

The Influence of Imported Used-Western Woodcraft on The Woodcraft Industry in The Sekondi-Takoradi

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ABSTRACT: *The paper examined the influence of imported used-Western woodcraft on the woodcraft industry of Sekondi-Takoradi for better product delivery and customer satisfaction. It investigated the impact of imported used-Western woodcraft on the style, technology, and finishing adaptation for local woodcraft production in the Sekondi-Takoradi metropolitan area. It also explored the hands-on skills improvement and job creation opportunities for the woodcraft artisans and professionals in Sekondi-Takoradi. The analytical method was adopted to analyze the data using a purposive sampling technique. The primary information was acquired through interviews, interaction, observation, and field surveys, while secondary information was obtained from literary sources. The results showed that woodcraft producers in the Sekondi-Takoradi Metropolis had embraced the western concepts and philosophies embedded in their International Standard Order (ISO) for the growing western taste of their prospective local patrons. The paper concludes that Sekondi-Takoradi is fortunate with imported used-Western woodcrafts that have influenced the style, technology, and finishes of the locally made woodcraft. Also, the woodcraft producers in Sekondi-Takoradi have the ability to compete with their Western counterparts by adapting, replicating, and substituting foreign woodcrafts with indigenously crafted ones.*

KEYWORDS; woodcraft, influences, design, technology, adaptation

INTRODUCTION

The importation of used-Western woodcraft into less developed countries has had a remarkable upsurge in the production capacity of the semi-industrial world, from which Sekondi-Takoradi is not exempt. The importation of used-Western woodcraft has virtually influenced the conceptual and intellectual capacity of the indigenous people, forcing their industries to move toward adapting to Western ideological positions and standards in their local woodcraft production. Hence, the

gradual shift and abandonment of their cultural beliefs, philosophy, and techniques for those of others. As a result, some Western concepts, techniques, finishes, and materials have been adapted to the Ghanaian and Metropolis production domains. Although cross-cultural activities, aspirations, and expectations influence people's lifestyles, nothing can be taken away from a man because the world has become a global village. It is, therefore, necessary to change one's ways of doing things for the time being (Dixon, 2011). What is woodcraft? Woodcraft is a skill in shaping or constructing articles from wood. Wood crafting includes carpentry, cabinet making, joinery, and related skills in making things in wood (Wikipedia, 2022).

According to Bentum, Anderson, Bruku, and Ayeh (2021), although the importation of used-Western woodcraft into Sekondi-Takoradi was perpetuated by some importers, merchants, and patrons, in some situations, the local woodcraft producers are the culprits. Some local woodcraft producers who have the pungent to replicate or reproduce multiple copies of Western woodcraft designs, styles, technology, finishing, and materials also helped to promote their importation just for the sustenance of the woodcraft industry. It is also proven that, for every traditional home in Sekondi-Takoradi, the researchers could count one or two people living and working in Western Europe. It is inferred that such people assist in or facilitate the shipment of these used imported woodcrafts into the Metropolis (Bentum, Anderson, & Ayeh, 2022). As a heterogeneous metropolis with buoyant trading activities from a propelled maritime prowess, Takoradi harbour has assisted in importing these used-Western woodcrafts and others. These imported goods are quickly sold out to far and near towns and villages. The sale begins at the harbour, container terminals, street sides, shops, and residences. At all these sales points, several wood artisans and professionals are found among the patrons first to draw inspiration, mediate for clients, and purchase some as models for reproduction. Imported used-Western woodcrafts ranges as follows: home furniture, dining tables, beds, dressing tables, shoe racks, telephone stands, wall units, coffee tables, chairs, stools, tables, stands, beds, cabinets, shelves, sofa sets, television units, centre tables, wardrobes, bookcases, bar units, and office furniture; writing desks, computer tables, office chairs, and cabinets. Wall hangers, cutlery, picture frames, plates, carvings, furniture accessories, fittings, fashion accessories, ornaments, lighting, holders, trimmings, decorations, teaching aids, demonstrational objects, medical supports, educational illustration items, garden tools and implements, artisan tools and implements, and other woodcrafts (Bentum et al. 2021).

