Online ISSN: ISSN 2059-1195

THE EFFECT OF IMPORTED USED-WESTERN WOODCRAFT ON THE WOODCRAFT INDUSTRY IN THE SEKONDI-TAKORADI

Samuel Adentwi Bentum

Ph.D African Art and Culture, Senior Lecturer- Takoradi Technical University

Frederick Narkwa Anderson

MSc - Statistics, Senior Lecturer, Takoradi Technical University

Silverius Kwasi Bruku

MPhil- Actuarial Science, Lecturer- Takoradi Technical University

Solomon Obuobisa Ayeh

MFA- Sculpture, Lecturer, Takoradi Technical University

ABSTRACT: The paper intended to examine the effect of the importation of used-Western woodcraft in Sekondi-Takoradi and their ramification on the woodcraft industry. It sought to enquire into the effect that these imported used-Western woodcraft have on hands-on skills, training and employment of the youth in Sekondi-Takoradi. It also enquired into the recent and widespread importation of used woodcrafts from the Western world as against the brand new woodcrafts from Sekondi-Takoradi. The analytical method was adopted to analyze the data using purposive sampling technique. The primary information was acquired through interview, interaction, observation and field survey while secondary information was obtained from literary sources. The results showed that, Woodcraft producers in the enclave lacked the state-of-the-art machinery and technological knowhow to meet the International Standard Order (ISO) and the growing western taste of their prospective patrons or buyers. The paper concludes that Sekondi-Takoradi is flooded with imported used-Western woodcrafts that are available, stylish and relatively affordable, as compared to the locally made ones. Also, the woodcraft producers in Sekondi-Takoradi have the onerous task to compete with their Western counterparts.

KEY WORDS: woodcraft, used- woodcraft, western woodcraft, indigenous woodcraft

INTRODUCTION

The importation of used-Western woodcraft into Sekondi-Takoradi was perpetuated by a) importers, b) dealers or merchants, and c) patrons or buyers. In addition, some local woodcraft producers who have the pungent to replicate or reproduce multiple copies of Western woodcraft styles and technology also helped to promote their importation. Furthermore, the collapse of the Wood processing industries in Sekondi-Takoradi and the shortage in the supply of appropriate raw material might have affected the sustenance of the woodcraft industry.

Print ISSN: ISSN 2059-1187,

Online ISSN: ISSN 2059-1195

Low incomes of the indigenes, inhabitants and settlers of Sekondi-Takoradi allows for the over reliance and patronage of the imported used-Western woodcraft. Woodcraft artisans and collapsed wood industry workers who travelled out to the Western European countries, in their quest to make some financial gains, solve domestic challenges or make substantial investment at home had contributed to the importation of these used-Western woodcrafts. The readily available market for these high qualities, but cheap imported used-Western woodcraft on the woodcraft market in Sekondi-Takoradi makes their importation juicy and prosperous.

History informs us that after the retreat of the ice, the forest cover grew more significant over the earth, Adam, L.S. (1999). It is assumed that both the temperate and tropical regions had some substantial proportion of trees on their land for woodcraft production and consumption. The difference in these trees may be their type, size, colour, grain pattern and toughness of its fibre or tissues.

Woodcraft and their accompanying products abound in all regions of the world and are used for several purposes including religion, spirituality, medical, domestic, industrial, institutional, vocational and technical usage. They are in the hospitality and entertainment outfits, food and beverage, shrines, churches and mosques, hospital and wellness centers sports and recreational places, studios, workshops and production areas for technological supports and many more. Although, woods found in several regions of the world have shown some amount of resistance to hash and mild weathers, their continuous adaptation as a major and a preferred material desire greater admiration and recommendations for the woodcraft industry and their patrons.

