An Survey on the Personal Stationery of Taiwan University Students

Chang Yulin 1)  Lo Tsai-Yun 2)
1) Graduate School of Industrial Design, Tatung University  2) Tatung University

1)  Regardless of gender and the colleges enrolled, the storage stationery are discussed in the paper. The results showed significant difference between the colleges and gender. The user habits and personal preference for personal stationery are discussed in the paper. The results showed significant difference between the colleges and gender. The followings are description on the results of analysis:

2.1  Types of personal stationery

The types of personal stationery carried by the respondents of the interview are analyzes and organized in Table 1. The results received indicating the following points:

1)  Regardless of gender and the colleges enrolled, the storage stationery selected all consist of pencil pouch [4] and the reason is speculated to be the higher flexibility of pencil pouch than pencil case in terms of easy storage.

2)  Male respondents’ pencil pouches mostly are dark and dustproof colors and the females’ are brighter and more colorful colors than males’.

3)  The stationery used for writing patterns account for significant quantity in pencil pouch, whereas pens account for the highest quantity.

4)  Males carry more binding stationery than females (i.e. paperclip, stapler and adhesive stick.).

2.2  Use patterns of personal stationery

The user habits and personal preference for personal stationery are discussed in the paper. The results showed significant difference between the colleges and gender. The followings are description on the results of analysis:

1)  The main purpose of writing stationery is divided into writing and marking, and the quantity of pens account for the majority. However, the highest frequency of use in average is the mechanical pencil due to being easy and immediate correction.

2)  The respondents choosing highlighter indicated that the use of crayons is more troublesome than the highlighter due to the repetition in coloring. Moreover, respondents choose orange color for marking the key points.

3)  The correction fluid and tapes are auxiliary for correcting the writing stationery that could not be erased. The interview shows that the students from the Engineering College have either one of which or both while the students from the Design College only possess either one or none, implying that the use of pens in terms of neatness and writing demand
for the former students are higher than the students from the Design College. Moreover, respondents’ use patterns of correction fluid and correction tape differs from each other.

4) Other than using pencil pouch as storage stationery, some users only carry a frequently used pen and paper or notebook at special occasion (i.e. speech). Accordingly carrying pencil pouch is considered excessive behavior at special occasions and therefore the personal stationery is reduced.

5) Pencil pouch “with toolbox” type: The function of pencil pouch is no longer designed as the “container for storing stationery” but interpreted with new purposes by the users. Some users regard their pencil pouches as temporary storage, and the change is placed in the pencil pouch as alternative for purse. Not all items inside the pencil pouch are items frequently used, hence the purpose of pencil pouch has transformed into toolbox or storage pouch rather than pure stationery storage.

2.3 Consumption pattern of personal stationery

The following points are concluded for the different analysis in consumption patterns of personal stationery:

1) Difference in gender purchase : Females could purchase based on preference or emotion. In comparison, Males emphasize on practicability and functionality in purchase of stationery

2) Key points in purchasing writing stationery : The respondents are willing to pay more for quality assurance in the purchase of mechanical pencil. The respondents of Design College emphasize more on consideration of price, and the respondents of Engineering College prefer usability and smoothness.

3) Difference in brand purchase : Students from Engineering College show more significance than others in terms of purchase behavior based on user experience and brand image.

3. Conclusion

The following characteristics have been discovered from the analysis and discussion:

1) Types of personal stationery: The university and college students prefer pencil pouch with higher flexibility as the personal storage stationery while female most choose bright or colorful styles.

2) Use patterns of Personal stationery : Students of Engineering College require more correction stationery types. The purpose of pencil pouch is no longer limited to storage stationery but is determined by user preference as to the purpose of pencil pouch. Not only so, user would simplify the stationery carried at an occasion that requires stationery, and therefore the stationery carried in pencil pouch could simplify all behavior requiring stationery.

3) Consumption patterns of Personal stationery : Students of Engineering College pay more attention to brand than students of Design College do.

Remarks and Reference


[4] Pencil pouch is made of materials such as cloth and artificial leather with flexibility and softness. Pencil case or pencil box is mostly made of metal or plastics with fixed shape.