It is a fact that both the temperate and tropical regions possess substantial trees or timber stock meant for woodcraft production and consumption. The difference in these trees may be their type, size, colour, grain pattern and toughness of their 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, technical,

sports and recreational usage. Bentum *et al.* (2021). In the recent signing of the King Charles III of England's ascension to the throne in Edinburgh, UK, one could witness the classical display of highly crafted wood works in the chamber, culminating in the high admiration of British taste and standards.

Although one has observed the popping-up of several materials in the attempt to compete for wood and woodcraft, the continuous usage of wood as a major and preferred authentic material has allowed for their simulation and adaptation by other industries and patrons. This has climaxed the recycling and up-cycling of imported used- Western woodcrafts into their subsequent adaptation and reproduction.

The Objectives of the Research

- The paper aimed to investigate the influence that the importation of used-Western woodcraft has on local woodcraft production in the Sekondi-Takoradi Metropolis.
- Find out how hands-on skills improve the local woodcraft industry's ability to sustain rapid product delivery and customer satisfaction.
- The paper also explored the job creation opportunities for the wood artisans in the Sekondi-Takoradi Metropolis.

Statement of the Research Problem

Currently, in Sekondi-Takoradi, the woodcraft market has a variety of imported used-Western woodcrafts that are stylish, technologically upright, superbly finished, and affordable compared to the locally crafted ones. Also, the woodcraft artisans in Sekondi-Takoradi require enhanced competencies and proficiency in concepts, designs, technologies, and finishes necessary to provide wood products that offer prompt delivery and customer satisfaction. Additionally, the employment opportunities for woodcraft producers in the Metropolis have declined considerably due to the high importation of cheap used-Western woodcraft. It is, therefore, necessary to research the influence of the used-western woodcraft on local woodcraft products and the degree of adaptation needed to propel the requisite International Standard Order (ISO), industry sustainability, and local employment.

Scope of Research

This research is limited to assessing the influence that the importation and sale of used-Western woodcraft have on the woodcraft industry in the Sekondi-Takoradi Metropolis. This is related to

the style, technology, and finishing adaption for local woodcraft production in the Sekondi-Takoradi Metropolis.

THEORETICAL FRAMEWORK /LITERATURE REVIEW.

Motivational theories are employed to enrich the conceptualization of research ideas. They facilitate useful explanations for a better understanding of research findings. However, central to this motivational model are influences, adaptation, and reproduction. Product style, technology, and finishing adaption in the areas of design, style, technology (production technique), finishing techniques, and accessories from other cultures outside their domain have come to affect the local woodcraft production in the Sekondi-Takoradi Metropolis. Miller, Pasta, MacMurray, Muhleman, and Comings (2000) proposed that the sequence of reproduction influences begins with motivational traits, leads to desires, then to intentions, and finally to instrumental reproductive behaviours. These influential traits offer the opportunity for lesser competency and proficiency capacity to drift toward ISO products.

In the previous papers (Bentum et al., 2021; Bentum *et al.*, 2022), we developed and tested a theoretical framework linking the "effect of imported used-Western woodcraft" to "wood artisanal education and training." However, we counted on the motivation of technological influences and concept adaptation in the woodcraft industry as a central nerve to industrialization and commercialization, leading to customer satisfaction and employment generation in the Sekondi-Takoradi Metropolis. The discovery revealed that skill gaps in computerization, replicable industrial designs, quality finishing, and tasty accessories had contributed to the woes of the Metropolis's local artisans.

