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Students' Attitudes Toward Vocational Education

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ABSTRACT This qualitative study examines the factors influencing field preferences and professional perceptions of students enrolled in the Hair Care and Beauty Services Associate Degree program. The study sample consisted of 32 students studying at the Vocational School of Near East University during the 2024-2025 academic year. Data were collected using a semi-structured interview form and analysed through content analysis. Findings indicate that students primarily chose the program due to personal interest and employment opportunities. Most participants expressed satisfaction with their education and intended to pursue the profession after graduation, although concerns related to working conditions and social recognition were noted. The results highlight the importance of practice-oriented training, adequate infrastructure, and professional guidance in vocational education.