The Objectives of the Research

The paper aimed at investigating the effect that imported used-Western woodcraft has on the wood industry in Sekondi Takoradi and how the wood industry is sustained for posterity and the creation of employment opportunities for the vibrant youth. The paper also seeks to enquire into the recent and widespread importation of used woodcraft produced in the Western world as against the brand new products from Sekondi-Takoradi. The paper also tries to find out the market trends and job prospects or challenges available to professional and prospective woodcraft producers and woodcrafts from Sekondi-Takoradi. Questions that one may ask are what prompted the importation of used-Western woodcraft into Sekondi-Takoradi and what measures have been put in place by the Government of Ghana to guarantee the local woodcraft market share in Sekondi Takoradi?

Statement of the Research Problem

In recent times, the woodcraft market in Sekondi-Takoradi is flooded with imported used-Western woodcrafts that are cheap and relatively affordable, as compared to the local ones. Also, the woodcraft artisans in Sekondi-Takoradi have a herculean task to compete with their western counterparts who ensure the supply of these imported used-Western woodcrafts into the local market. Additionally, the woodcraft artisans in the enclave lack the technical machinery and technological knowhow to meet the International Standard Order (ISO) standard.

Imported used-Western woodcrafts are in the following areas; Wall hangers and hooks, cutlery and

Print ISSN: ISSN 2059-1187,

Online ISSN: ISSN 2059-1195

kitchen wares, picture frames and plates, relief and in-the-round carvings, chairs and stools, tables and stands, beds, cabinets and shelves, furniture accessory and fittings, fashion accessories and ornaments, lightening hangers and holders, interior and exterior trimmings and decorations, teaching aids and demonstrational objects, medical supports and illustrations items, farm and garden tools and implements, artisans and professional tools and implements and other woodworks.

In Sekondi-Takoradi, imported used-Western woodcrafts, are popularly known as *Home-use*, *Home-goods*, *Euro carcass*, *Fosse*, *Bronyi weiwuu*, *and* many other jargons. These imported used-Western woodcrafts are brought into Sekondi-Takoradi by Western travellers *Europers*, *Burgers*, *Londoners*, *Italianos*, *Hamburgers and others*. The indigenes and settlers of Sekondi-Takoradi, who have had the opportunity to travel to or live in Western Europe, are the ones likely to indulge in the influx of imported used-Western woodcrafts.

Scope of Research

This research is limited to the importation and sale of imported used-Western used woodcraft in Sekondi Takoradi and how they impact negatively on the woodcraft industry in Sekondi-Takoradi, Ghana.

LITERATURE REVIEW

A report published by WRAP (2013, p. 7), defines second-hand products as "items that are available for use as their original intended function". Similarly, Guiot & Roux (2010, p. 356) also define second-hand shopping as "the acquisition of second-hand objects through methods and places of exchange that are distinct from those for new products". According to Cherrier, et al., 2012; Young, et al., 2010 second hand good play a vital role in prolonging the use of certain products through its re-sale, redistribution, recycling, renovating, new-uses, which leads to the so called circular economy and sustainable development. A large number of researchers/scholars view the environmental awareness as a motive for purchase and preference for second-hand goods (Guiot & Roux, 2010; Gullstrand Edbring, et al., 2016; Young, et al., 2010). The booming development of the imported used-Western goods market brings the question as to why a certain product which has already lost part of its characteristics and functionality after its first use would be considered desirable for a second and even third or fourth time (Guiot & Roux, 2010). It is indisputable that the reasons for the existence of a second-hand goods market are rooted and are completely dependent on consumer behaviour and psychology. Studies of the motivation of consumers who are willing to buy secondhand products are heterogeneous; they use different methodologies and consist of different divisions of purchase factors (Herjanto, et al., 2016).