Schmid and Kotulla (2011) reiterate that when going and operating abroad, firms face the challenge of finding the optimal balance between standardizing and adapting their market strategies across national borders to succeed. This presents a major result of systematic literature analysis in international marketing standardization and adaptation with the concept of situation-strategy fit. This framework provides theoretically grounded and empirically testable recommendations regarding performance-enhancing strategies of international product standardization and adaptation in given situations. Mensah, Ayarkwa and Nani (2020) indicated that the enormity of the ramifications of Ghanaian contractors' inability to adapt to environmentally sustainable construction (ESC) justifies adopting a multi-theory approach to understanding the dynamics of adaptation to ESC. Adaptation can fill in the gaps in design, style, technology, finishing, accessories, and frill incorporation into local woodcraft production.

The influence of imported used-Western woodcraft has had a phenomenal wave on the production capacity of the semi-industrialized world, forcing many people to abandon their cultural concepts and philosophies for others. It has been noticed that acculturation has brought about the ability to create astonishing tastes and customer satisfaction for all humans, irrespective of creed, race, and gender. Research by Alam (2015) defines second-hand products as "items that are available for use as their original intended function". Similarly, Guiot and Roux (2010) 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 Hristova (2019), second-hand goods play a vital role in prolonging the use of certain products through their re-sale, redistribution, recycling, renovating, and new uses, which leads to the so-called circular economy and sustainable development. Many researchers and scholars view environmental awareness as a motive for purchasing and preference for second-hand goods (Guiot & Roux, 2010 & Gullstrand Edbring *et al.*, 2016). The successful development of the used Western goods market raises the question as to why a particular product, which has already lost part of its characteristics and functionality after its first use, would be considered desirable for a second, and even a third or fourth time (Guiot & Roux, 2010). It is indisputable that the reasons for the existence of a second-hand goods market are rooted in and utterly dependent on consumer behaviour and psychology. Studies of consumers' motivation to buy second-hand products are heterogeneous; they use different methodologies and consist of different divisions of purchase factors (Herjanto *et al.*, 2016). Additionally, it could be observed that artisans and other professionals procure some selected used-Western crafts to aid and improve upon their technology and upgrade their products to meet the growing tastes of their patrons (Bentum *et al.*, 2021).

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 purchase such (Doxa, 2017). In this view, purchasing pre-owned merchandise has become a necessity and an expression of financial dependency in a global fashion trend used by people with varying social statuses and classes. Therefore it guarantees the 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. Using used products saves natural resources for making a new product and 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 influences a customer's choice of purchase of a second-hand wood product if a brand-new product is not available. A brand is also a criterion for second-hand products, and it shows a customer's personality. 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 quickly realize that a brand carries a good meaning to the customer for trusting a specific product. Today, the product's quality is also considered a given feature, represented by the brand name (Van Rekom et al., 2006, p. 181). In less developed industries, there is always the culture of faking the brands on locally manufactured products. This is to create a market and woo prospective customers to patronize the local products fashioned by the local artisans. An adage, which among the Akans of Ghana is known as 'maa trickiwo', literally means you have been deceived.

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 customers also consider the price 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 influences a product's purchase intention. As a result of the high import duties by the less industrialized countries, although the prices of imported used Western products may be considerably expensive as compared to the imported new ones, some local artisans who have the proficiency to reproduce the western types turn to lower their prices to compete with their foreign counterparts.

Intellectual property refers to the creation of the mind, such as inventions, literary and artistic works, designs, symbols, names, and images used in commerce (WIPO, 2004). In Ghana, intellectual laws include the Copyright Act, 2005(Act 690); the Patent Act, 2003 (Act 657); the Trademark Act, 2004 (Act 664); the Industrial Designs Act, 2003 (Act 660); and the Protection against Unfair Competition Act, 2000 (Act 589). In 2016, the government of Ghana launched the Intellectual Property Policy and Strategy, which aimed to strengthen the legal framework for protecting, administering, and enforcing IPR and promoting innovation and awareness (Administration, 2022). However, enforcement remains weak, and piracy of intellectual property continues. Although precise statistics are not available, counterfeit products could be generated from imported products. Foreigners have filed very few cases of IP in Ghana. These, however, have reportedly moved through the legal system slowly. IP from foreign countries is not applicable in Ghana. It is worth noting that IP is not transferable in Ghana. For that purpose, IP from elsewhere through local partners in Ghana may not necessarily be accredited to the foreign partners since, upon doing so, one seeds the right with the local partner and may not be redeemed. Therefore, although very arguably, an attempt at intellectual stimulation through adaptation may

