, 2000).

The nine is having no specific reason to have tattoo. Certain people also demand and require an impulsive, but not a time taking decision-making process as a reason for the acquisition of a body modification. Although, reports of individuals who are under the effect of alcohol or drugs during capture their piece of body art thus having (or remember) does not specify personal reason.

The last reason is addiction, Tattoos have an additive characteristic, this can be due proximately to set free the endorphins, related with the painful penetration of the body, numbing and involves a positive feeling. It is argued that a reliance on a more psychological point of view, in which known as tattoo collectors, it is necessity to keep their experiences, memories, values and spirituality.

2.6 The Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is long-standing both social and psychological model used to study and provide human intentions and behavior in case where person might have the chance to lack control over their own behavior (Debei et al, 2013).

It is meant to show that general aspects and personality characteristics are commingle in human behavior, but their influence can be distinguished only by looking at broad, combined, valid test of behavior (Ajzen, 1991; Ajzen, 1985). The theory of Planned Behavior is designed to suggest and to explain human behavior in particular content. Furthermore, it is the border condition of a solid volitional control specified by Theory of Reasoned Action. It also includes an extra concept, with idea of controlling upon performance of behavior (Montano and Kasprzyk, 2000). It is an advanced extension of the Theory of Reasoned Action. The Theory of Reasoned Action is an anticipation value model to provide and understand and person's behavior. The theory pretend that human beings are sensible and motivation-based and so a human's behavior is intending by person's aim to execute the behavior and that this purpose is, successively, a function of person's aspect toward the behavior and person's subjective norm (Ajzen and Fishbein, 1980).

Theory of Planned Behavior does add up of a third factor to this theory. "Which makes it the theory of Planned Behavior" which is Perceived Behavior Control (PBC). It is

the attachment of the Theory of Research Action by assimilating the concept of perceived control over the behavioral purpose and behavior. Briefly, according to the theory, human behavior is shepherd with three type of its concerns: beliefs with its likely effects or other assigning of the behavior (behavioral beliefs), beliefs about the normative prospects of other individuals (normative beliefs), and beliefs about the proximity of factors that maybe additional or prevent performance of the behavior (control beliefs). Perceived Behavior Control is interpreted from the Self Efficacy Theory (SET). The term of perceived behavioral control is not a new element or original to the theory of planned behavior. However perceived Behavioral Control is in debt to the Bandura's work on self-efficacy. Perceived self-efficacy refers to "individual's beliefs about their abilities to practice control over their level of performing and over events that affect their lives" (Bandura, 1991, p. 257). The concern is distinctly with control over the behavior itself, not with control over results or case. It is also identified at general level, perceived self-efficacy diverge much from perceived behavioral control, which concentrate on the capacity to perform a specific behavior. Moreover, behavioral intentions had been divided into two categories to determine the behavior of the person; the first one is behavioral belief and the second one is normative belief. Behavioral is the factor that affects the purpose of the person to act (Giddens, 1991). Normative belief is the factor that alters and determines the subjective norms of the person so person would make an action (Madden, Ellen, & Ajzen, 1992).

Control beliefs are the intuitions of factors that may either help or hinder the performance of the behavior (Ajzen, 2002). That is, which these beliefs and the capability that each holds, combine to produce perceived behavioral control. These

factors possibly prejudiced by the past experience by the behavior or by obtained information about the behavior, as experienced by the further for example friends and the links (Ajzen, 1991). Theoretically, perceived behavioral control may reasonable the effect of meaning on behavior in that positive meaning will only outcome in the behavior of perceived behavioral control is as well strong. Hence, the comparative weight of the attitudes, subjective norms, and the perceived behavioral control on the prediction of purpose and on the prediction of behavior differs across the situations (Ajzen, 1991).

Locus of control is the widespread prospect that ruins stable across the situations and forms of the action, which perceived behavioral control can differ across the situations and actions. Various factors may ease or hinder the performance of a behavior (Giddens, 1991). There are two types of locus of control, which are internal and external locus. Some of these factors, including skills that are internal and the actions of alternative person, are situated externally (Ajzen, 1985). The internal against external locus of control factor is commonly confused with the control or absence of the control over the performance of the behavior itself. This misperception can possibly be drawn to the idea of perceived locus of control. People are supposed to vary in the extent to which they view plunders, abuses, or other occurrence in their lives as caused by their own actions or by factors beyond their control. The perceived behavioral control over outcomes is termed internal locus of control whereas the perception that outcomes are determined by non-behavioral factors is termed external locus of control (Dweck and Leggett, 1988; Hong et al, 1999).

Attitude is conceptualized as referring to the degree to which an individual favors or does not favor the behavior being performed. Most of the psychologists argue that attitude is the disposition to see everything in an evaluative manner. The formation of attitudes, subjective norms and perceived behavioral control are respectively functions of behavioral beliefs, normative beliefs and control beliefs that a person holds with regards to the behavior. The person's level of motivation to comply with these expectations results in subjective norm. TBP that behavioral, normative and control beliefs are shaped in an unbiased, fashion rational or that they precisely represented by reality. (Jack Eure, 2009).

Beliefs demonstrate the information of what people have relating to the performance of a shown behavior. Although, information is usually inaccurate and incomplete; it may be due to faulty, biased by self-serving motives, irrational premises, by fear, anger and other emotions, or otherwise fail to mirror reality (Giddens, 1991). However, no matter how people arrive at their behavioral, normative and control beliefs, their attitudes towards the behavior, their subjective norms and their attitudes towards the automatically and consistently from their beliefs. It is only in this sense that behavior is said to be reasoned or planned. The most frequently mentioned biasing factors are affect and emotions. This is concerned for the part on the misunderstood perception that the theory accepts a rational actor, who is genuine by the emotions.

The theory of planned behavior affects and reactions enter in two directions. First, they can help as background factors that effect as behavioral, normative and control beliefs. The common moods can have systematic effects on belief potency. Furthermore, affective states can aid to choose the behavioral as well, normative and control beliefs

that are willingly available in memory. Mckee et al. (2003) said that, in the free-response induction session, participants in the negative mood state were possible to produce unfavorable beliefs about smoking compared to the participants in the positive mood state. Affect and the emotions can cause indirect effects on aims and behavior by persuading this sort of beliefs that are relevant in a given circumstances, also the strength and appraising meanings of these beliefs. It is usually suggested that affect may influence behavior in a more direct in fashion, and that this chance is not adequately accounted in the Theory of Planned Behavior. From the perspective of the Theory of Planned Behavior, anticipations that performing a behavior will lead to the experiencing pleasure, pain, fear, regret, elation or the other emotions are merely behavioral beliefs. For example, beliefs about the likely effects of the behavior, which some them are negative and others positive.

The contributory beliefs were discovered to foresee an instrumental attitude evaluation (e.g. useful-useless) works more against the experiential measure. For example, interesting-boring, and the invert was right for the affective beliefs. The two form of attitude made independent involvements to the prediction of the intentions. There are two kinds of attitude; first one is general attitude towards to authorizing a given behavior and second one is affective attitude leads to not perform the behavior. Ajzen (1991) explained that, as common rule, people make beliefs about a certain behavior based on the perceived outcome result of that behavior. He stated that as the 'attributes' associated to a behavior which are either positive or negative; this lets people to automatically produce an attitude towards to the behavior itself. Due to this procedure, people learn to prefer behaviors that result in favorable results and discard those that are united with undesirable results. A person may carry more than one attitude towards

to an object. Aizen (2002) argued that all of these attitudes may not be reachable at the same time. As the theory planned behavior is based on the expectancy-value model, the most available belief is in concurrence with an appraisal of the outcomes of the behavior which is combining to produce an attitude towards to a given behavior.

Normative beliefs are defined as being behavioral anticipation of the other people, or groups of people, who are of consequence to the individual, like friends, family, colleagues etc. (Aizen, 2002). In concurrence with this, the person's level of motivation to agree with these prospects which results in subjective norm (Handwerk, 2002). Subjective norm is exactly described as being the perceived as a social pressure to occupy or not occupying the behavior. The strength of the normative belief in its implications on the intention is relative to the level of inspiration that the individual feels to observe. It mentions to the perceived affluence or difficulty of performing the behavior and it is expected to reflect the past experience as well as estimated weaknesses and obstacles. Subjective norms are reproduced in both the perceived social pressure from others as well as the person's level of motivation to submit with these referents (Handwerk, 2002).

The relative importance of attitude, subjective norm, and perceived behavioral control in the expectation of the intention is to vary across the behaviors and situations. Therefore, in some of the applications, it may be discovered that the only attitudes have a significant impact on aims, in others that attitudes and perceived behavioral control are sufficient to account for goals, and in still others that all three prognosticators make the independent contributions (Handwerk, 2002).

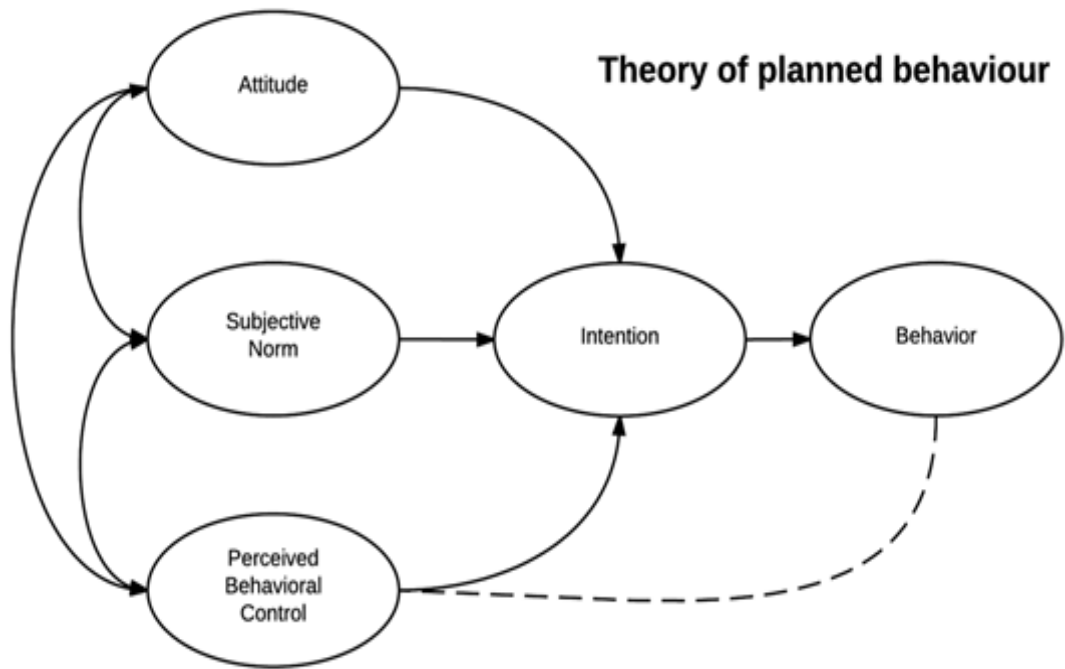


Figure 5: Theory of Planned Behavior

2.6.1 Attitudes

Attitude, which is a concept that expresses every approach of people towards something, can express positive or negative emotions. When examining what constitutes the components of these positive or negative emotions, the presence of cognitive, emotional and behavioral components will emerge (Sweetman, 1999). It is extremely normal for an individual to be able to talk about the existence of different components within the context of attitudes because of the attitude towards everything. The implications of the components of personal attitudes in the theory of planned behaviour will be explained below according to this.

Cognitive components include all of the knowledge and beliefs about behaviour in which the individual is in tendency. The correctness of the information here is not a necessity, but the closeness of the information makes the attitudes permanent. The emotional component expresses all of the feelings of a person in behaviour. The

negative or positive emotions in this area will also affect the outcome of the attitude (Sheehan, 2007). Finally, behavioural components can be said to have the assumption that cognitive and emotional components are positive. This component indicates that the overall approach of a person with a positive attitude will be intimidating. It would not be wrong to say that attitudes have a crucial role in shaping behaviour if assessed in terms of psychology. However, it is quite difficult to say that only attitudes are enough to explain their behaviour.

It can be said that the role of attitudes in the emergence of behaviours from the given information is great. If a person thinks that the outcome of the behaviour he / she will exhibit is positive, he / she will have good attitudes for that particular behaviour. If the consequences of the attitudes are negative, the opposite can be expected. This state reveals behavioural beliefs, and all of these tendencies towards behavioural attitudes are part of behavioural beliefs (Gilbert, 2001).

If a general evaluation is made, clearer data on behaviours can be put forward together with the examination of the attitudes of the person concerned before the behaviours of the person are revealed. In other words, attitudes are very important in order to understand that the tendency of an individual to exhibit or exhibit is positive or negative. Because of this feature, it is also possible to mention the existence of effects directly in the appearance of behaviour of attitudes (Gilbert, 2001).

One of the issues to be addressed in the attitudes towards behaviour is about the effects of these attitudes on entrepreneurship. It can be said that personal attitudes express the degree of personal appreciation that an individual has in becoming an entrepreneur (Dorell, 2008). At this point, it must be reminded that personal attitudes include not

only emotional thoughts but also mind-based thoughts. It can be said that this feature is important because it has the qualities that can be turned into advantages in the process (Dorell, 2008)

2.6.2 Subjective Norm

Subjective norm is “the perceived social pressure to perform or not to perform the behavior” (Ajzen, 1991, p. 188). For subjective norms, it can be said that in the most general sense, the social environment of the individual has attitudes towards behavior. In other words, it can be argued that subjective norms include the reaction of people to the behaviors exhibited by their surroundings (Dorell, 2008).