Danish respondents consider the sale of a used item an act which represents not wanting to throw away something that still functions, while 32% of them like the idea of having others benefit from second-hand merchandise (Avis, 2017); creating a new purpose for used-goods is the main reason for 60% of surveyed Italians to order such (Doxa, 2017). In this view, the purchase of pre- owned merchandise has turned into a necessity and an expression of financial dependency in a global fashion trend which is used by people with varying social statuses and classes and therefore it guarantees the

Print ISSN: ISSN 2059-1187,

Online ISSN: ISSN 2059-1195

position of the individual in society. The consumption of imported used-Western products is also considered one of the best strategies to protect the environment. This is because it saves natural resources for making a new product as well as it protects the environment by preventing the used products from becoming waste (Yeh et al., 2010, p. 438). However, "many customers may feel uncertain about the quality of the used products and instead would rather purchase new products especially when the warranty is provided" (Yeh et al., 2010, p. 438).

Brand is also a criteria for second hand products and it shows the symbol of personality of a customer, this influences a customer's choice of purchase of second hand wood product if a brand new is not available,

According to King "people choose their brands the same way as they choose their friends, in addition to the skills and physical characteristics; they simply like them as people" (1970, cited in Azoulay & Kapferer, 2003, p. 144). From this statement, we can easily realize that a brand carries a good meaning to the customer for trusting a specific product. Today, the quality of the product is also considered as a given feature which represent by the brand name (Rekom et al., 2006, p. 181).

When the price of a product is high, customers will spend more time researching information before they purchase the product (Wu, Huang & Fu, 2011, p. 290). Some customer also considers the price as an indicator of product quality and vice versa (Guiltinan, 2011, p. 746-747, Huang & Sarigöllü, 2012, p. 54). Similarly, Chang & Wildt (1994, p.16-17) in their study mention that price also have an influence on the purchase intention of a product.

METHODOLOGY

The study employed the survey method to solicit opinions/perceptions of importers, dealers/merchants, patrons/buyers and local producers of woodcrafts in Sekondi-Takoradi with regards to their motivation, usage and production of woodcrafts in the metropolis. Three (3) different survey instruments (questionnaires) were designed for the respondents.

Simple random sampling methods were used to ensure that each instrument was relevant to the target population. The target population was Sekondi-Takoradi with a sample size of 30 respondents for importers and dealers/merchants and fifty (50) for patrons/buyers and local producers, IBM SPSS Statistics software was used for data entry and analyses of the data gathered. The study also employed the qualitative research module where certain individuals were interviewed and other cases studied to support the instrument that was designed.

Print ISSN: ISSN 2059-1187,

Online ISSN: ISSN 2059-1195

RESULTS AND FINDINGS

Dealers and Merchants

Table 1: What are the motivations for the importation of used-Western woodcraft into Sekondi-Takoradi?

| Response | Frequency | Percent (%) | Valid Percent | Cumulative Percent (%) |
|-------------------|-----------|-------------|---------------|---------------------------|
| Employment | 19 | 63.3 | 63.3 | 63.3 |
| Monetary gains | 8 | 26.7 | 26.7 | 90.0 |
| Prestige | 1 | 3.3 | 3.3 | 93.3 |
| Demand and supply | 2 | 6.7 | 6.7 | 100.0 |
| Total | 30 | 100.0 | 100.0 | |

Source: Authors' Field work (2020)

Table 1 is a display of the motivation for which dealers or merchants import used-Western woodcraft into Sekondi-Takoradi. Out of thirty (30) respondents surveyed, nineteen (19) representing 63.3% of respondents cited employment opportunities as the motivating factor, eight (8) representing 26.7% of respondents import these products for monetary gains, one (1) representing 3.3% of the respondents imports for prestige and two (2) constituting 6.7% of respondents import for demand and supply. The survey sought to find out from respondents the sources of imported used-Western woodcrafts in the Metropolis. Ten (10) of the respondents, representing 33.3% were of the view that Homes and Communities in the western world was the major source of these used woodcrafts, nine (9) respondents constituting 30.0% cited industries, Churches and schools as a source, eight (8) respondents constituting 26.7% obtained these used goods from dump yards. and three (3) respondents got their goods from other sources also representing 10.0%.

