

Tharindi Thilakarathne

Co author : Sumanthri Samarawickrama

University of Moratuwa - Sri Lanka

A comparison between Laksala Packaging and Gift and Souvenir Packaging

Abstract – Gift and souvenir packaging is a value addition to attract tourists by promoting regional culture. 'Laksala' is the biggest gift and souvenir boutique that offers a vast range of craft and non-crafted items that represent Sri Lankan heritage. But their packaging follows a functional-based method rather than representing culture. Therefore, this study was conducted to identify the reason behind Laksala to practice a contrast method of gift and souvenir packaging. The research was conducted through a mixed methodological approach, with four main strategies. A literature review was conducted to understand the background of the gift and souvenir packaging and went through observation to identify how is it practised in Laksala. Then a questionnaire was distributed among Laksala customers to collect their experiences. Finally, an open-ended interview with Laksala officers was conducted to identify the reasons behind implementing the current packaging. According to the analysis, unawareness of 'gift and souvenir packaging' among Laksala responsible personnel was the main reason for this gap. They have only focused on brand promotion and product safety. Furthermore, the limited cost structure of Laksala too enclosed the door for innovative packaging. The research findings will help to introduce gift and souvenir packaging to Laksala as a value addition to Sri Lankan crafts.

Keywords: Gift and souvenir packaging, Cultural representation, Packaging design, Functional based packaging design