Man is a social entity, and for this reason it is extremely normal for people to have an important social environment. As it is mentioned in consumer behavior, it is the case that people in the periphery are influenced more or less, but only in a certain way (Gandraber, 1995). Within the theories of planned behavior, it can be said that within the scope of behaviors to be exhibited by human beings, the reactions of the people around them are also gaining importance. It is then possible to say that subjective norms reflect socio-psychological evaluations of the person for the behavior to be exhibited.

The subjective norms of the individuals within the society influence the behavior of the individuals at a significant rate. The effect ratio mentioned here varies from individual to individual (Bandura, 1991). The norms of the people around the individual mean that the behavior to be exhibited by the individual will be supported. Because of this feature, subjective norms are creating social pressure on the individual.

2.6.3 Perceived Behavioral Control

Perceived value is self-efficacy which means the perceptual experience of the strain of the specific behavior (Ajzen, 1991). Control of perceived behaviors is a concept that expresses the perception of individuals by their abilities and possibilities in terms of whether or not they are performing their own actions. It can be said that the perceived behaviors are shaped by the factors that control the performance of the behavior (Bandura, 1991).

It can be said that it is very important to control the perceived behaviors in the planned behavior theory. It is possible to make a comparison that the behavior of the perceived behavior at this point is the backbone of the planned behavioral theories. Because the control of perceived behaviors is the whole of beliefs about how easy or difficult the behavior is to be exhibited for the individual who will exhibit the behavior (Bandura, 1991).

Control of perceived behavior can, in some cases, express real control. The reason is that there is a direct connection with the realization of the demonstration of behaviors that control perceived behaviors. At this point, there is a possibility that the behavior can be estimated correctly because of the nature of such a variable (DeMello, 2000). The likelihood of the control of perceived behavior is being referred to as the actual control will also depend on the accuracy of the perceptions. It can be said that the level of control of perceived behaviors at this point is at the same level in terms of how successful the explanation of the behavior to be exhibited is (DeMello, 2000).

Attitudes and norms, as well as perceived behaviors, such as the basis of beliefs in the control of perceived behavior with the approach to determine the detection can be. With this approach, which should not be forgotten here, the rate at which the behavior will be affected by the control factors cannot be explained in a way (DeMello, 2000).

Control of perceived behaviors can be described as a concept used to explain how actions can bring about results before individuals exhibit behavior (Bracy, 2009). A person thinks before a decision is made and can predict the positive or negative effects of the decision's outcome in a certain way. According to the control of perceived behaviors, one should use systematic and rational information within this thinking process. It would be expected that the rate of making mistakes about what the consequences of the behavior it would exhibit would be at lower levels.

2.6.4 Perceived Value

In addition to the Theory of Planned Behavior, it is important to precisely illustrate the concept of perceived value. Since it is thought that it would enrich the purpose of this study as mentioned earlier. Firstly in this part, the concept of "perception" is discussed before moving on to the definition of the perceived value.

Perception is also defined as "interpreting stimuli of people, as interpretations that create a meaningful world for themselves. To put it more precisely, perception is the process by which people sense their surroundings through the five sense organs.

Under the same conditions and exposed to the same stimuli, two people perceive, organize and interpret these stimuli in the direction of their own needs, values and expectations. This situation is considered as selective perception. Selective perception

is defined as the perception of an object or event to different people. Consumers, on the other hand, expect product or service characteristics. At the same time, products / services and brands have symbolic meanings in terms of consumers. Consumers prefer products or services to support their personal images.

Perceived value according to Zeithaml (1988: 14), which first deals with the concept of perceived value in a broad perspective and defines it; Comparisons of benefits and benefits as a result of the overall evaluation of the product or service. Zeithaml (1988) defined four different meanings of perceived value for consumers.

These are:

- 1) "Value is low price": Some consumers have the same sense of "value" with low price.
They regard the amount of money they have to give as the most striking element in value recognition in order to have a product or service. For example, for mobile phone, value is the lowest price.
- 2) "Value is all that is required of the product": Some consumers consider the benefit of the product / service in terms of their own, rather than the money given to have the product / service, and see these benefits as the most important value component. For example, in terms of MBA grade, the value is the best training received.
- 3) "Value is the quality that consumers receive for their fare": Other consumers, compare the benefits of money and the product / service they had to give to get

the product or service. For example, in terms of accommodation in the hotel,
As the price is second quality.

- 4) Finally, some consumers perceive "value" as all the benefits provided by the concessions (money, time, effort) they end up paying for a product or service. For example, as soon as possible, good training is considered worthwhile.

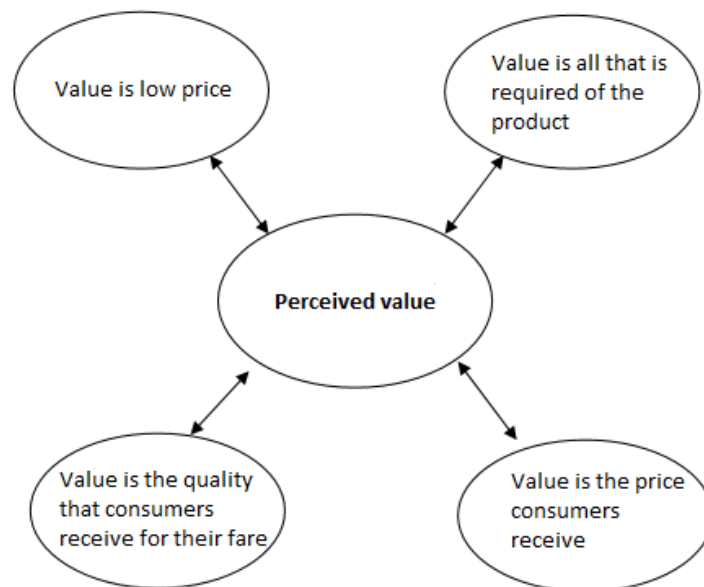


Figure 6: Definitions of Perceived Value for Consumers

Definitions of Perceived Value:

By Zeithaml (1988:14) Sweeney and Soutar (2001) are that “Perceived value is defined as a general assessment of the benefits of a product or service as a result of comparing benefits and complements.”

By Dodds and others is that the perceived value is conceptualized as a comparison of perceived quality and compromises (balance between what is achieved versus what is discouraged versus what is to be made to earn quality). By Keller K. Kotler, “Customer Perceived Value is the difference between a prospective customer’s evaluation of all the benefits, and all of the costs of an offering, and the perceived alternatives”.

$$\text{Perceived Value} = \frac{\text{Benefits}}{\text{Costs}}$$

Figure 7: Perceived Value

2.6.5 Intention

In order for behavior to take place in the theory of planned behavior, the existence of intention must first be made. For this reason, it would not be wrong to say that intention is an important tool in explaining the planned behavior theory.

When analyzing a behavior to be exhibited, the role it has in describing the intention behavior is important. In the individuals who will exhibit the behavior, intention is considered as a means to explain the behaviors primarily because of the intention. The

desire of the person for the behavior to be exhibited and the effort that it reflects, depending on this desire, is also taken into consideration in the scope of intent.

The intention, also referred to as the determinant of behavior, is the tendency of the individual to do or not to behave. According to this, intention has three independent pioneers in terms of concept. These are:

- Behavioral attitudes,
- Subjective norm,
- Control of perceived behavior

It can be said here that attitudes are assessed as good or bad, social pressure on subjective norm behavior and control of perceived behaviors represent the difficulty in terms of individual behavior. As it can be seen, the three concepts explained before the intention of planned behavior theory can be said to play an important role in the emergence of intention.

2.7 Behavior

Behavior is a very broad topic. There are many types of behaviors, including the process of purchasing decision, because consumers are in need of consumption for a consumer. It can be said that the behaviors mentioned here have emerged after some efforts.

Within the context of planned behavior theory there are some requirements to be able to explain or predict the behavior. Among these requirements, the control of intention and perceived behavior is in the first place to be in agreement with the predicted behavior. Besides, controlling intention and perceived behavior requires people to stay

constant in the time they are performing the behavior. Within the context of planned behavior theory and behavioral relationship, it can also be said that the answer to the question of how the behavior exhibited in the past is related to today's behavior is also important (Gathercole, 1988).

The behavior of purchasing behavior, which occurs with the combination of cognitive efforts, plays an important role in determining the extent to which the cognitive effort is exhibited in the process. If this role is explained; a person who exhibits a buying behavior for the first time needs more cognitive effort because he has to get an idea. Conversely, it is not possible to talk about the existence of a high level of cognitive effort for a person who has exhibited the same buying behavior many times. At this point it would not be wrong to say that the experiences of the consumers in the consumer position and the fact that they did not exhibit and exhibit their buying behavior in the past will be at the level of the efforts.

An interpretation that will always contribute to the future behavior of behaviors that people have shown in the past will not be correct. The distinction that has to be made at this point is the existence of a cognitive effort in the behaviors that the person exhibits, if there are routine behaviors. The existence of this cognitive effort is at different rates according to the frequency of occurrence, and is more or less the cognitive effort involved in behavior. Research shows that even if there is an automatic set of elements in human behavior, there is always some reason connected and it is obvious that it will not change every time, even if it is repeated many times.

2.7.1 The Factors Affecting the Theory of Planned Behaviour

When the factors that are influential in the planned behaviour theory are examined, it will be seen that besides the values such as attitudes, norms, control of perceived behaviours, intentions and behaviours evaluated under the planned behaviour theory, the existence of factors affecting behaviour will be seen.

Factors Influencing Influence on Planned Behaviour Theory Infrastructure factors are also referred to by name:

- Gender,
- Socio-economic situation,
- Education,
- Nationality and religion,
- Marital status,
- Personal characteristics,
- Values,
- General attitudes,
- Age,
- Experiences,
- The level of knowledge can be listed and the number of factors counted here can be further increased.

As can be seen, the number of other factors that have an effect within the scope of planned behaviour theory is quite high. It should be noted that there are many factors that can be added besides the factors mentioned here. With the correct identification of the infrastructural factors mentioned in this chapter, it will be possible to further deepen the understanding of the behaviour.

Chapter 3

RESEARCH METHOD

3.1 Introduction

This section aimed at examining the main features of research method employed in this study. At the beginning, main research design models are discussed and the most appropriate model is selected for this study. After that, the section focuses on the nine steps used in forming the questionnaire and gathering data. Thirdly, the chosen sample is described and presented. Finally, the questionnaire format is presented.

3.2 The Research Design

Before describing the design of the research, it is essential to first clarify and identify the direction of the research design. A research design is a model that is followed to complete a study. Choosing a research design is a process that includes a varied number of decisions regarding research design frameworks; The research in question, the choice of the sample, the type of examination, the techniques of data collection, the analysis of the data collected and the evaluation of the hypothesis.

Research design frameworks can be categorized into three main types: exploratory research, descriptive research, and causal research.

Exploratory research provides a general idea and helps to get used to concepts and subjects. The simplest and most used tool for exploratory research is secondary data

such as literature review; meanwhile, it is not appropriate to examine the variables and their relationships.

Descriptive research is used when it is necessary to identify the characteristics of a selected group, to expect the behavior of people in a defined way within the group, during which time it can also be used to define the relationship between two variables. It is divided into two types, the longitudinal design and the cross-section, the longitudinal design depends on the repetition of the measurement process over different periods of time using a panel of respondents that does not change in structure. Cross-sectional studies depend on the collection of single-period data; preferably respondents should be representative of the population's

Causal research focuses on identifying the cause and effect and determines the relationship between them; causal research is implied by experimentation. The experiment is identified as a scientific analysis in which the analyzer controls and manipulates the independent variables and observes the dependents, so that the analyzer can more precisely identify the relationship between dependent and independent variables.

However, although causal research represented in the design of the experiment has several advantages, such as having more control over all independent variables, testing relationships between variables and providing more reliable conclusions with respect to descriptive and descriptive research. Causal research also has disadvantages, the two most important are the high and longtime costs.

Regarding to this study, the connection between the independent factors (perception about tattoo, income, age and occupation of tattooed people) and the dependent factor (intention to get a tattoo) is analyzed. Having concluded, this study will conduct descriptive design to carry on analysis. Furthermore quantitative research model will be used in the research and quantitative research type of questionnaire technique will be used.

This study will be utilized in the context of structured questionnaire survey and random sampling technique. In order to conduct validity and reliability analysis of the study the researcher must be very careful. Questionnaire survey will be used for data collection as the most preferred quantitative research method in such analyzes. The utilization of statistical methods related to the analysis of the questionnaire technique will also be able to answer questions about the validity and reliability of this technique.

3.3 Questionnaire Design Procedure

The design of the questionnaire is one of the most important elements in research. Therefore, the researcher must be careful when designing the questionnaire and avoid making mistakes, otherwise it would face many and huge sets of problems in the next steps of the research process. Surveys are randomly populated in this survey.