Acquisition, Storage and Exportation of used-Western Woodcraft to Sekondi-Takoradi

Further analyses show that out of the thirty (30) dealers or merchants surveyed, 33.3% acquired the woodcraft from the Western world partly because they were out of fashion, 40.0% obtained the woodcrafts because they were worn-out and over-used. Twenty percent (20.0%) obtained these woodcrafts as a result of bad credit or repossession policy while 6.7% acquired the woodcrafts from manufacturing policy or trade-in.

On the issue of storage of these used-Western woodcrafts before they are exported from the western countries, sixteen (16) respondents constituting 53.3% maintained that these woodcrafts were stored in domestic garages and compounds, seven (7) respondents representing 23.3% store the woodcrafts acquired in commercial houses prior to exportation. On the contrary, only five (5) and two (2) respondents representing 16.7% and 6.7% store these woodcrafts in open spaces and other storage methods respectively.

The analysis sought to find out how these imported used-Western woodcrafts were handled or

Online ISSN: ISSN 2059-1195

preserved before they were exported. The results show that 6.7% each preserve these woodcrafts by water flash, fumigation and sterilization and sanitization while a whopping 80.0% do not apply any methods of preservation to these used-Western woodcrafts before exportation.

Types of Imported used-Western Woodcraft, means of transporting them and their Pricing in Sekondi-Takoradi

A market observation of the kinds of imported used-Western woodcraft in the Metropolis include but not limited to furniture and household accessories, industrial and educational institution furniture and Art and craft. The results of the analysis indicate that nine (9) merchants or dealers constituting 30.0% each were into the importation of domestic furniture and household accessories and industrial and educational institution furniture respectively. Eight (8) dealers or merchant constituting 26.7% of the respondents were into the importation of hospitality and entertainment items and furniture while two (2) respondents each imported medical and wellness furniture and gadgets, and art and craft respectively. This represents 13.4% of dealers or merchants.

Table 2: Means of Transporting used-Western Woodcraft to Sekondi-Takoradi

| Response | Frequency | Percent (%) | Valid Percent | Cumulative Percent (%) |
|----------|-----------|-------------|---------------|------------------------|
| By air | 5 | 16.7 | 16.7 | 16.7 |
| By sea | 25 | 83.3 | 83.3 | 100.0 |
| Total | 30 | 100.0 | 100.0 | |

Source: Authors' Field work (2020)

Table 2 shows the means through which these used-Western woodcrafts are transported into Sekondi-Takoradi from the Western countries. Five (5) respondents representing 16.7% import their goods to Sekondi-Takoradi by air while 83.3% of dealers or merchants import their goods to the metropolis by sea. This is not surprising as these goods are usually imported in larger quantities and Sekondi-Takoradi being a coastal city is an advantage to these importers.

The demand for imported used-Western woodcraft in the metropolis is relatively very high among residents. In light of this, dealers or merchants have devised competitive pricing strategies in the pricing of their woodcrafts. Among them include;

Appearance or state-of-look or brand, type of material used or style, country or origin and make and the location and environment of sale. To ascertain which of these strategies was popular among dealers or merchants, the analysis show that twelve (12) respondents representing 40.0% of dealers or merchants relied on the appearance or state-of-look or brand to price the woodcraft. Ten (10) respondents constituting 33.3% of dealers or merchants were influenced by the type of material used and style to price these used-Western woodcraft while five (5) and three (3) respondents constituting 1.6.7% and 10.0% each were influenced by the country of origin and location and environment of sale respectively in the determination of the prices.

