

An Investigation the Graphics of Spice Packaging on Sri Lanka Supermarket Shelves

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Abstract – In the competitive retail landscape of Sri Lanka, supermarket shelves feature nearly 19 spice brands and approximately 40 spice varieties, making effective packaging design essential for product visibility and differentiation. This study investigates how packaging design elements—colour, graphics, shape, material, and text—contribute to capturing consumer attention and enhancing product appeal on supermarket shelves. The research employs a mixed-methods approach, combining a deductive phase to identify critical packaging elements from existing literature with an inductive phase involving direct observation of spice packaging in Sri Lankan supermarkets. Thematic analysis categorises findings into key design elements while considering environmental factors, such as shelf configurations, visual zones, and consumer buying levels, that influence packaging effectiveness. Findings indicate that the strategic use of packaging elements is vital for standing out in a crowded marketplace. Tables and illustrations summarise the impact of these elements and provide actionable insights for designers and marketers. The study also highlights the importance of shelf management practices, emphasising their role in enhancing product visibility. This research contributes to the field of packaging design by offering a framework for creating visually compelling and differentiated products. Beyond spice packaging, the findings have broader implications for designing primary packaging across various product categories. Future research could integrate innovative methods, such as eye-tracking technology, to analyse consumer interactions and refine design strategies further. health, ergonomics, safety, productivity, and sustainability. Current transportation methods, including bicycles and motorbikes, impose significant physical strain, and environmental concerns.

Keywords: Sales packaging, packaging elements, spices shelves, supermarkets

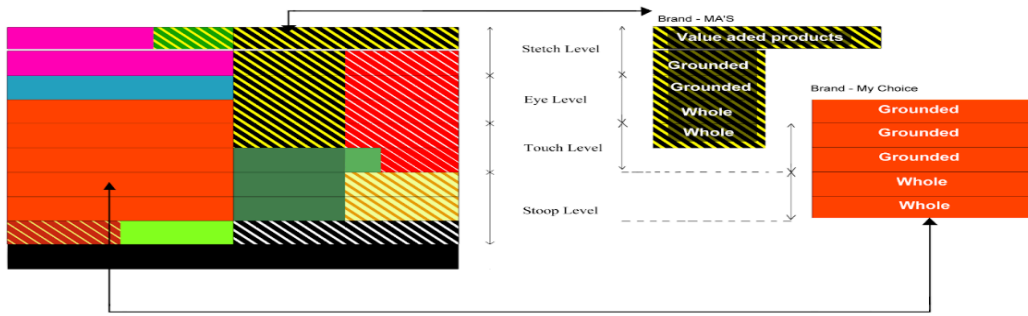


Fig.1 - Product Arrangement of Cargills Food City (Source : Author)

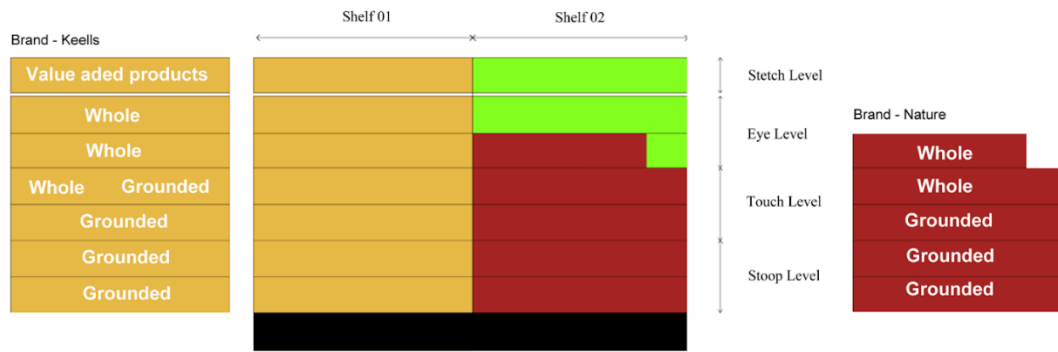


Fig.2 - Product Arrangement of Keells (Source : Author)

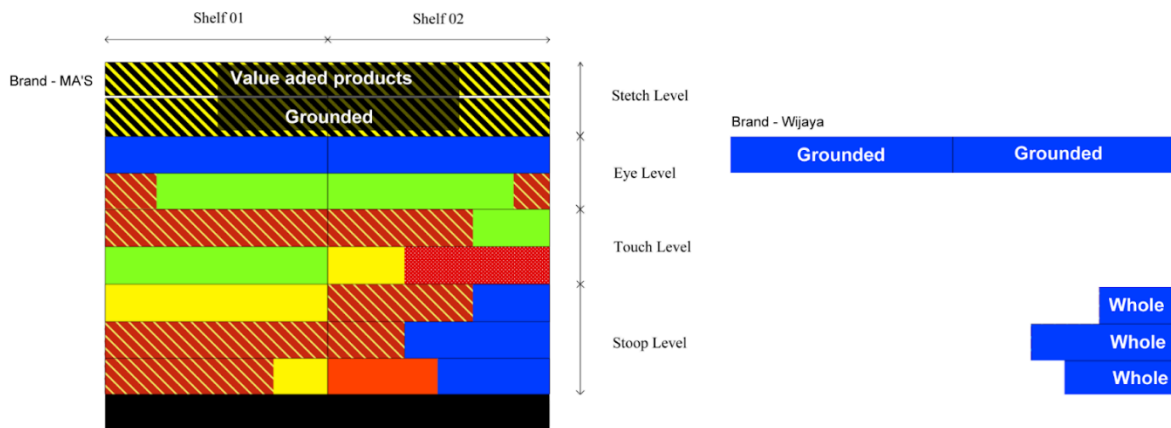


Fig.3 - Product Arrangement of Laugfs (Source : Author)

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