(Churchill and Lacobucci, 2002) developed a questionnaire design process. This process is used in this study. Questionnaire has seven main questions objectives that should lead to the research study to the right way. Each questions step are occur agree or disagree points. In the field of survey research, this is called an agree/disagree question, named for the answer options respondents are asked to consider. The seemingly simple agree/disagree construct has what's called an acquiescence response

bias. What we mean by that is, in general, a person who answer surveys like to be seen as agreeable. So they'll say they agree when given the choice, regardless of the actual content of the question. We used convenience sampling because it is more useful for our study. Convenience sampling is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study. Facebook polls or questions can be mentioned as a popular example for convenience sampling.

Another challenge is that the agree/disagree question appears to be so straightforward that researchers sometimes write a whole bunch of questions using the same answer choice options. Then, they put the questions into a matrix question type in our questionnaire.

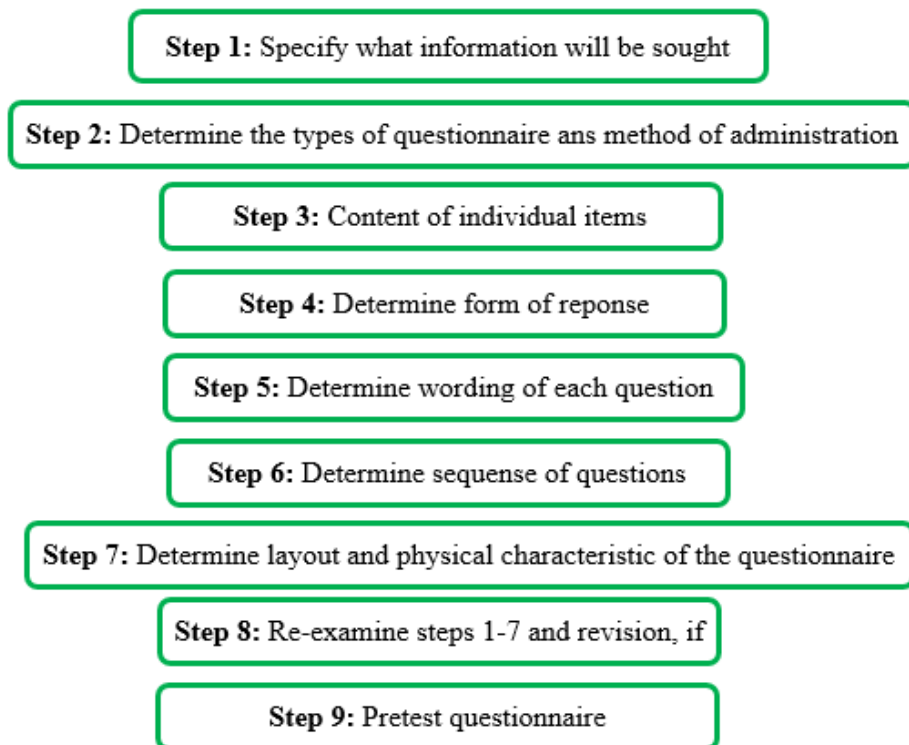


Figure 8: Questionnaire Design Process: the Nine Steps

1- Specifying what information will be needed

The initial stage of the process according to Church and Lacobucci (2002) is to identify and classify the information required for the study. The hypothesis of the study identifies the necessary information and from which population, because they clarify the specific relationships that would be studied.

This study researches the topics of perception about tattoo, income, age and occupation of tattooed people in TRNC.

2- Determine the sort of questionnaire and methods of administration

There are two categorizations for questionnaires; the first one is related to which questionnaire is organized. The second one is a questionnaire regarding to its purposes which are clear and definite or disguised and concealed. On the basis of these categories, it is classified the questionnaires into four main types (Brace 2008); Clear unstructured questionnaire, unstructured hidden questionnaire, structured clear questionnaire and structured hidden questionnaire. In this study, a clearly structured questionnaire was employed where we aim to gather the information needed in order to understand the intention of the people towards having tattoo in TRNC.

3- Content of individual elements

The third step is to examine and analyze the content of the questions. The questions must be verified and a response must be provided with the basic needs but no more. The presence of unnecessary aspects in the questions must be avoided because it can confuse the respondents and influence their answers. Recommendations were made during the preparation of the questions.

4- Determine the form of response

Likert scales are easy to drive and execute. The Likert scales are easy to comprehend by respondents, making it very appropriate also for self-questionnaires. Likert's scales allow us to discover how specific subjects are driven by questions to examine and to examine how much the subjects agree or disagree. Additionally, adoption of the Likert scale is consistent with previous studies, increasing the comparability of outcomes. After considering all this information, a seven-idea Likert scale was accompanied and employed in this research study to ensure more exhaustive answers.

5- Determine the wording of each question

It is a key that respondents fully comprehend what is demanded from them in each question. The statements of the questions should not exceed 20 words each. So as to advance clearness and reduce misunderstandings, basic words should be preferred when emerging questions. The questions should be short since short queries are less complicated and easy to understand by respondents. All these guidelines and propositions was considered while creating and formulating the queries

6- Determine the sequence of questions

The research questions should not suddenly change or preview the material, as this can lead to confusion among respondents. Research questions should be in a reasoned route. The funnel approach begins with very general questions on the subject and gradually to a closely related issue. In this current study, the funnel approach was used. This way we avoid the confusion of the respondents, gather their trust and make them feel comfortable while answering the questions.

7- Define the arrangement and physical features of the questionnaire

Physical characteristics of the questionnaire as font size, spacing sort of paper, and question layout should be well thought out during the project stage as they are essential structures. They are also necessity to be cared for as they progress the excellence of the questionnaire. If it was put into practice appropriately, it will provide respondents the sense that they deserve their energy and time. In addition, the questionnaire should comprise a minor introductory paragraph at the opening to clarify the aim of the research and state privacy to earn the trust of the respondents. In this study, a small introductory paragraph was used to explain the aim of the research to raise the answer rate, and all the suggestions regarding physical characteristics were considered in the development of the questionnaire.

8- Re-evaluate the all steps from 1 to 7

So as to prevent and inhibit any misunderstandings, all of the steps just stated above was reread before the questionnaire developed.

9- Pre-test and pilot test questionnaire

There should be a pre-test for the questionnaire on a minor example of the target population. It is aimed to control and verify whether or not the required information is provided, the arrangement and phrasing of the queries are appropriate or not, and the respondents fully understand the queries or not. Therefore, the questionnaire has been pre-tested on 10 participants from the target sample population that is focused and no misunderstanding or any error was discovered.

3.4. Sampling

The sources related to the research topic were screened in the direction of the research purpose. When the source is being searched, it is benefited from the researchers, institutions, organizations, libraries, domestic and foreign articles, books, e-books, theses, seminar notes, conferences, symposiums, congress notices and internet accessible sources.

When the data of this study are collected; in the direction of the titles given in the sub-problems, a questionnaire application will be made to the people who have no tattoo, tattooing and having tattoos done in the cities of Kyrenia, Nicosia and Famagusta. In this study, mall intercept is used as a sampling technique. Demographic data such as age, gender, city of residence, economic status will be collected. The reasons and preferences for tattooing will be filled by the researcher. This study is planned in first stage and a written questionnaire will be applied. In order to construct the sample design there are five steps that can be followed.

3.4.1 Define the Target Population

First of all, we must decide and select correct target sample that is appropriate for this research and study. If the chosen target sample is wrong, the results will be inaccurate and it will be very hard for the researcher to precede the study. Therefore, the application will be made to people who have no tattoo, tattooing, and already having tattoo in TRNC in order to see the intention of the sample towards having tattoo.

3.4.2 Determine a Sampling Frame

It is important to have a target sample with qualified features out of whole population to gather the needed information. This way the research become less complex and goes through less data. Plus, it will be less time consuming. In this

research random sampling technique is used for selecting people who is living in TRNC with random chance of being selected.

3.4.3 Select Sampling Technique

Towards the main objective of the research, it is essential to point out a correct sampling technique. In this study, mall intercept is taken into consideration as a sampling technique for collecting information from people who have intention towards having tattoo in TRNC

3.4.4 Determine the Sample Size

At this stage, appropriate sample size must be chosen in order to have more persuasive and precise findings. It is impossible for the researcher to study all the population. In this case correct amount of sample must be evaluated. A large sample size can cause waste of time and can have negative monetary results. On the other hand, small sample size can cause inaccurate results while analysing the data of the study. After evaluating all these, 240 participants were channelled through questionnaire for the research.

3.4.5 Executing the Sampling Process

This is the final step of sampling procedure. At this point, the researchers collect data from the respondents. The questionnaire is constructed with two main sections. In the first section, the questions are used for gathering information on the intentions of the respondents towards having a tattoo. This is accomplished by using Likert scale.

Second part of the questionnaire is about the personal information of the respondents such as their gender, age, education level, marital status, occupation, annual income.

3.5 Questionnaire Structure

Table 2: Questionnaire Structure

	Items	References
Attitude	<p>ATT1 I like to have a tattoo one day.</p> <p>ATT2 I have positive motivation towards having a tattoo.</p> <p>ATT3 I am choosing to have a tattoo no matter what my family think.</p> <p>ATT4 It is likely that I would decide to have a tattoo.</p> <p>ATT5 I think tattoos are good for me and have positive opinion of having a tattoo.</p> <p>ATT6 For me having a tattoo is completely unnecessary.</p>	<p>(Ashley et al, 2014)</p> <p>(Jim et al, 2014)</p> <p>(Al-Debei, 2013)</p>

<p>Subjective Norm</p>	<p>SN1 The reference of a professional motivation of tattoo artist relieves my stress and confusion seeking to have tattoo.</p> <p>SN2 My family would support me to have a tattoo.</p> <p>SN3 The opinion of those who are important to me would affect my tattoo decision.</p> <p>SN4 My friends think I should carry on having a tattoo.</p>	<p>(Dholakia et al, 2004)</p>
<p>Perceived Behavioral Control</p>	<p>PBC1 If I do not have enough money, I postpone having tattoo even if I feel I need it.</p> <p>PBC2 I would make every financial effort to have a tattoo if I need it.</p>	<p>(Vieira et al, 2015)</p>

	<p>PBC3 I do not want to have a tattoo because it is not well observed by the society.</p> <p>PBC4 I believe that I have personal control over desire and crave of having a tattoo.</p> <p>PBC5 Whether or not having a tattoo is completely up to my decision.</p>	Armitage et al, 1999)
Perceived Value	<p>PV1 Compared to the money I spent on tattoos, having tattoo continuously still has benefit on me.</p> <p>PV2 Compared to the pain I suffer, having a tattoo is yet worthwhile.</p> <p>PV3 Overall, having a tattoo and feeling of new tattoo on me delivers me good value.</p>	(Al-Debei, 2013)

	<p>PV4 I do not feel very knowledgeable about having a tattoo.</p> <p>PV5 Among my circle of friends, I am one of the ‘experts’ about tattoo and its procedure.</p>	(Alexia et al, 2013)
Intention	<p>INT1 I intend to have a tattoo soon or later.</p> <p>INT2 I intend to have more tattoos.</p> <p>INT3 I do not expect to have a tattoo in the future.</p> <p>INT4 I will look for new designs and ideas of having new tattoo.</p> <p>INT5 I intend to have a tattoo next time when I have a visit to a tattoo studio.</p>	<p>(Singh et al, 2014)</p> <p>(Ashley et al, 2014)</p> <p>(Khalil et al, 2008)</p>

Chapter 4

STATEMENT OF HYPOTHESIS

4.1 Introduction

This chapter argues the connection between the independent factors (attitude about tattoo, income, age and occupation of people who gets a tattoo) and the dependent factors (intention to get a tattoo). This part also explicates the effect of every independent factor on the dependent factor and explains hypothesized connections.

Moreover, there will be brief explanation on each factor such as attitude, subjective norm, perceived behavioural control and perceived value from prior studies towards their effect on intention. Furthermore, this section will include several examples for each factor from previous studies to define it clearly. Finally, the hypothesis for each factor will be defined with the guide of the related former studies.

4.2 Attitude about a tattoo and intention to get a tattoo

According to Ajzen (1991), attitudes have an important impact on intentions. Having a look at some empirical studies (Armağan & Küçükkambak, 2015; Alnıaçık & Erat 2015) which examines the impact of attitudes over intentions, it can clearly be seen that there is a positive correlation between attitudes and intentions.

Alnıaçık & Erat (2015) examined “Effects of Recruitment Ad Content on Intentions to Apply for the Job”. In the study, it was examined how the information in the job advertisements affected the intention to apply for the job at the site. A field survey has

been conducted on the university students who are the most important input sources of the working market and the information of the announcement, the compliance of the job at hand, and the general attitude towards the advertisement influenced the intention to make a job application in the positive direction.

Armağan & Küçükkambak, (2015) researched the topic of “Generation –Y- Consumer, the effects of purchase intention on attitudes towards fashion blog”. As stated in the research, the frequency with which individuals use social media and the Internet on a daily basis, and attitudes toward fashion blogs are also different. As the use of the Internet and social media increases on a daily basis, individuals are increasingly interested in fashion and fashion blogs, affecting their intent to purchase.

Alexander Ankirskiy (2014) discusses the link between attitude and perception about tattoo and getting tattooed in Japan and the Western World in his work named “perception of tattoo, Now and Then”. He found out that in Japanese society, there is a negative attitude about tattoo and tattooed people, so people in Japan mostly avoid getting tattooed and tattooed people. The situation is different in the USA; there is a positive attitude about tattoo and getting tattooed so the percentage of tattooed people is quite high, % 14 percent of USA population has tattoos.