Online ISSN: ISSN 2059-1195

Sale and Patronage of Imported used-Western Woodcraft Table 3: Class of Patrons of used-Western woodcrafts in Sekondi-Takoradi

| Response | Frequency | Percent (%) | Valid Percent | Cumulative Percent (%) |
|---------------------|-----------|-------------|---------------|---------------------------|
| Affluent/high class | 2 | 6.7 | 6.7 | 6.7 |
| Middle class | 13 | 43.3 | 43.3 | 50.0 |
| Average class | 12 | 40.0 | 40.0 | 90.0 |
| Low class | 3 | 10.0 | 10.0 | 100.0 |
| Total | 30 | 100.0 | 100.0 | |

Source: Authors' Field work (2020)

Table 3 is a display of how imported used-Western woodcraft are sold by dealers and merchants in the Sekondi-Takoradi metropolis. Twelve (12) dealers or merchants representing 13.3% sell their products through family and friends. Out of the remaining fourteen (14) respondents, eight (8) dealers or merchants constituting 26.7% sell their used-Western woodcrafts using shop owners while the remaining six (6) dealers sell their products through vendors. This is a good marketing strategy as using other dealers or merchants will facilitate the sale of these used-Western Woodcrafts.

The pricing of used-Western woodcrafts has a relationship with the class or status of individuals in society. Individuals or patrons of these used-Western woodcrafts range from Affluent/High class to Low class. The results of the survey show that 6.7% of patrons of these products are affluent or high class, 43.3% are middle class, 40.0% are average class while 10.0% of the patrons are in the low-income class bracket. Further analysis show that affluent in society patronize these imported used-Western woodcrafts based on their appearance, state-of-look or brand. Out of the thirteen (13) patrons of these western woodcraft classified as middle-income earners, ten (10) representing 76.9% patronized products based on their appearance, state-of-look or brand while three (3) representing 23.1% considered the type of material used and style as the primary motivation for patronizing used-Western woodcrafts. In addition, out of twelve (12) average income class who patronize the used-Western woodcrafts, seven (7) constituting 58.3% were moved by the type of material and style while five (5) representing 42.7% considered the country of origin of these products as their primary motivation of patronizing them. On the contrary, all patrons classified as low-income earners considered the location and environment of sale in patronizing these products.

Influence of Imported used-Western Woodcraft on Production of Local woodcraft

The survey sought to determine whether these imported used-Western woodcrafts have implications on production of local woodcraft in the metropolis. Sixteen (16) dealers or merchants were of the view that these imported woodcrafts had influence on the production of local woodcraft whereas fourteen (14) dealers or merchants disagreed with the notion that these woodcrafts had influence on

Online ISSN: ISSN 2059-1195

these products. Out of the sixteen (16) who stated that the imported used-Western woodcraft had an influence on the production of local woodcraft, ten (10) merchants representing 62.5% underscored that its presence in the metropolis aided in design adaptation while six (6) dealers or merchants representing 37.5% were of the view that it offered reproduction opportunities.

Medical Effect of Imported used-Western Woodcraft on Patrons

Table 4: Medical Effect of Imported used-Western woodcraft on the patrons or buyers

| Response | Frequency | Percent (%) | Valid Percent | Cumulative Percent |
|----------|-----------|-------------|---------------|--------------------|
| YES | 16 | 53.3 | 53.3 | 53.3 |
| NO | 14 | 46.7 | 46.7 | 100.0 |
| Total | 30 | 100.0 | 100.0 | |

Source: Authors' Field work (2020)

Table 4 is a display of whether imported used-Western woodcraft has medical effects on the patrons of these products. Clearly, 53.3% of merchants agreed that these imported woodcrafts have medical effects on the patrons while 46.7% were of the view that these imported woodcrafts had no medical implication on patrons.

Further analysis conducted to ascertain the type or kind of ailment or disease affecting patrons show that merchants or dealers are split in half. Eight (8) dealers or merchants each representing 50.0% apiece were of the view that patrons of these products were affected by insect and pest infestation, and fungi and skin diseases respectively.