be a matter of social obligation from the original producers toward the reproduction by the artisanal patrons from whom the imported used- Western woodcrafts finally land within the Metropolis.

Woodcraft careers pride themselves on core beliefs that mark respect, fun, and customer care/service, leading to success. They have strong traits of strong technical and problem-solving skills, with database experience and report-writing knowledge. Woodcraft careers include furniture makers, cabinet makers, joinery makers, carpenters, home structure makers, wood turners/lathers, model makers, carvers, finishers, strainers, veneer layers, inlayers, and others. A successful woodcraft business recruits distributors, storekeepers, procurement officers, accountants, administrators, legal officers, drivers, and many more in its value chain performance. When woodcrafts meet the expectations of their prospective customers, employment opportunities and active job creation are always assured; otherwise, any trace of customer failure in design/style, technology, and finishing may result in corresponding unemployment for the woodcrafters.

METHODOLOGY

The study employed the survey method to solicit opinions and perceptions of furniture makers, wood carvers, and accessories and model makers in Sekondi-Takoradi regarding the influences and adaptation of imported used-Western woodcrafts in the woodcraft production space in the Metropolis. Three (3) different survey instruments (questionnaires) were designed for the respondents on product style, technology, finishing techniques, accessories, and frills. 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 40 respondents for furniture makers, 20 carvers, 10 accessory makers, and 10 patrons. IBM SPSS Statistics software was used for data entry and analysis of the data gathered. The study also employed the quantitative research module, where specific individuals were interviewed, and other cases were studied to support the designed instrument.

RESULTS AND FINDINGS

Respondents of 60 woodcrafts, artisanal and professionals were surveyed for the research. These included 40 furniture and cabinet makers, 20 carvers; 10 accessories and finishers; and 10 patrons.

The influences of used-imported Western woodcraft on the local woodcraft industry

Statement	Mean	Std. Deviation	Mean Ranking
Style	3.87	1.157	1
Technology	3.75	1.216	2
Finishing the product	3.65	1.273	3
Quality	3.28	1.563	4
Taste (Aesthetics)	3.27	1.413	5
Price	3.23	1.407	6
Brand Name	2.98	1.308	7
Country of origin	2.00	1.353	8

Source: (Fieldwork, 2022)

Note: SD means Strongly Disagree, D means Disagree, N means Neutral, A means Agree, and SA means Strongly Agree. A mean of; 0.1-1.0 indicate Strongly Disagree (SD), 1.1-2.0 indicate Disagree (D), 2.1-3.0 indicate Neutral (N), 3.1 -4.0 indicate Agree (A), and 4.1-5.0 indicate Strongly Agree (SA).

The study shows the influences of used-imported Western woodcraft on the local woodcraft industry, ranging from one (very low) to five (very high), with their corresponding mean and standard deviation. A standard deviation of less than one (1) means that respondents' ratings are almost identical, whereas one (1) means otherwise. A more significant proportion of the respondents indicated that the style of the imported used-Western woodcraft had impacted the local woodcraft industry, ranking first on the table with a mean value of 3.87, corresponding to a standard deviation of 1.157. This implies that style or concept adaptation in the woodcraft industry is central to industrialization and commercialization, leading to customer satisfaction and employment generation in the Sekondi-Takoradi Metropolis. Similarly, responses from woodcraft workers confirmed that the technology and finishes of the wood product adapted from imported woodcraft, with mean values of 3.75 and 3.65, were ranked second and third on the table, respectively, and had an influence on their proficiencies to adapt, reproduce and commercialize. Furthermore, the quality of the western woodcrafts influenced the local artisans and professionals in adapting and reproducing. This has a mean value of 3.28, corresponding to a standard deviation of 1.563 and ranked as the respondents' fourth priority. Additionally, taste, price, brand name and country of origin were placed at the bottom four, influencing the local woodcraft workers to adapt, reproduce and commercialize with a mean score of 3.27, 3.23, 2.98, and 2.00, respectively.