Dale et al. (2009) analyses attitudes of the students (1.412 persons) in USA about getting a tattoo and its effect on business life. He found out that half of the students who think having a tattoo does not affect getting a job in the USA are more prone to have a tattoo or already have a tattoo. The other halves of the students who think having

a tattoo on their body cause trouble when they apply for a job. Thus the attitudes of the students towards tattoo affect their intentions to get tattoos.

There are many different factors influencing someone to have a tattoo. Wohlrab et al. (2007), also studied main motivations of people to have intention to get tattooed and found out that there are more than ten reasons to get a tattoo. Thus attitude about a tattoo is a vital role in having intentions to get a tattoo on one's body. As mentioned earlier it has individualistic symbolic meanings for everyone. It means sometimes resistance to a social system or it is just to create one's own unique identity. It can be perceived a kind of art or beauty on one's body. Moreover, it can also be perceived as a kind of perversion.

It could be casually said that people with positive attitude towards tattoos have greater chance to get a tattoo than people who has a negative attitude. Eventually, people with positive attitude may find more a reason to have themselves tattooed than others. To sum up, there is a casual relationship between positive perception about a tattoo and intention to get a tattoo.

As mentioned above:

- (H1) Attitude has positive and significant effect on intention for getting a tattoo.

4.3 Subjective Norms about Tattoo and Intentions to get a Tattoo

According to Ajzen, (1991,) Subjective norm is “the perceived social pressure to perform or not to perform the behavior” (Ajzen, 1991, p. 188). It is then possible to

say that subjective norms reflect socio-psychological evaluations of the person for the behavior to be exhibited.

Subjective norms touch on the belief that a substantial person or group of people will permit and support a particular behavior. Subjective norms are decided by the social pressure perceived by others so that an individual can behave in a certain way and his motivation to respect the opinions of these people. According to some studies, (M. et. Al., 2015), the influence of subjective norms on a formation of intention has generally been lower in earlier studies than the influence of attitude. The study by Norris Krueger and his colleagues (Krueger, Reilly and Carsrud, 2000) illustrate that subjective norms are not correlated with the intention of individuals to set up their own business; Therefore, the authors request further research and improvements in the measurements used. A possible reason for the inconsistencies in the importance of the subjective rules variable is that some of the information contained in this variable is already exhibit in the opportunity to undertake a particular behavior variable. The most often mentioned is that the fragile points of the theory of planned behavior are with a great extent to a weak relationship between norms and subjective intentions. The writer of the theory of Planned Behavior, Icek Ajzen (1991), explains that intentions are strongly altered by personal element such as attitudes and perceived behavioral control.

On the contrary, there are many studies also demonstrate that influence of subjective norms have great impact on formation of intentions: As it is shown in the study of Doran and Larsen (2016), many studies tackled the issue that the relationship between subjective norms and the desire to engage in pro-environmental behavior during holidays. Dolnicar and Grün (2009) examined heterogeneity among tourists with

respect to various pro-environmental behaviors. One of their results was that people feel less obliged to protect the environment on vacation than at home. In addition to this, Mehmetoglu (2010) found that the feeling of a moral obligation to protect the environment was positively related to pro-environmental behavior on vacation and at home. Interestingly, personal norms were a stronger predictor than other psychological variables (eg, personal values, environmental concerns) or socio-demographic characteristics (eg, age, grade, and political orientation).

Additional support for the idea that personal standards may influence pro-environmental behavior among tourists stems from a field experiment conducted by Brown et al. (2010). They have shown that making personal standards salient (via persuasive communication) increases the likelihood that people will take litter by visiting protected areas. Similarly, we assume that the degree to which people feel a moral obligation to choose eco-friendly travel options (ie subjective norms) are positively related to the intentions to choose these options.

As it is known by everybody, social pressure exists so much in the work places. There are sometimes unwritten or written dress codes or behavior codes etc. So that the social pressure in the work places affects a person's intention to get tattooed. If there is low social pressure in a work place, then a person's intentions to get tattooed increases. If the pressure low, then the intention to get tattooed, decreases. It can be clearly seen that social pressure in official work places is higher than private or small work places.

Heywood et al (2012) found out in his work titled “”who gets a tattoo” that mostly trade persons or unskilled persons have tattoos. This means that people who have unofficial works have more intentions to have a tattoo.

Table 3: Profession types of Tattooed People

Profession Types of Tattooed People	(Percentages)
Occupation (4202)	
Professional (1594)	9.4
Associate Professional (823)	15
Tradesperson (1151)	23.1
Unskilled (634)	18.1

Akarsu (2013) found out that the percentage of people who work in official places and have tattoos is 5, 2, whereas the percentage of people who work in private sector or self-employed and have tattoos is 61, 7. The percentage of students who have tattoos are 28, 6.

Table 4: Occupations of Participants who had Tattoos

Occupations of participants who had tattoos, n=553		
	Number of people	Percentage of People
Dependant		
Student	158	28,60%
Government Workers	28	5,20%
Freelance or private	341	61,70%
Unemployed	25	4,50%

Ankirskiy (2014) argues that there is a link between social values about tattoo and intentions to get tattooed. He demonstrated that social pressure towards tattoo in Japan and the Western World is different. He found out that in Japanese society, there is a negative pressure about tattoo on tattooed people, so people in Japan mostly avoid getting tattooed and tattooed people. The situation is different in the USA; there is not big pressure about tattoo and getting tattooed on people so the percentage of tattooed people is quite high, % 14 percent of USA population has tattoos.

To sum up, this study suggest that if there is less negative pressure felt on tattooed people or getting tattooed, intentions to get a tattoo increase. Otherwise, if there is a more pressure felt on tattooed people, then the intentions to get a tattoo decrease.

- (H2) Subjective Norm has positive and significant effect on intention for getting a tattoo.

4.4 Perceived Behavioral Control about Tattoo and Intentions to get a Tattoo

The intentions assume to grasp the motivating factors that influence behavior; they indicate how difficult individuals are willing to try, the amount of effort they plan to exercise, in order to perform the behavior. As a general rule, the stronger the intention to engage in behavior, the more likely its performance will be. It should be clear, however, that a behavioral intent can be expressed in behavior only if the behavior in question is under voluntary control if the person can decide whether or not to conduct the behavior. While some behaviors may, in fact, address this requirement fairly well, most performance depends to a lesser extent on non-motivating factors such as availability of opportunities and resources (time, money, skills, Cooperation of others). Collectively, these factors represent the actual control of people on behavior. To the

extent that a person has the opportunities and resources required, and intends to perform the behavior, he or she should succeed in doing so.

The idea that behavioral success depends on motivation (intention) and ability (behavioral control) is not new. It forms the basis of theorization on issues as diverse as animal learning, aspiration level, performance on psychomotor and cognitive tasks, and perception and attribution of people. It has also been suggested that some conception of behavioral control be included in our more general models of human behavior, conceptions in the form of "facilitating factors", "context of opportunity" or "control of action". The assumption is generally made that motivation and ability interact in their effects on behavioral success. Thus, intentions are expected to influence performance to the extent that the person has behavioral control, and performance should increase with behavioral control to the extent that the person is motivated to try (Ajzen, 1991, p.183).

In other words, a particular behavior occurs when the individual has both motivation and ability to fulfill these behaviors. According to TPB model, it is essential to develop perceived behavioral control before creating intention.

Li et al. (2002) suggest that perceived collateral is cues that consumers perceive and evaluate products before purchasing. Furthermore, Olsen (2004) noted that the most important control factors affecting the food intake of consumers are self-efficacy, comfort and accessibility. Many researchers –Baker et al. (2007) and Taylor and Todd (1995) concluded that as a result of sustainability trust in the ability of individuals to control their behavior demonstrated positive relationship with intent to purchase. In

addition, perceived behavioral control has been correlated with the intention of buying organic foods and green products and staying in green hotels (Han, 2010; Chen and Tung, 2014).

Based on findings above, this study suggests that:

(H3): Perceived behavioral control has positive and significant effect on intention for getting a tattoo.

4.5. Perceived Value about a Tattoo and Intentions to get a Tattoo

As discussed earlier, there are many factors that determine perceived value of tattoo for an individual. Tattoo is a body of practice that serves to produce social facts about tattoos, belonging, individual identity, resistance and social status. Thus depending on these factors if perceived value about a tattoo increases for an individual, intention of getting a tattoo directly improves. Actually it can also be seen in the other area of works that there is a positive correlation between perceived value and purchase intention of a service or good

Mahesh (2013) analyzed “consumer’s perceived value, attitude and purchase intention of green products in his wok”. According to him, consumers with higher levels of education and higher monthly income are more likely to buy green products. Meanwhile, consumers and employees in the private sector have more intent in purchasing green products. The perceived value, the intention to purchase attitude towards green products is also moderate and positively associated with each other. Reasonable price, value for money and quality of acceptable quality positively affect the consumer's intention to purchase green products at a level of one percent.

Meanwhile, environmental protection and food safety positively affect the consumer's intention to purchase green products at a five percent significance level.

In another study, Hsi-Ying (2016), studied the topic of “The Relationship among Consumer Value, Brand Image, Perceived Value and Purchase Intention- a Case of Tea Chain Store in Tainan City”. He found out that the perceived value had positive effects on the intention to purchase.

Thus in this context, it is clearly seen that there is a direct and positive relationship between perceived value and intentions.

Salehzadeh and Pool (2016) studied perceived value and brand relationship in their works. They found out that there is a positive correlation between perceived value and purchase intention.

Parallel what have been found out in the previous studies; in this thesis, it is assumed that the greater perceived value about tattoo paves the way for greater intention for people to get it.

- (H4) Perceived value has positive and significant effect on intention for getting a tattoo.

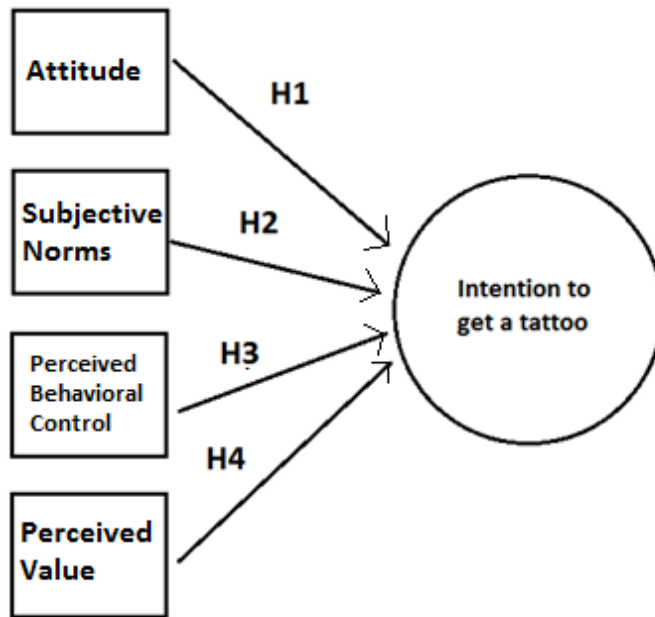


Figure 9: Intention to get a Tattoo

Chapter 5

ANALYZING THE DATA

5.1 Introduction

In this chapter, demographic tests related to having tattoo, number of tattoos, purpose of having tattoo, gender, marital statuses, occupation, highest education level and age will be demonstrated.

After that, this chapter will show the reliability of its used scales by using Cronbach Alpha Test.

Independent T-Test that it is used to compare between two means for two different groups will be part of this chapter. Gender and occupation groups will be compared with t test.

ANOVA test will also take a part of this chapter to compare between more than two different groups. Annual income has four group values, so annual income mean values will be compared by using ANOVA.

In addition, this chapter will use the correlation test to measure the strength relationship and directions of the variables.

The final test would be the regression test to see the impact of the independents variable we talked about in this study on the dependent variable “intention”.

5.2. Demographic Test

5.2.1 Having Tattoo

Having tattoo distribution out of 240 used questionnaires. It turns out that 137 participants (57.1%) answered that they have tattoos. While 103 participants (42.9%) answered that they don't have tattoos.

Table 5: Having Tattoo Distribution

Having Tattoo	Frequencies	Percentage
Yes	137	57,1
No	103	42,9

■ Yes ■ No

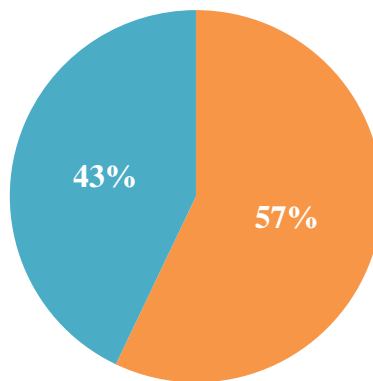


Figure 10: Having Tattoo Distribution

5.2.2 Number of Tattoos

In number of tattoos distribution out of 240 used questionnaires. 103 participants (42.9%) don't have tattoo, 25 participants (10.4%) have one tattoo, 50 participants (20.8%) have two tattoos, 15 participants (6.3%) have three tattoo and 47 participants (19.6%) have four or more tattoos

Table 6: Number of Tattoos Distribution

Having Tattoo	Frequencies	Percentage
0	103	42,9
1	25	10,4
2	50	20,8
3	15	6,3
4 or more	47	19,6

■ 0 ■ 1 ■ 2 ■ 3 ■ 4 or more

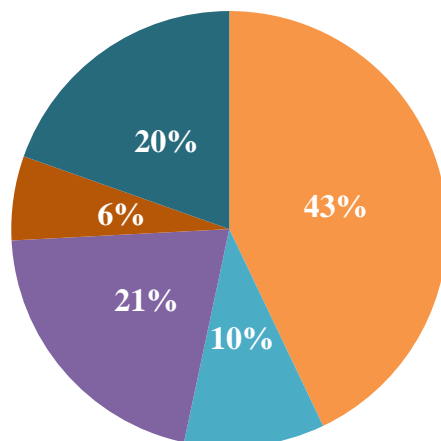


Figure 11: Number of Tattoos Distribution

5.2.3 Purpose of Having Tattoo

In purpose of having tattoo distribution out of 240 used questionnaires, 29 participants (12.1%) answered ‘to be different’, 29 participants (12.1%) answered ‘to be a part of this trend and society’, 62 participants (25.8%) answered ‘tattoos express and reflect my inner state’, 29 participants (12.1%) answered ‘to look cool’ while 77 participants (32.1%) answered ‘other’.