DISCUSSION

Woodcraft production, primarily a global economic activity has demand and supply relatively stable. A study of woodcraft producers in Sekondi-Takoradi indicates that 22.0% view the production of woodcraft as an entrepreneurial skill, 18.0% recognize the production of woodcraft as a source of employment, 54.0% produce these products for purposes of benefiting monetarily while demand and supply was the motivating factor among 6.0% of woodcraft producers. The fact that 40.0% of woodcraft producers are motivated by employment and entrepreneurship means it is good since it has a potential to create more employment opportunities for the teeming unemployed youth in the metropolis.

An overview of the frequencies of production of these indigenous and local woodcrafts in the metropolis was considered. While twelve (12) and ten (10) local producers indicated that they were into multiple-production and mass production respectively, majority of these local woodcraft producers representing 56.0% had embarked on a one-off production.

Online ISSN: ISSN 2059-1195

Sources, Processes, Treatment and Storage of Raw Materials for Production

The increasing demand for woods raw material has had devastating impacts on the forest. Fifty-eight percent (58.0%) of woodcraft producers largely rely on bush-cut wood markets for their raw materials and the remaining 42.0% of woodcraft producers rely on sawn-mills treated wood markets and sawn-mills wood markets. The fact that majority of the woodcraft producers are dependent on bush-cut wood markets is invariably indicative of the deleterious effects it has on the environment and forest.

It is instructive to note that the quality of a product is largely dependent or related to the processes; treatment and storage of the material. The survey among woodcraft producers in Sekondi-Takoradi show that only 60.0% process, treat and properly store the raw material needed for production. The remaining 40.0% do not treat season the raw materials. Out of the 60.0% who process and treat the raw materials, 40.0% used open-air treatment and seasoning while 20.0% used industrial treatment and seasoning.

Methods and Technology used in the Production of Woodcraft in Sekondi-Takoradi

Developed countries have sharply metamorphosed from manual production of woodcrafts to technological methods. It is however worthy of note that 74.0% of local producers in Sekondi-Takoradi are still involved in manual production while only 26.0% of these producers rely on machines in their production and the remaining 6.0% rely on automated and computerized systems to produce their woodcrafts. This statistic is worrying and calls for awareness creation and education among local producers of technological advances and the need to adapt to make them globally competitive.

Patrons and Prices of local woodcraft in the Metropolis

A number of factors are considered in the determination of prices of goods and services. To this end, the survey sought to know the primary factors that aid local woodcraft producers in the price determination of their products. It was interesting to know that over 70.0% of local woodcraft producers used the source of material as motivating factor in the determination of prices. The remaining local producers depend on demand and supply and the technological application to their products in price determination. This constitutes 10.0% and 16.0% respectively.

In contrast to the statistics of patrons of imported used-western woodcrafts from the perspective of dealers or merchants, affluent or high class in society patronize these local woodcrafts. In fact, twenty-six (26) local producers representing 52.0% agreed that the affluent or high class in society purchase their products. Fifteen (15) local producers constituting 30.0% were of the view that individuals in the low-income class bracket patronized local woodcrafts. Middle and average class in society account for the remaining 18.0% that patronize the products of local woodcraft producers. These statistics are good as the high numbers of affluent or high class in society patronizes these local woodcrafts translates into the stability of the exchange rate and potentially help in economic growth.

Online ISSN: ISSN 2059-1195

Types of Woodcraft Produced and their Mode of Sale or Distribution in Sekondi-Takoradi

Two categories of local woodcrafts are produced in Sekondi-Takoradi; domestic and household accessories and industrial and educational institution furniture. Whereas 58.0% of local producers of woodcraft were into the production of domestic furniture and household accessories, 42.0% of local producers major in industrial and educational institution furniture. This is clearly depicted in figure 1. It is mostly of note that local woodcraft producers are much into the production of domestic furniture and household accessories.

