

Unconventional Product Design and Customer Interest in Tamburins' Hand Perfume

Abstract

This mini study explores how Tamburins' unconventional product design relates to customers' responses to its hand-perfume product. The research question asks: How does Tamburins' unconventional product design influence customers' interest in this hand-perfume product? Five participants were interviewed about their responses to the product's appearance and possible use. The analysis identified two main themes: attention through unconventional design and beauty product as a wearable and decorative accessory. Participants described the product as visually unusual, memorable, cute, polished, and luxurious, while some also understood it as an accessory rather than only a beauty product. The findings describe reported attention and perceived accessory use rather than purchase intention, actual purchasing, or causal effects. Overall, the study suggests that unconventional design can influence how a beauty product is noticed and interpreted.

Introduction

Product design can influence how people notice and understand consumer products. Visual characteristics are particularly relevant to consumer attention because product appearance can affect which visual features people notice. Orquin et al. (2020) examined the visual characteristics of product packaging and their relationship with consumer attention, providing relevant academic context for understanding how unusual product presentation may attract attention.

This study focuses on Tamburins' Shell Perfume Hand 15ML and the separate Metal Wear Shell accessory. The Shell Perfume Hand is the hand-perfume product, while the Metal Wear Shell is a metal accessory designed to be used with the 15ml Shell Perfume Hand. Therefore, the two should be understood as related but distinct product components.

The unusual appearance of the Metal Wear Shell provides an example of how beauty-product design can extend beyond conventional perfume packaging. This study focuses on participants' reported attention and their perceptions of the product as an accessory. It does not attempt to measure actual purchasing behavior or establish a causal relationship between design and purchase intention. In this study, customer interest refers to participants' reported attention to the product and their perceptions of its design and possible use, rather than purchase intention or actual purchasing behavior.

The research question is:

How does Tamburins' unconventional product design influence customers' interest in this hand-perfume product?

Methods

Participants and Recruitment

Five participants took part in this study. The participants were recruited from the researcher's classmates and were identified using participant codes (P1-P5) to protect their identities.

Interview Procedure

The participants were shown images of the Tamburins product and were interviewed face-to-face. The same general questions were asked of all five participants, focusing on their first impressions of the product's appearance, its unconventional design, and how they understood its possible use as a beauty product or accessory. The participants agreed to take part in the study and to have their responses used for the research.

Data Analysis

The interview responses were reviewed and compared to identify recurring ideas related to the research question. Two main themes were identified:

1. Attention through unconventional design
2. Beauty product as a wearable and decorative accessory

The quotations were checked against the participants' recorded responses and are identified using participant codes (P1-P5).

Because the study involved only five participants from the researcher's classmates, the findings are treated as exploratory and are not intended to represent all consumers.

Results

Theme 1: Attention through Unconventional Design

The first theme is attention through unconventional design. Participants described several aspects of the product's appearance as unusual, memorable, attractive, or visually distinctive.

P1 said:

"Looks really different from normal perfume, so it catches my attention."

This response directly connects the unusual appearance of the product with the participant's reported attention.

P3 described the product in a different way:

"It reminds me of a tiny pastel cake wrapped in silver jewelry. It's cute, but at the same time it has a very polished and luxurious feel."

Rather than focusing specifically on attention, P3 emphasized the product's cute, polished, and luxurious visual qualities.

P4 also commented on the unusual appearance:

"I think the unusual shape is what makes it memorable."

P5 added another perspective:

"Honestly, I think it looks like something I'd want to keep on my vanity even after I finished the product. The packaging itself feels like part of the experience."

Together, these responses show that participants did not describe the unconventional design in exactly the same way. P1 focused on attention, P3 on aesthetic qualities, P4 on memorability, and P5 on the continuing value of the object as part of the product experience.

Theme 2: Beauty Product as a Wearable and Decorative Accessory

The second theme is beauty product as a wearable and decorative accessory.

P2 said:

"It's giving both. A perfume can be used as a part of accessories." This suggests that P2 understood the product as both a perfume-related object and an accessory.

P4 similarly said:

"My first thought is that this looks more like a fashion accessory than a beauty product."

P4's response provides a slightly different perspective from P2. While P2 viewed the product as both perfume and accessory, P4 initially perceived it more strongly as a fashion accessory.

P5's response also relates to the product's decorative value:

"The packaging itself feels like part of the experience."

This suggests that the visual object may have significance beyond simply containing or delivering the beauty product.

Discussion

These findings suggest that Tamburins' unconventional design can shape how participants notice and interpret the product. P1 explicitly connected the unusual appearance with attention, while P3, P4, and P5 described qualities such as luxury, memorability, and the product's role in the overall experience.

This connects with Orquin et al. (2020), who investigated the relationship between visual characteristics of product packaging and consumer attention. Their research provides academic support for considering visual design as an important factor in attention. However, their study does not specifically examine Tamburins, and the present study does not demonstrate that Tamburins' design causes increased purchasing behavior.

The second theme shows that the product can also be interpreted beyond a conventional beauty-product category. P2 described the perfume as something that could be used as part of an accessory, while P4 said the product looked more like a fashion accessory than a beauty product. These responses support the interpretation that unconventional design can influence how participants understand the product's function and identity.

It is important to distinguish the Metal Wear Shell from the Shell Perfume Hand 15ML in this interpretation. The Shell Perfume Hand is the hand-perfume product, while the Metal Wear Shell is the separate metal accessory designed to be used with it. The accessory therefore contributes an additional visual and wearable dimension to the product experience.

The five interviews also show some variation. P1 focused primarily on attention, P3 on aesthetic qualities, P4 on memorability and fashion, P5 on the product continuing to have a decorative role after use, and P2 on the possibility of the perfume functioning as an accessory. These differences suggest that participants did not respond to the unconventional design in exactly the same way.

Overall, the findings should be understood as reported perceptions, not evidence that unconventional design causes purchase intention or actual purchasing. The study shows how participants described their attention and interpretations of the product, but it does not measure whether they actually bought or would buy it.

Conclusion

In conclusion, this mini study found that participants responded to Tamburins' unconventional product design through both attention to its distinctive appearance and perceptions of the product as an accessory or decorative object. The strongest themes were attention through unconventional design and beauty product as a wearable and decorative accessory.

The five interviews showed different but related responses. Participants described the product as attention-grabbing, cute, luxurious, memorable, accessory-like, and part of the overall product experience. Overall, the findings suggest that unconventional design can influence how a beauty product is noticed and understood. However, the study does not establish a causal effect on purchase intention or actual purchasing behavior.

References

Orquin, J. L., Bagger, M. P., Lahm, E. S., Grunert, K. G., & Scholderer, J. (2020). The visual ecology of product packaging and its effects on consumer attention. *Journal of Business Research*, 111, 187–195. <https://doi.org/10.1016/j.jbusres.2019.01.043>

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