Table 7: Purpose of having Tattoo Distribution

Purpose of Having Tattoo	Frequencies	Percentage
To be different	29	12,1
To be a part of this trend and society	29	12,1
Tattoos express and reflect my inner state	62	25,8
To look cool	43	17,9
Other	77	32,1

- To be different
- To be a part of this trend and society
- Tattoos express and reflect my inner state
- To look cool
- Other

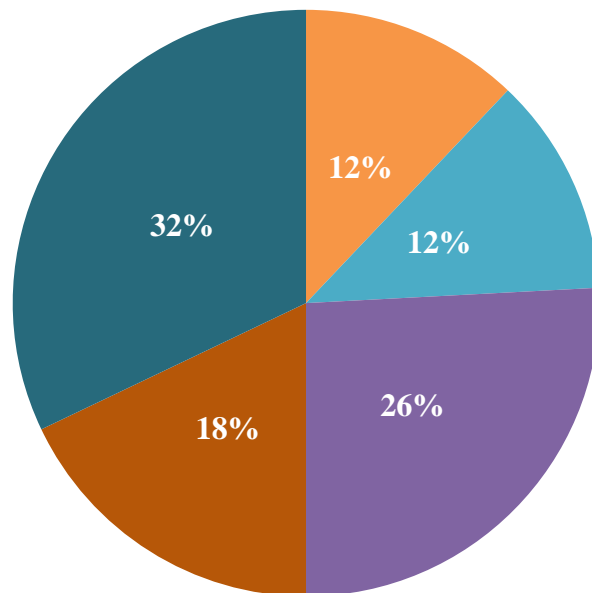


Figure 12: Purpose of having Tattoo Distribution

5.2.4 Gender

In gender distribution out of 240 used questionnaires. It turns out that 107 participants (44.6%) were females while 133 participants (55.4%) were males.

Table 8: Gender Distribution

Gender	Frequencies	Percentage
Female	107	44,6
Male	133	55,4

■ Female ■ Male

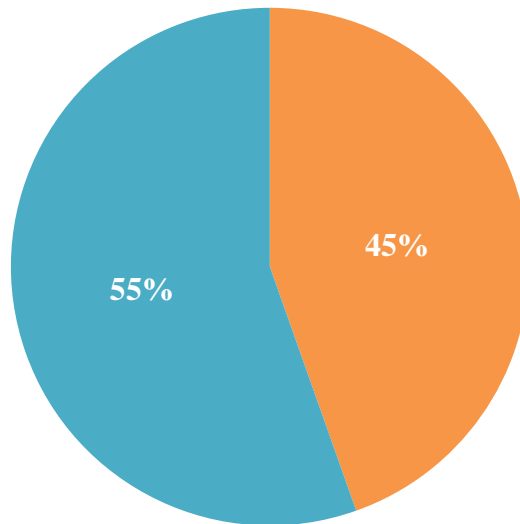


Figure 13: Gender Distribution

5.2.5 Marital Statuses

In marital status distribution out of 240 used questionnaires. It turns out that 129 participants (53.8%) were married, 76 participants (31.7%) were single while 35 participants (14.6%) were divorced.

Table 9: Marital Statuses Distribution

Marital Statuses	Frequencies	Percentage
Married	129	53,8
Single	76	31,7
Divorced	35	14,6

■ Married ■ Single

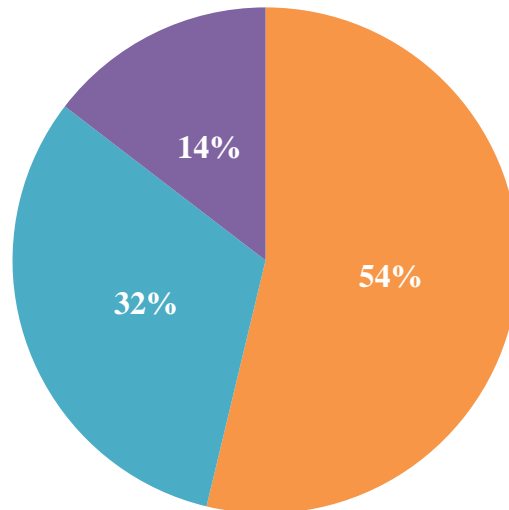


Figure 14: Marital Status Distribution

5.2.6 Occupation

In occupation distribution out of 240 used questionnaires. It turns out that 94 participants (39.2%) were student while 146 participants (60.8%) were not student.

Table 10: Occupation Distribution

Occupation	Frequencies	Percentage
Student	94	39,2
Not Student	146	60,8

■ Student ■ NotStudent

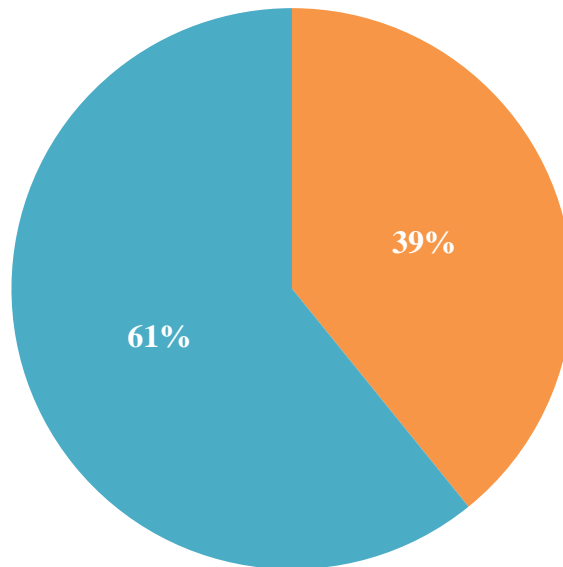


Figure 15: Occupation Distribution

5.2.7 Highest Education Level

In highest education level distribution out of 240 used questionnaires. It turns out that 9 participants (3.8%) were holding secondary school certificates. 35 participants (14.6%) were holding high national diploma. 112 participants (46.7%) were studying holding or at current level of first degree. 81 respondents (33.8%) were holding masters degrees. 3 respondents (1.3%) were holding PhD degrees.

Table 11 : Highest Education Level Distribution

Highest Education Level	Frequencies	Percentage
Secondary School	9	3,8
High National Diploma	35	14,6
University	112	46,7
Master's Degree	81	33,8
PhD	3	1,3

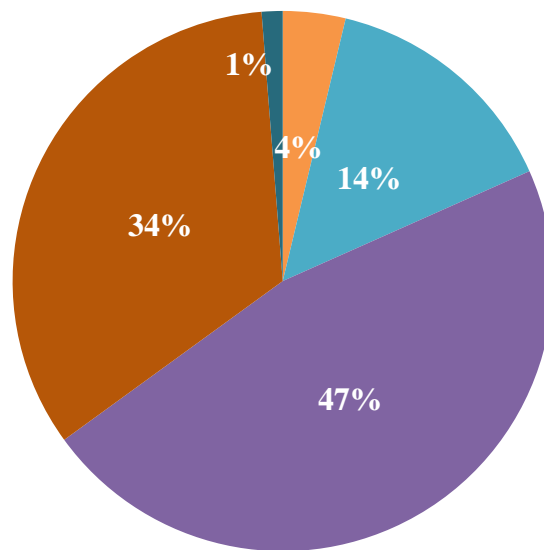


Figure 16: Highest Education Level Distribution

5.2.8 Annual Income

In answering the optional question “Annual Income”. It turns out that out of 240 respondents. 129 respondents (53.8%) are having up to 20000 TL per year. 79

respondents (32.9%) are having from 20001 to 40000 TL per year. 15 respondents (6.3%) are having from 40001 to 60000 TL per year. 17 respondents (7.1%) are having more than 60000 TL per year.

Table 12 : Annual Income Distribution

Annual Income	Frequences	Percentage
Up to 20.000	129	53,8
20.001 - 40.000	79	32,9
40.001 - 60.000	15	6,3
More than 60.000	17	7,1

- Up to 20.000
- 20.001 - 40.000
- 40.001 - 60.000
- More than 60.000

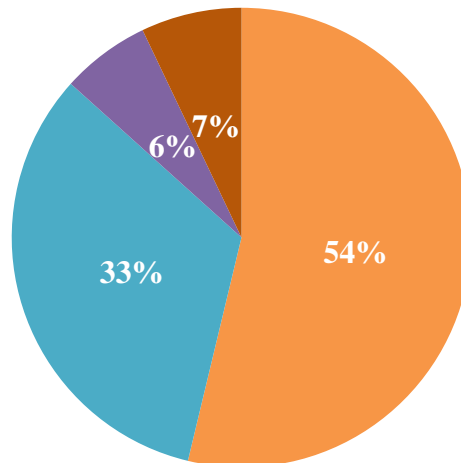


Figure 17: Annual Income Distribution

5.2.9 Age

In age distribution out of 240 used questionnaires. 97 respondents (40.4%) were 25 or below. 113 respondents (47.1%) were between 26 and 50, 30 respondents (12.5%) were 51 years old and above.

Table 13: Age Distribution

Age	Frequencies	Percentage
25 and Below	97	40,4
26 - 50	113	47,1
51 and Above	30	12,5

- 25 and Below
- 26 - 50
- 51 and Above

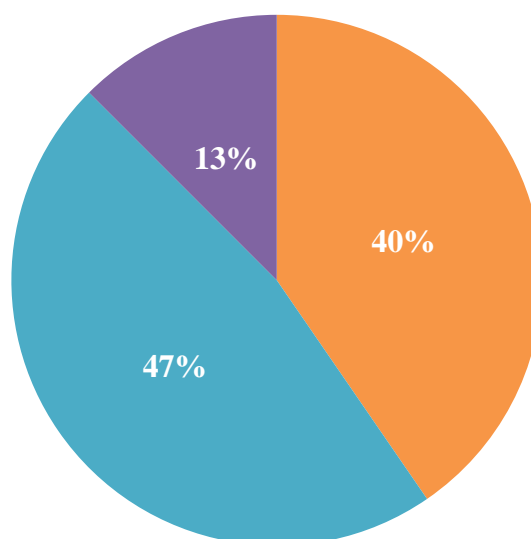


Figure 18: Age Distribution

5.3 Reliability of the Items

Table 14: Reliability Statistics

Scales	Cronbach's Alpha	N of Items
ATT	,762	6
SN	,569	3
PBC	,711	4
PV	,846	4
INT	,867	4

There is a good internal consistency where the Cronbach's Alpha of independent variables attitude (ATT)(.762), Perceived Behavioral Control (PBC)(.711), perceived value (PV)(.846) and intention (INT)(.867) which are higher than (0.7). Therefore we consider them as strongly reliable and acceptable. Although the item subjective norm SN (.569) is not reliable, it will be removed and no more analysis will be carried out according to subjective norm as it is lower than (0.7).

5.4 Independent Sample T-Test

Independent sample T-Test is used when we want to compare the difference between two means of two groups of the population.

In this study, the independent variables (Attitude, Perceived Behavioral Control and Perceived Value) and dependent variable (Intention) are compared with the gender of the respondents (Male, Female) and occupation of respondents (Student, Other) to see if there is/are significant differences between both gender and occupation with their answers.

5.4.1 Independent Sample T-Test for Gender

Table 15: Group Statistics for Gender

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
ATT_AVG	Female	107	4.9439	1.29807	.12549
	Male	133	4.7306	1.20477	.10447
PBC_AVG_NEW	Female	107	4.9907	1.08806	.10519
	Male	133	4.8177	1.46652	.12716
PV_AVG_NEW	Female	107	4.7009	1.31278	.12691
	Male	133	4.3120	1.66527	.14440
INT_AVG_NEW	Female	107	4.8248	1.67853	.16227
	Male	133	4.4662	1.84657	.16012

From the table above we can say that regarding attitude (ATT) variable, perceived behavioral control (PBC), perceived value (PV) and Intention(s) (INT) towards having tattoo, the female respondents' average values are greater than male respondents' average values.