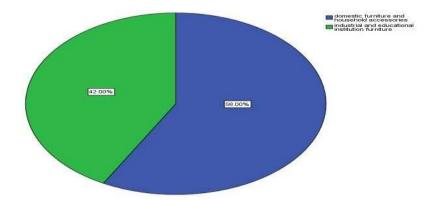


Figure 1: Types of Local Woodcraft Produced

To sell, or distribute or market their woodcrafts, local producers in the metropolis rely on showrooms, road-sides, workshops and sale agents. The survey shows that local producers representing 82.0% sell or market their products using workshops or sale agents, whereas only nine (9) local producers representing 18.0% rely on showrooms and road-sides to sell or market products. This sharp difference is to a large extent due to the fact that majority of these local producers see the production of these local woodcrafts as employment and so would be directly involved in the marketing.

Impact of Imported used-Western woodcraft on Local Woodcraft Production in Sekondi-Takoradi

The impact of importation of used-western woodcrafts on local producers in the metropolis is almost split in half. The results of the analysis show that twenty-five (25) respondents constituting 50.0% were of the view that these imported woodcrafts had a negative impact on local production while the remaining 50.0% were of the view that the imported woodcraft had a positive impact on local production.

While all the local producers who perceived the imported woodcraft as negatively impacting on the local production argued that it had the tendency of collapsing their business, those who perceived the importation of these woodcraft as positively impacting explained that it provided an avenue to aid in design adaptation, offered reproduction opportunities and provided easy lesson on technology adaptation.

Online ISSN: ISSN 2059-1195

Medical Effects of Imported used-Western Woodcraft on Patrons in Sekondi-Takoradi

Analysis of the data show that imported used-Western woodcrafts has medical effect on the patrons of these products. Contrary to the perception among 42.0% of local producers that imported used-Western woodcrafts do not have medical effect on patrons, 58.0% argue that it does have medical effect on patrons. In fact, out of the twenty-nine (29) local producers who were of the view that these local woodcrafts have negative effect on patrons, twelve (12) representing 24.0% cite insect and pest infestation as a medical effect while seventeen (17) representing 34.0% cited fungi and skin infections as the medical effects of these products have on patrons.

Rationale

This study is to create awareness to inform stakeholders on the effect of health and Safety issues and employment challenges associated with the importation of used-Western woodcrafts in Sekondi-Takoradi. However, it is enlightening to note that the study revealed the gap as low competence in the woodcraft artisan in terms of quality of products and finishes.

Justification

The deletion of the forest of Ghana is largely accountable for the scarcity of raw materials needed for the production of local woodcraft. The dire consequence has been the collapse of major wood processing industries in Ghana. This has led to the sharp increase of imported used-Western woodcraft in the Sekondi-Takoradi metropolis. Whereas this has been a major source of employment for some stakeholders, it is worthy of note that the phenomenon has brought to bare some challenges in the areas of health and safety. Furthermore, to some extent that some wood processing industries are defunct, coupled with low technological competencies in wood processing, the importation of these used-Western woodcrafts collaterally renders local producers unemployed.

CONCLUSION

Employment and monetary gains are the major reasons why used-Western wood crafts get to the Sekondi-Takoradi metropolis and these items are mainly found in homes, churches, industries and schools. They are acquired when disposed due to being out of date, out of fashion or worn out. Some are also acquired due to bad credit and are repossessed, before these items are shipped to Sekondi-Takoradi they are kept in either garages or open compounds and few are fumigated or sanitized. Importers rely on showrooms, road-sides, workshops and sale agents to sell, or distribute or market their woodcrafts, in the metropolis.

The importation of these used-Western wood Crafts is mainly by sea due to its bulky nature. The high demand of these good has brought about some criteria for pricing which includes; the looks, country of origin, style and the environment in which they are sold. Due to the vibrant maritime activity of the Sekondi-Takoradi it makes it easy for these goods to be shipped into the metropolis.

