

We are students from Kaohsiung High Commerce School. We are conducting a survey on how people like using the pens. This questionnaire is used only for academic research, and your personal information is confidential. Thank you very much!

Team Bili Wan Jun

Date: 18, Jan, 2013

I. Basic information M F

II. Questions

1. Where did you get your pen?

yourself others borrowed [If no, please skip to Question2.]

2. What type of pen do you use the most?

Pens Pencils Rollerball Pens Gel Ink Pens

3. Why did you start using pens? [Multiple choice]

Recommended by teachers Gifts Peer Pressure Needed for work

Curiosity Interest Social Status Design

4. When do you use pens? [Multiple choice]

Daily use Doodling Drawing Composing Writing Doing Homework

Signing Practicing Writing Others

5. Do you have any pens?

No One Over Two

6. Have you ever bought pens?

Yes(Motivation: as gifts personal use collection) No

7. Where would you buy pens?

Stationery (Department stores) Pen Shops Bookstores the Net Others

8. Where did you get the pen information? [Multiple choice]

Relatives Salespeople Online Magazines Online ads Posters DMs

Ads in Magazines Relevant Activities

9. Do you like pens?

Yes No (Why? [Multiple choice] Pens damage the paper ink leakage

Bad handwriting Slow Inconvenient Others)

10. When you buy pens, you consider:

brand trust design texture chic humanized design modern
 enhance self-worth adorable noble others

11. When you buy pens, you consider: [Multiple choice]

brand features materials price MIT exquisite weight
 ways to refill ink comfortable publicity

Thank you!