Table 16: Independent Samples Test for Gender

		Levene's Test for Equality of Variance		t-test for Equality of Means		
		F	Sig.	T	Df	Sig (2-tailed)
Attitude	Equal variances assumed	10.462	.001	1.317	238	.189
	Equal variances not assumed			1.307	219.265	.193
Perceived Behavioral Control	Equal variances assumed	15.532	.000	1.016	238	.311
	Equal variances not assumed			1.048	236.534	.296
Perceived Value	Equal variances assumed	3.160	.077	0.898	238	.050
	Equal variances not assumed			0.884	237.912	.044
Intention	Equal variances assumed	2.307	.130	1.557	238	.121
	Equal variances not assumed			1.573	234.434	.117

From the table above, there is no significant difference between both groups regarding the independent variable ATT (Attitude) towards having tattoo ($P > 0.05$).

There is no significant difference between both groups regarding the independent variable PBC (Perceived Behavioral Control) towards having tattoo ($P > 0.05$).

There is significant difference between both groups regarding the independent variable PV (Perceived Value) towards having tattoo where the p value is equal to 0.05 ($P = 0.05$). Female respondents have greater PV average values than male respondents with a mean difference of .38890.

Finally, there is no significant difference between both groups regarding the independent variable INT (Intention) towards having tattoo ($P < 0.05$).

5.4.2 Independent Sample T-Test for Occupation

Table 17: Independent Sample T-Test – Group of Occupation Statistics

Group Statistics					
	Occupation	N	Mean	Std. Deviation	Std. Error Mean
ATT_AVG	Student	94	5.4096	.95435	.09843
	NotStudent	146	4.4498	1.27447	.10548
PBC_AVG_NEW	Student	94	5.2793	1.21917	.12575
	NotStudent	146	4.6473	1.31328	.10869
PV_AVG_NEW	Student	94	5.1410	1.45153	.14971
	NotStudent	146	4.0634	1.42720	.11812
INT_AVG_NEW	Student	94	5.5053	1.53541	.15837
	NotStudent	146	4.0599	1.69718	.14046

From the table above we can say that regarding attitude (ATT) variable, perceived behavioral control (PBC), perceived value (PV) and Intention(s) (INT) towards having tattoo, the students' average values are greater than other respondents' average values.

Table 18: Independent Samples Test for Occupation

		Levene's Test for Equality of Variance		t-test for Equality of Means		
		F	Sig.	T	Df	Sig (2-tailed)
Attitude	Equal variances assumed	18.590	.000	6.257	238	.000
	Equal variances not assumed			6.653	232.542	.000
Perceived Behavioral Control	Equal variances assumed	1.752	.187	3.741	238	.000
	Equal variances not assumed			3.802	209.034	.000
Perceived Value	Equal variances assumed	.192	.662	5.672	238	.000
	Equal variances not assumed			5.651	196.080	.000
Intention	Equal variances assumed	6.339	.012	6.681	238	.000
	Equal variances not assumed			6.828	212.519	.000

From the table above, there is a significant difference between both groups regarding the independent variable ATT (Attitude) towards having tattoo ($P < 0.05$). Students have greater ATT average values than other respondents.

Secondly, there is significant difference between both groups regarding the independent variable PBC (Perceived Behavioral Control) towards having tattoo ($P < 0.05$). Students have greater PBC average values than other respondents.

Plus, there is significant difference between both groups regarding the independent variable PV (Perceived Value) towards having tattoo ($P < 0.05$). Students have greater PV average values than other respondents.

Finally same like all the other independent variables, there is significant difference between both groups regarding the independent variable INT (Intention) towards having tattoo ($P < 0.05$). Students have greater INT average values than other respondents.

5.5 One-way Anova Test

5.5.1 One-way Anova Test for Annual Income

One way ANOVA test is used to compare the mean scores of more than two groups. At first, Levene Statistics was conducted in order to achieve the presumption where it looks at the variance differences between the groups. The assumption is that if the significance value is higher than .05 the assumption is not violated. From the table below, it is recorded that except the perceived value (PV) .723, all other factors according to presumptions were violated where their significant value was lower than 0.05.

Table 19: Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
ATT_AVG	3.636	3	236	.014
PBC_AVG_NEW	8.329	3	236	.000
PV_AVG_NEW	.442	3	236	.723
INT_AVG_NEW	3.794	3	236	.011

Due to the results, ANOVA test will be used for PV and Robust Test will be used for the others. From the table below, it is seen that the value of PV is significant where ($P > 0.05$). This shows that there is a significant difference among the groups. Although Multiple Comparison table must be used in order to find which particular group has difference.

Table 20: ANOVA Analysis for annual income

		Sum of Squares	df	Mean Square	F	Sig.
ATT_AVG	Between Groups	24.535	3	8.178	5.540	.001
	Within Groups	348.367	236	1.476		
	Total	372.903	239			
PBC_AVG_NEW	Between Groups	15.568	3	5.189	3.096	.028
	Within Groups	395.588	236	1.676		
	Total	411.156	239			
PV_AVG_NEW	Between Groups	34.914	3	11.638	5.254	.002
	Within Groups	522.785	236	2.215		
	Total	557.699	239			
INT_AVG_NEW	Between Groups	75.190	3	25.063	8.683	.000
	Within Groups	681.185	236	2.886		
	Total	756.375	239			

From the table below, the results indicates that there is a significant difference with a positive mean difference between the group with annual income up to 20,000 and

between 20,001-40,000 as the ($P>0.05$). As the mean difference is (.81486), it indicates that the participants with income up to 20,000 have more expectancy of having tattoo.

Table 21: Multiple Comparisons

(I) Annual Income	(J) Annual Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
up to 20.000	20.001 - 40.000	.81486*	.21263	.001	.2647	1.3650
	40.001- 60.000	.39419	.40602	.766	-.6564	1.4447
	More than 60.000	.69517	.38403	.271	-.2985	1.6888
20.001 - 40.000	up to 20.000	-.81486*	.21263	.001	-1.3650	-.2647
	40.001- 60.000	-.42068	.41919	.747	-1.5053	.6639
	More than 60.000	-.11969	.39793	.991	-1.1493	.9099
40.001- 60.000	up to 20.000	-.39419	.40602	.766	-1.4447	.6564
	20.001 - 40.000	.42068	.41919	.747	-.6639	1.5053
	More than 60.000	.30098	.52724	.941	-1.0632	1.6652
More than 60.000	up to 20.000	-.69517	.38403	.271	-1.6888	.2985
	20.001 - 40.000	.11969	.39793	.991	-.9099	1.1493
	40.001- 60.000	-.30098	.52724	.941	-1.6652	1.0632

From the table below, all three factors are significant for Brown-Forsythe test where the p value is lower than 0.05. Therefore further analysis of Multiple Comparison (Games and Howell) will be adopted in order to understand which certain annual income group has significant difference.

Table 22: Robust Tests of Equality of Means

		Statistic ^a	df1	df2	Sig.
ATT_AVG	Welch	5.031	3	38.926	.005
	Brown-Forsythe	4.769	3	66.236	.005
PBC_AVG_NEW	Welch	3.062	3	44.793	.038
	Brown-Forsythe	4.186	3	135.861	.007
INT_AVG_NEW	Welch	8.298	3	38.794	.000
	Brown-Forsythe	6.949	3	57.200	.000

From the Multiple Comparison table below, regarding to the attitude towards the intention of having tattoo. There is significant positive mean difference of (.62812) between the group with annual income up to 20,000 and 20,001-40,000 as the ($P > 0.05$). This result suggests that participants with annual income up to 20,000 are expected to have higher intention towards having tattoo rather than participants with annual income of 20,000-40,000).

Furthermore, there is also significant difference found in intention factor. This difference is found out to be both significant and positive with a mean difference of 1.19964. Same like the results of attitude factor, once again this significant difference is between the group with annual income up to 20,000 and 20,001-40,000 and show that it is more likely for participants with annual income up to 20,000 to have tattoo.

Table 23: Multiple Comparisons

Games-Howell

Dependent Variable	(I) Annual Income	(J) Annual Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
ATT_AVG	up to 20.000	20.001 - 40.000	.62812 [*]	.18149	.004	.1560	1.1003	
		40.001- 60.000	.47313	.32656	.488	-.4574	1.4036	
		More than 60.000	.78424	.36494	.175	-.2454	1.8138	
	20.001 - 40.000	up to 20.000	20.001 - 40.000	-.62812 [*]	.18149	.004	-1.1003	-.1560
		40.001- 60.000	40.001- 60.000	-.15499	.34928	.970	-1.1266	.8166
		More than 60.000	40.001- 60.000	.15612	.38540	.977	-.9117	1.2239
	40.001- 60.000	up to 20.000	20.001 - 40.000	-.47313	.32656	.488	-1.4036	.4574
		20.001 - 40.000	40.001- 60.000	.15499	.34928	.970	-.8166	1.1266
		More than 60.000	40.001- 60.000	.31111	.47142	.911	-.9709	1.5932
	More than 60.000	up to 20.000	20.001 - 40.000	-.78424	.36494	.175	-1.8138	.2454
		20.001 - 40.000	40.001- 60.000	-.15612	.38540	.977	-1.2239	.9117
		40.001- 60.000	40.001- 60.000	-.31111	.47142	.911	-1.5932	.9709
PB_C_AVG_NE_W	up to 20.000	20.001 - 40.000	.54175	.21592	.064	-.0213	1.1048	
		40.001- 60.000	.27403	.21021	.571	-.3109	.8590	
		More than 60.000	.47697	.22864	.188	-.1562	1.1101	
	20.001 - 40.000	up to 20.000	20.001 - 40.000	-.54175	.21592	.064	-1.1048	.0213
		40.001- 60.000	40.001- 60.000	-.26772	.27134	.758	-.9890	.4535
		More than 60.000	40.001- 60.000	-.06478	.28586	.996	-.8253	.6957
	40.001- 60.000	up to 20.000	20.001 - 40.000	-.27403	.21021	.571	-.8590	.3109
		20.001 - 40.000	40.001- 60.000	.26772	.27134	.758	-.4535	.9890
		More than 60.000	40.001- 60.000	.20294	.28157	.888	-.5627	.9686
	up to 20.000	up to 20.000	up to 20.000	-.47697	.22864	.188	-1.1101	.1562

	More than 60.000	20.001 - 40.000	.06478	.28586	.996	-.6957	.8253
		40.001- 60.000	-.20294	.28157	.888	-.9686	.5627
INT	up to 20.000	20.001 - 40.000	1.19964*	.24221	.000	.5703	1.8289
_AV		40.001- 60.000	-.12209	.47146	.994	-1.4647	1.2205
G_		More than 60.000	.44163	.56400	.861	-1.1517	2.0350
NE							
W							
	20.001 - 40.000	up to 20.000	-1.19964*	.24221	.000	-1.8289	-.5703
		40.001- 60.000	-1.32173	.49309	.064	-2.7026	.0592
		More than 60.000	-.75800	.58221	.572	-2.3844	.8684
	40.001- 60.000	up to 20.000	.12209	.47146	.994	-1.2205	1.4647
		20.001 - 40.000	1.32173	.49309	.064	-.0592	2.7026
		More than 60.000	.56373	.70892	.856	-1.3656	2.4931
	More than 60.000	up to 20.000	-.44163	.56400	.861	-2.0350	1.1517
		20.001 - 40.000	.75800	.58221	.572	-.8684	2.3844
		40.001- 60.000	-.56373	.70892	.856	-2.4931	1.3656

*. The mean difference is significant at the 0.05 level.

5.6 Correlation Test

Correlation test is used to measure the direction and the strength relationship of the two selected variables.

Correlation values and the strength descriptions are below.

$r=.10$ to $.29$ or $r=-.10$ to $-.29$ small

$r=.30$ to $.49$ or $r=-.30$ to $-.4.9$ medium

$r=.50$ to 1.0 or $r=-.50$ to -1.0 large

From the table below the relationship between Intention (INT), Attitude (ATT), Perceived behavioral control (PBC) and Perceived value (PV) was investigated using

Pearson product-moment correlation coefficient. There is a strong and positive correlation between Intention and Attitude [$r = .890$, $n = 240$, $p < .01$]. There is a medium and positive correlation between Intention and PBC [$r = .652$, $n = 240$, $p < .01$]. There is a strong and positive correlation between Intention and Perceived value [$r = .885$, $n = 240$, $p < .01$]. These results were between all the factors against intention to have a tattoo. On the other hand there is correlation among the variables Attitude, Perceived behavioral control and Perceived value. Once again from the table below, there is a positive and strong correlation among the Attitude and Perceived behavioral control with a correlation of $.674$. Secondly, the results show another strong positive correlation between Attitude and Perceived value where the correlation is $.818$ with ($p < .01$). Finally, the table illustrates correlation between Perceived value and Perceived behavioral control which both positive and significant with a value of $.635$ with ($p < .01$).

Table 24: Correlations

		ATT_AVG	PBC_AVG_NE	PV_AVG_NEW	INT_AVG_NEW
		G	EW	W	W
ATT_AVG	Pearson Correlation	1	.674**	.818**	.890**
	Sig. (2-tailed)		.000	.000	.000
	N	240	240	240	240
PBC_AVG_NEW	Pearson Correlation	.674**	1	.635**	.652**
	Sig. (2-tailed)	.000		.000	.000
	N	240	240	240	240
PV_AVG_NEW	Pearson Correlation	.818**	.635**	1	.885**
	Sig. (2-tailed)	.000	.000		.000
	N	240	240	240	240
INT_AVG_NEW	Pearson Correlation	.890**	.652**	.885**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	240	240	240	240

5.7 Regression Analysis

Regression analysis was run to measure the impact of the independent variables, (ATT, PBC and PV) on the dependent variable (INT).