It was also found out that imported used-Western wood crafts have influence on production of local wood crafts industries in Sekondi-Takoradi due to their affordability and style. On the other hand the artisans and some local wood industries adapt these styles finishes and technique for mass

Print ISSN: ISSN 2059-1187,

Online ISSN: ISSN 2059-1195

production.

Recommendations

Based on the findings the researchers recommend the following;

- The Government of Ghana's policy of allocating some market share to local and indigenous artisans for woodcraft production must be enforced.
- Training of the youth with the appropriate skills and technology in industrial woodcraft production technology must be encouraged by stakeholders.
- The Government of Ghana should subsidize the training cost of woodcraft professionals and artisan with the appropriate, adequate, modern wood processing and wood craft technology.
- The Ministry of Trade and Industry must ensure the supply of appropriate and up-to-date machinery and technology for the woodcraft industry, whiles the Educational Institutions work on the attitudes of the artisan to meet world-class standards
- Forestry Commission should redirect the seized wood into the local market for the local and indigenous woodcraft industries to use.

References

- Aaker, J.L. (1997). Dimensions of brand personality. Journal of Marketing Research, Vol.34, No. 3, 347-356
- Adam, L.S. (1999), Art Across Time vol. Pre-History and ancient History, McGraw-Hill, Boston.
- Avis, D. B., (2017). What are the main reasons for selling second-hand goods? Statista. Statista Inc. Available at: https://www.statista.com/statistics/794935/reasons-for-selling-of-second-hand-goods-in-denmark/ [Accessed: 14/10/2019].
- Azoulay, A., & Kapferer, J. N. (2003). Do brand personality scales really measure brand personality?. Journal of brand management, 11(2), 143-155.
- Chang, T.Z., & Wildt, A. R., (1994). Price, product information, and purchase intention: An empirical study. Journal of the Academy of Marketing Science, Vol. 22 (1), 16-27.
- Cherrier, H. (2007). Ethical consumption practices: co-production of self-expression and social recognition. Journal of Consumer Behavior, 321-335.
- Doxa, 2017. Leading drivers affecting the purchase of goods in second hand economy in Italy in 2016. Statista. Statista Inc.
- Guiltinan, J., (2011). Progress and Challenges in Product Line Pricing. Journal of Product Innovation Management, Vol.28, (5), 744-756
- Guiltinan, J., (2011). Progress and Challenges in Product Line Pricing. Journal of Product Innovation Management, Vol.28, (5), 744-756
- Guiot, D and Roux, D. A second hand shoppers motivation scales, antecedent, consequences and implications for retailers, journal of retailing
- Gullstrand Edbring, E., Lehner, M. & Mont, O., 2016. Exploring consumer attitudes to alternative models of consumption: motivations and barriers. Journal of Cleaner Production [Online], Vol.123, pp. 5-15.
- Herjanto, H., Scheller-Sampson, J. & Erickson, E., 2016. The Increasing Phenomenon of Second-Hand Clothes Purchase: Insights from The Literature. Jurnal Manajemen Dan Kewirausahaan, 18(1), Pp. 1-15.

Print ISSN: ISSN 2059-1187,

Online ISSN: ISSN 2059-1195

- Huang, R., & Sarigollu, E., (2012). How brand awareness relates to market outcome, brand equity, and the marketing mix. Journal of Business Research, Vol. 65, 92–99.
- Wu, W., Y., Huang, P., -C., & Fu, C.,-S., (2011). The influence of an online auction's product price and e-retailer reputation on Consumers' perception, attitude, and behavioral intention. Scandinavian Journal of Psychology, Vol. 52, 290–302.
- Yeh R., H., Lo H., C., & Yu R., Y., (2010). A study of maintenance policies for second- hand products. Computers & Industrial Engineering, Vol. 60, 438–444. Zhou, L., Dai, L., & Zhang, D., (2007).
- Young, W., Hwang, K., McDonald, S., & Oates, C. J. (2010). Sustainable Consumption: Green Consumer Behavior when Purchasing Products. Sustainable Development, 20-31