Table 25: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.931 ^a	.867	.865	.65397

a. Predictors: (Constant), PV_AVG_NEW, PBC_AVG_NEW, ATT_AVG

b. Dependent Variable: INT_AVG_NEW

The variation of respondents' intentions to have tattoo is determined by 87% with the independent variables (ATT, PBC and PV)

Table 26: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	655.444	3	218.481	510.863	.000 ^b
	Residual	100.930	236	.428		
	Total	756.375	239			

From the Anova table, the result illustrates a p value <0.01. Therefore the conceptual model used is statistically significant.

The table below shows that the dependent variable Intention is not affected by the independent perceived behavioral control ($P > 0.05$). On the other hand, it shows that attitude and perceived value has significant impact on the intention(s) to have a tattoo. ($P < 0.05$). From the table the results of beta for the ATT and PV are .489 and .469

respectively. This result indicates there is a highly strong contribution of ATT and PV towards the intention of having tattoo.

Table 27: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.351	.183		-7.377	.000
ATT_AVG	.697	.063	.489	11.091	.000
PBC_AVG_NE W	.034	.045	.025	.757	.450
PV_AVG_NEW	.546	.049	.469	11.126	.000

a. Dependent Variable: INT_AVG_NEW

Chapter 6

DISCUSSING THE FINDINGS

6.1 Introduction

In this chapter, the results of the analyzed data will be discussed which was done in the previous chapter. For example, the Independent T-Test that is run to measure the gender and occupation differences and see if there was a significant differences between our respondents of both sex and occupation regarding our independent and dependent variables. Moreover, the annual income differences regarding the variables run by the ANOVA test will be included. Plus, the Correlation test that is used to measure the strength and the relationship between the variables will also be explained in this chapter. Finally, this chapter will also include the regression analysis test to measure the impact of the independent variables on the dependent variable and interpret about the results and discuss the findings.

6.2 Gender Differences

Independent Sample T-Test was used to compare the means of both males and females to see if there are significant differences between both of them regarding the dependent and independent variables. The T-Test for Equality of Means shows no significant differences for both genders regarding their attitude to have tattoo, with a positive attitude for males (mean=4.73) and females (mean=4.94) at ($P>0.05$). Which represent that attitude does not play a major role to have tattoo for both genders. Furthermore, the T-Test for equality shows no significant differences for both genders regarding their perceived behavioral control to have tattoo, where the mean values for females

(mean=4.99) and males (mean=4.82) at ($P>0.05$) which indicates that perceived behavioral control does not play a major role to have tattoo for both genders.

On the other hand, T-Test shows that the factor perceived value is a significant between both genders with means of (mean=4.70) for females and (mean=4.31) for males at ($P=0.044$). This interpreted as the perceived value has a major role to affect the intention to have tattoo between genders.

T-Test result explicit that Intention has no significant value between both genders with means of (mean=4.82) for females and (mean=4.47) for males at ($P>0.05$). This interpreted as the intention factor has a major role to affect the having tattoo between genders.

From the findings, the females have higher average value then the males in all scales. Although, only perceived value between the males and females were significant. This result can be interpreted in different ways. First of all, nowadays tattoos are highly demanded commodity especially under the section of body modification. In other words, it is a fashion accessory which is also considered to be cosmetic surgery. Having tattoo for females in general can be worth to the pain they suffer and the money they invested for having tattoo. From many reasons of chance to have tattoo, it has higher chance where it is due to sexual motivation of females. Moreover, this can be related to a pain suffered or in other words a psychological point of view where the person is marking their self as tattoo collectors keeping their memories and experiences. Finally for better understanding it can be said that tattoo reflects the personal narrative. The personal experiences such as abuse, causes the person to go for

permanent marking of their memories and use tattoos as self-healing process (Armstrong, 1991).

6.3 Occupation Differences

Once again the Independent Sample T-Test is used to check the difference between the means of both students and non-students to see that if there is significant difference between both of them regarding the independents and dependent variables. T Test results display that students want to have tattoo more in contrast to non-students.

T-Test shows that the factor attitude is significant between both genders with means of (mean=5.41) for students and (mean=4.45) for non-students at (P=0.000). This indicates that the attitude factor has a major role to affect the having tattoo between students and non-students.

T-Test shows that the factor perceived behavioral control is a significant between both genders with means of (mean=5.28) for students and (mean=4.65) for non-students at (P=0.000). This interpreted as the perceived behavioral control factor has a significant role towards having tattoo between students and non-students. Furthermore, T-Test shows that the factor perceived value is a significant between both genders with means of (mean=5.14) for students and (mean=4.06) for non-students at (P=0.000). This results explicit that the perceived value factor has a major role towards having tattoo between students and non-students.

T-Test shows that the factor intention is a significant between both genders with means of (mean=5.51) for students and (mean=4.06) for non-students at (P=0.000). This

results that the intention factor has a big role to affect the will of having tattoo between students and non-students.

The findings show that all scales between the mean values of students and non-students are significant where the mean values of students are higher than non-students in all scales. Regarding to the findings, this significant can have several reasons. Firstly, generally the age of students are usually 18 to 24 where they are following the recent fashion and changes easier than the older people and can suit up to changes much easier. On the other hand, the attitude, personal beliefs, perceived cultural beliefs and their response towards tattoo is stiffer for older respondents and not open to new changes. The students can have many reasons on having the intention towards the tattoos. This can be due to fashion where the media is most supportive form and gave a strong appeal towards tattoos. Furthermore, being part of a certain group and belonging to a division can give confidence by breaking out the individualization and creating a self-identity. Another reason can be due the resistance of the students or any young age respondents towards their parents or society. At this point, tattoos can be used as a provocative object towards their environment.

6.4 Annual Income Differences

The Anova test method is used since there is more than two groups to analyze regarding the independents and dependent variables. It is conducted to see if annual income has any significant effect on the variables. Following to that Robust test of Equality was conducted for the other variables that has violated the assumption of Test of Homogeneity. Furthermore multiple comparisons were conducted to achieve the information of which annual income groups had significant variance from each other. There were four categorization for annual income 'up to 20.000', '20.001 - 40.000',

'40.001- 60.000', 'more than 60.000'. The majority are having an annual income 'up to 20.000' with %53.8. %32.9 of respondents are having an annual income '20.001 - 40.000', %6,3 of respondents are having an annual income '40.001 - 60.000' and %7,1 of respondents are having an annual income 'more than 60.000'.

From the results, the perceived value had significant difference among the groups. This difference was between the groups of annual income up to 20,000 and 20,001-40,000. Positive mean difference of .81486 was found.

From the findings of Robust test; all three factors were significant. Therefore, Multiple Comparison (Games and Howell) was used in order to find out which certain groups had significant difference. Regarding to the findings, attitude had a positive significant difference of .62812 between the groups of annual income up to 20,000 and 20,001-40,000. Moreover, the intention factor was both significant and positive with a mean difference of 1.19964. Once again, this significant difference was found between the annual income groups of annual income up to 20,000 and 20,001-40,000 respectively. This result suggests that participants with annual income up to 20,000 are more likely expected to have tattoo.

Regarding to the results, considering both T Test for occupation and Anova, it can be predicted that most of the participant who are willing to have tattoo are students. This assumption is made due the 53.8 percent of the participants had income up to 20,000. Furthermore, the elderly people were not keen on answering a survey on tattoo. Only 12.5 percent of the participants are at the age of 51 or above. Therefore it can be interpreted that for students having tattoo is more valuable as price when their budget is considered. This can be due to adopting the fashion and trend on tattoos, creating a

new self-identity, being part of a certain society within their university or daily life or emphasize their sexual motivations with tattoos.

6.5 Correlation Test

Correlation test was conducted to find out direction and the strength of the factors towards the intention of having tattoo. The values and their strength is described as $r=.10$ to $.29$ or $r=-.10$ to $-.29$ which is small, $r=.30$ to $.49$ or $r=-.30$ to $-.49$ medium and $r=.50$ to 1.0 or $r=-.50$ to -1.0 to be strong. The results indicate a strong and positive correlation among the attitude and intention. Where the results were [$r= .890$, $n=240$, $p<.01$]. Therefore attitude has significant effect towards the intention of the participants to have tattoo. Furthermore, the results showed a positive medium correlation between perceived behavioral control and intention with a result of [$r= .652$, $n=240$, $p<.01$]. Analysis also indicated a positive strong correlation between the perceived value and intention [$r=.885$, $n=240$, $p<.01$]. After considering the results, participants with higher level of attitude, perceived behavioral control and perceived value are expected to have higher intention towards having tattoo. This can be attributed to participants as their level of confidence and the expected value from the tattoos are considered to be high.

The results also found correlation between the three variables. There was a positive and strong correlation between the variables of attitude and perceived behavioural control (.674). This indicates that participants with high level of attitude towards the intention of having tattoo will also have higher levels of perceived behavioural control. Secondly, the results indicate a strong positive correlation of (.818) between Attitude and Perceived value. This indicates that participants with higher level of attitude are also expected to have high perceived value when there is intention of having tattoo.

Finally, the results indicate a correlation between Perceived value and Perceived behavioral control. The correlation is positive and significant with a value of .635. This suggests that participants with higher level of perceived value also expected to have higher level of perceived behavioral control over the intention of having tattoo.

6.6 Regression Analysis

Test of regression was conducted to see the impact of the independent variables (attitude, perceived behavioral control and the perceived value) on the dependent variable (intention). The regression test showed that attitude and perceived value have significant effect on the dependent variable intention. Which means it is expected to see higher intention(s) to have tattoo with individuals holding a higher level of attitude and higher level of perceived value ($P < 0.05$). On the other hand, the test showed that the perceived behavioral control variable have no significant impact on the intention variable. Which means having a higher level of perceived behavioral control will not have a positive impact on the intention of individuals to have tattoo. So, cause-and-effect relationship was not found among the perceived behavioral control and intention.

Chapter 7

CONCLUSION

7.1 Introduction

So far in this research, the topic is presented, analyzed and through the finding the results are discussed. In this chapter of the study, it will deliver the implication towards the tattoos, the limitation of this research and further suggestions that can be made for future analysis and research is also conducted. Finally, a conclusion part will be represented as an end of this study.

7.2 Implication on tattoos

According to a survey conducted by the Pew Research Center in the US in 2010, there is at least one permanent tattoo, which is close to 38% of the US population. According to the results of the study published in the Body Art magazine, at least one tattoo is found in 25.7% of 378 adults aged between 20 and 59 years. Found a tattoo, more aggression and rebellion. In our data; having tattoo distribution out of 240 used questionnaires. It turns out that 137 participants (57.1%) answered that they have tattoos. While 103 participants (42.9%) answered that they do not have tattoos. Furthermore, in number of tattoos distribution out of 240 used questionnaires. 103 participants (42.9%) don't have tattoo, 25 participants (10.4%) have one tattoo, 50 participants (20.8%) have two tattoos, 15 participants (6.3%) have three tattoo and 47 participants (19.6%) have four or more tattoos.

In the survey of 378 Londoners, it was also asked how well they participated in proposals such as "I can hit provoke to ", "I can say my opinion to people who are bothering me", and asked for ratings from 1 to 10. Those with tattoos were verbally and physically violent, and those with "more points" were seen. In this study, for the purpose of having tattoo distribution, out of 240 used questionnaires, 29 participants (12.1%) answered 'to be different', 29 participants (12.1%) answered 'to be a part of this trend and society', 62 participants (25.8%) answered 'tattoos express and reflect my inner state', and 29 participants (12.1%) answered 'to look cool' while 77 participants (32.1%) answered 'other'.

"In society, tattoos are generally associated with outlier identities such as prisoners, motorcyclists, who are more aggressive, but there is not much experimental evidence to explain this common governing sentence," the researchers say. According to another on-site research in the Times, it is stated that people with tattoos in their bodies have a more nervous structure than the rest of the society. In this research, in gender distribution, out of 240 used questionnaires. It turns out that 107 participants (44.6%) were female while 133 participants (55.4%) were males. The results of the study has illustrated that female respondents had significant higher level of average than males although, this will not make the females more aggressive or prisoners. Instead the main reason of having tattoo for them can be due to an abuse, suffered pain or such bad memory. Furthermore, the intentions of having tattoos can be done to be a part of a culture, group or society instead of being and outlier.

7.3 Limitations of the study

The study has gathered data from a representative sample from the population of the main cities in North Cyprus. In total there were 240 participants who have successfully

achieved to answer the survey. Although due to sampling method, it can be a limitation where some people were not comfortable to participate the survey especially when it was considered to be about tattoo. Different method or places could have been used in order to have better willingness of the participants towards the survey. This case was specifically considered with the elderly people where in this study 12.5 percent of the participants were at the age of 51 and above.

Secondly, appreciation of tattoo culture and art has bias among the population in North Cyprus. Individuals have lack of knowledge over tattoo and the sub culture of the country is avoiding the true sight of the tattoo and its culture. Therefore in most cases, except the younglings the beliefs and norms about tattoos were extremely stiff. Although the main reason of this can be due to the way how tattoos spread out to Europe and to its negative background. Yet, in recent years the tattoos and tattooed people started to get accepted by the society.

In addition, this study has conducted the Theory of Planned Behavior in order to achieve information towards the intention of having tattoo in North Cyprus. Although in this case the aspect of tattoos and literature is lacking information especially about the Theory of Planned Behavior. So far, most studies that have made for tattoos are narrow with the criminals, the criminal levels or studies among the college students. Another absence is the countries of these studies. The literature of tattoo is mostly recognized in United States and very small amount were cased in Europe. At this point, thinking of North Cyprus, it was hard to conduct and relate past information and literature towards this study.

7.4 Suggestions for future research

In this study, factor of subjective norm was not taken into consideration for the further analysis due to result of Cronbach's Alpha where subjective norm was not reliable. Therefore a questionnaire with more questions about subjective norm can be made for better reliability result. Moreover, able to understand the effect of the factor and further analysis can be made in future studies.

Secondly, a larger representative sample can be gathered for the future researches. Furthermore, future studies can focus only to a certain younger age category for better representativeness and understanding the intention towards having a tattoo as an example, between the ages of 18 to 40 can be taken as a sample choice. This way, the unwilling elder participants will be eliminated and it will be more focused on participants who have tattoo or positive motivation. In addition to these suggestions, the scales and questions of the survey can be changed. For example, participants who have answered to have no tattoos will be eliminated. This way, the participants will be more useful towards the understanding of theory of planned behavior towards their intention to have tattoo.

Finally, the results of analysis represented a significant difference between the male and female respondents. In the results, female respondents had higher level of average values than male respondents towards having tattoo. Further analysis can be made in future studies in order to determine the reason of the difference.

7.5 Conclusion

Data was collected and analyzed in order to carry out the aim and objectives of the research. With concern of the hypotheses made, final conclusions are as followed:

- i. The attitude have a significant and positive effect towards the intention of having tattoo.
- ii. The perceived behavioral control have a significant and positive effect towards the intention of having tattoo.
- iii. The perceived value have a significant and positive effect towards the intention of having tattoo.

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APPENDICES

Appendix A: Questionnaire



QUESTIONNAIRE



This academic project is concerned with the factors affecting intention of having a tattoo in TRNC. Taking the time to complete the questionnaire is vitally important and your contribution is highly appreciated. Your responses will remain anonymous and be treated in the strictest of confidence. There are no right or wrong answers; what really matters is your honest opinion. Thank you very much for your help.

Q1: Please indicate the extent to which you agree or disagree with each of the following statements.

(Please tick /circle only one box per line)

	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
a) I like to have a tattoo one day.	1	2	3	4	5	6	7
b) I have positive motivation towards having a tattoo.	1	2	3	4	5	6	7
c) I am choosing to have a tattoo no matter what my family think.	1	2	3	4	5	6	7
d) It is likely that I would decide to have a tattoo.	1	2	3	4	5	6	7
e) I think tattoos are good for me and have positive opinion of having a tattoo.	1	2	3	4	5	6	7
f) For me having a tattoo is completely unnecessary.	1	2	3	4	5	6	7

Q2: Please indicate the extent to which you agree or disagree with each of the following statements

(Please tick /circle only one box per line)

	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
a) The reference of a professional motivation of tattoo artist relieves my stress and confusion seeking to have tattoo.	1	2	3	4	5	6	7
b) My family would support me to have a tattoo	1	2	3	4	5	6	7
c) The opinion of those who are important to me would affect my tattoo decision.	1	2	3	4	5	6	7
d) My friends think I should carry on having a tattoo.	1	2	3	4	5	6	7

Q3: Please indicate the extent to which you agree or disagree with each of the following statements.

(Please tick /circle only one box per line)

	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
a) If I do not have enough money, I postpone having tattoo even if I feel I need it.	1	2	3	4	5	6	7
b) I would make every financial effort to have a tattoo if I need it.	1	2	3	4	5	6	7
c) I do not want to have a tattoo because it is not well observed by the society.	1	2	3	4	5	6	7
d) I believe that I have personal control over desire and crave of having a tattoo.	1	2	3	4	5	6	7
e) Whether or not having a tattoo is completely up to my decision.	1	2	3	4	5	6	7

Q4: Please indicate the extent to which you agree or disagree with each of the following statements.

(Please tick /circle only one box per line)

	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree
a) Compared to the money I spent on tattoos, having tattoo continuously still has benefit on me.	1	2	3	4	5	6	7
b) Compared to the pain I suffer, having a tattoo is yet worthwhile.	1	2	3	4	5	6	7
c) Overallly, having a tattoo and feeling of new tattoo on me delivers me good value.	1	2	3	4	5	6	7
d) I do not feel very knowledgeable about having a tattoo.	1	2	3	4	5	6	7
e) Among my circle of friends, I am one of the ' experts ' about tattoo and its procedure.	1	2	3	4	5	6	7

Q5: Please indicate the extent to which you agree or disagree with each of the following statements.

(Please tick /circle only one box per line)

Strongly Disagree Disagree Slightly Disagree Neither Agree nor Disagree Slightly Agree Agree Strongly Agree

a) I intend to have a tattoo soon or later.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

b) I intend to have more tattoos.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

c) I do not expect to have a tattoo in the future.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

d) I will look for new designs and ideas of having new tattoo.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

e) I intend to have a tattoo next time when I have a visit to a tattoo studio.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Q6: Do you have any tattoos ?

(Please tick /circle only one box per line)

a) Yes b) No

Q7: How many tattoos do you have ?

(Please tick /circle only one box per line)

a) 1 b) 2 c) 3 d) 4 or more

Q8: What is your purpose of having tattoo ?

(Please tick /circle only one box per line)

a) To be different. b) To be a part of this trend and society. c) Tattoos express and reflect my inner state. d) To look cool. e) Other

Q9. Please specify below your:

(Tick only one box per question)

Q9a) Gender: Male 1

Female 2

Q9b) Age _____

Q9c) Marital Status:

Single 1

Married 2

Divorced 3

Other (Please specify): _____

Q9d) What is your occupation? _____

Q9e) Highest Education Level:

Primary School 1

Secondary School 2

High National Diploma (HND) 3

First Degree 4

Masters Degree 5

PhD 6

Other (Please specify): _____

Q9f) Annual Income (optional):

Up to 20,000 1

20,001 - 40,000 2

40,001 - 60,000 3

More than 60,001 4

Thank you very much for your participation

Appendix B: Turkish Questionnaire



ANKET



Bu akademik proje, KKTC'de dövme yapma niyetini etkileyen faktörlerle ilgilidir. Anketi doldurmak için ayırdığınız zaman son derece önemlidir ve katkınız büyük ölçüde takdir edilmektedir. Güven belirtisi olarak yanıtlarız gizli kalacaktır. Doğru veya yanlış cevap yoktur; gerçekten önemli olan, sizin dürüst görüşünüzdür. Yardımınız ve katkınız için çok teşekkürler.

Q1: Lütfen aşağıdaki ifadelerin her biriyle ne ölçüde katılıp katılmadığınızı belirtin.

(Lütfen her satıra yalnızca bir kutu işaretleyin / daire içine alın)

	Kesinlikle		Biraz		Biraz		Kesinlikle
	Katılmıyorum	Katılıyorum	Katılmıyorum	Kararsızım	Katılmıyorum	Katılıyorum	
a) Bir gün dövme yaptırmak istiyorum.	1	2	3	4	5	6	7
b) Dövme konusunda olumlu bir bakış açım var.	1	2	3	4	5	6	7
c) Ailem ne düşünürse düşünsün dövme yaptırmayı tercih ediyorum.	1	2	3	4	5	6	7
d) Muhtemelen bir dövme yapmaya karar veririm.	1	2	3	4	5	6	7
e) Dövmeler benim için iyi ve dövme konusunda olumlu bir fikrim var.	1	2	3	4	5	6	7
f) Dövme yaptırmanın tamamen gereksiz olduğunu düşünüyorum.	1	2	3	4	5	6	7

Q2: Lütfen aşağıdaki ifadelerin her biriyle ne ölçüde katılıp katılmadığınızı belirtin.

(Lütfen her satıra yalnızca bir kutu işaretleyin / daire içine alın)

	Kesinlikle		Biraz		Biraz		Kesinlikle
	Katılmıyorum	Katılıyorum	Katılmıyorum	Kararsızım	Katılmıyorum	Katılıyorum	
a) Dövme sanatçısının mesleki bir motivasyonuna atıfta bulunmak, dövme yapma konusundaki stresimi ve karışıklığımı hafifletir.	1	2	3	4	5	6	7
b) Ailem dövme yaptırma konusunda bana desteklidir.	1	2	3	4	5	6	7
c) Önemsediğim kişilerin fikirleri dövme yaptırma kararımı etkiler.	1	2	3	4	5	6	7
d) Arkadaşlarım dövme yaptırmaya devam etmem gerektiğini düşünüyor.	1	2	3	4	5	6	7

Q3: Lütfen aşağıdaki ifadelerin her biriyle ne ölçüde katılıp katılmadığınızı belirtin.

(Lütfen her satıra yalnızca bir kutu işaretleyin / daire içine alın)

	Kesinlikle Katılmıyorum	Katılmıyorum	Biraz Katılıyorum	Kararsızım	Biraz Katılıyorum	Katılıyorum	Kesinlikle Katılıyorum
a) Yeterli param yoksa, ihtiyacım olduğunu hissetsem de dövme yaptırmayı ertelerim.	1	2	3	4	5	6	7
b) İhtiyacım olursa, dövme yaptırmak için her türlü maddi çabayı göstebilirim.	1	2	3	4	5	6	7
c) Dövme yapmak istemiyorum çünkü toplum tarafından iyi gözlenmemektedir.	1	2	3	4	5	6	7
d) İnanıyorum ki, arzu ve dövme isteği üzerinde kişisel kontrole sahibim.	1	2	3	4	5	6	7
e) Dövme yaptırıp yaptırmamak tamamen benim kararımaya bağlıdır.	1	2	3	4	5	6	7

Q4: Lütfen aşağıdaki ifadelerin her biriyle ne ölçüde katılıp katılmadığınızı belirtin.

(Lütfen her satıra yalnızca bir kutu işaretleyin / daire içine alın)

	Kesinlikle Katılmıyorum	Katılmıyorum	Biraz Katılıyorum	Kararsızım	Biraz Katılıyorum	Katılıyorum	Kesinlikle Katılıyorum
a) Dövmelerle harcadığım paraya rağmen, sürekli dövme yapmak bana hala fayda sağlıyor.	1	2	3	4	5	6	7
b) Dövme yaptırmak, çektiğim acıya kesinlikle değiyor.	1	2	3	4	5	6	7
c) Dövme yaptırmak ve yeni dövmenin verdiği his bana iyi geliyor.	1	2	3	4	5	6	7
d) Dövme konusunda çok fazla bilgi sahibi hissetmiyorum.	1	2	3	4	5	6	7
e) Arkadaş çevrelerim arasında dövme ve prosedürü konusunda 'uzmanlardan' biriyim.	1	2	3	4	5	6	7

Q5: Lütfen aşağıdaki ifadelerin her biriyle ne ölçüde katılıp katılmadığınızı belirtin.

(Lütfen her satıra yalnızca bir kutu işaretleyin / daire içine alın)

	Kesinlikle Katılmıyorum	Katılmıyorum	Biraz Katılıyorum	Kararsız- ım	Biraz Katılıyorum	Katılı- yorum	Kesinlikle Katılıyorum
a) Yakında ya da sonra dövme yapmak niyetindeyim.	1	2	3	4	5	6	7
b) Daha fazla dövme yapmak niyetindeyim.	1	2	3	4	5	6	7
c) Gelecekte bir dövme yapmayı beklemiyorum.	1	2	3	4	5	6	7
d) Yeni dövme fikirleri ve yeni tasarımlarının arayışı içinde olacağım.	1	2	3	4	5	6	7
e) Bir sonraki dövme stüdyosu ziyaretimde dövme yapmak niyetindeyim.	1	2	3	4	5	6	7

Q6: Herhangi bir dövmen var mı?

(Lütfen her satıra yalnızca bir kutu işaretleyin / daire içine alın)

a) Evet b) Hayır

Q7: Kaç tane dövmen var ?

(Lütfen her satıra yalnızca bir kutu işaretleyin / daire içine alın)

a) 1 b) 2 c) 3 d) 4 ve üstü

Q8: Dövme yapma amacın nedir ?

(Lütfen her satıra yalnızca bir kutu işaretleyin / daire içine alın)

- a) Farklı olmak. b) Bu trendin ve toplumun bir parçası olmak. c) Dövmeler ruh halimi ifade edip yansıtır. d) Havalı görünmek. e) Diğeri

Q9. Lütfen aşağıda belirtin :

(Her soruda bir kutuyu işaretleyiniz)

Q9a) Cinsiyet: Erkek

Kadın

Q9b) Yaş _____

Q9c) Medeni Hal:

Bekar

Evlü

Boşanmış

Diğeri (Lütfen Belirtiniz): _____

Q9d) Mesleğiniz nedir? _____

Q9e) Yüksek Eğitim Düzeyi:

İlkokul

Ortaokul

Yüksek Ulusal Diploma (HND)

Lisans

Yüksek Lisans

PhD

Diğeri (Lütfen belirtiniz): _____

Q9f) Yıllık Gelirimize (isteğe bağlı):

20,000 TL ve üzeri

20,001 - 40,000 TL

40,001 - 60,000 TL

60,001 TL ve üzeri

Katılımınız için çok teşekkür ederim.