Bearing in mind these results, the researchers concluded that the motivation of style, technological influences and quality finishes adaptation in the woodcraft industry serve as a central nerve to industrialization and commercialization in the Sekondi-Takoradi Metropolis.

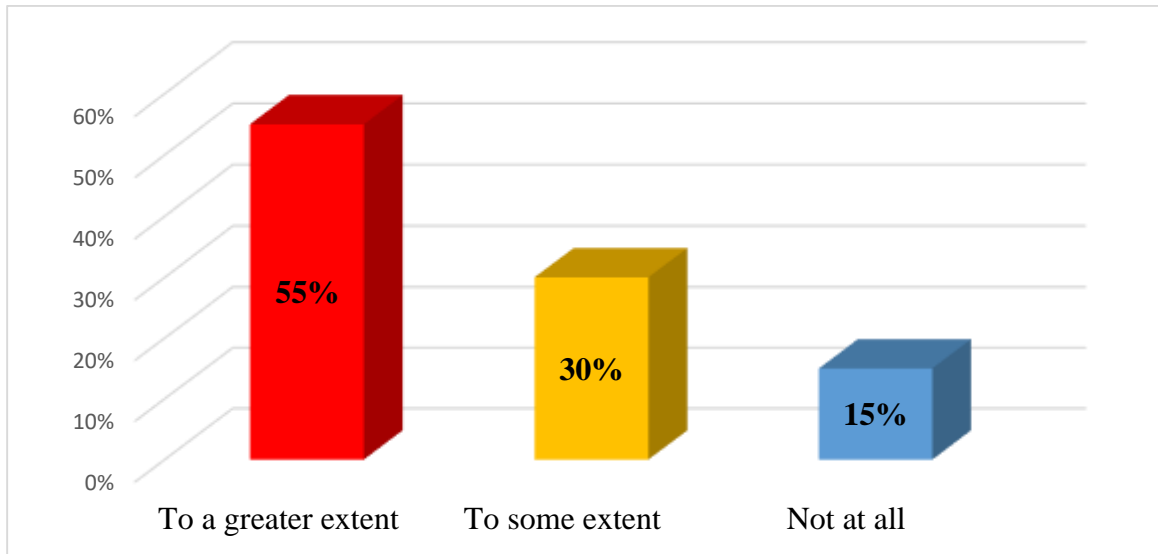


Figure 1: The extent to which used-Western woodcraft influences local artisanal hands-on improvement

Source: Fieldwork, 2022

Imports of used-Western woodcraft have virtually influenced the indigenous people's conceptual and intellectual capacity, forcing their industries to adapt to Western ideological positions and standards in their local woodcraft production. The discovery reveals the hands-on skills of local woodcraft producers derived from woodcraft imported into the Metropolis from the Western world. Figure 1 shows that a more significant proportion (55%) of woodworkers stated that the importation of western used woodcraft had greatly improved their competency and proficiency capacity in order to adapt to the new style, technology, and finishes for replication and reproduction of western types of woodcraft in the Metropolis.

Furthermore, less than half of respondents (30%) stated to some extent that they could acquire skills from some selected used-Western crafts procured to aid and improve their technology, as well as upgrade their products to meet the growing tastes of their patrons. However, the remaining few respondents stated they did not acquire the proficiency or competency to compete with their foreign counterparts.

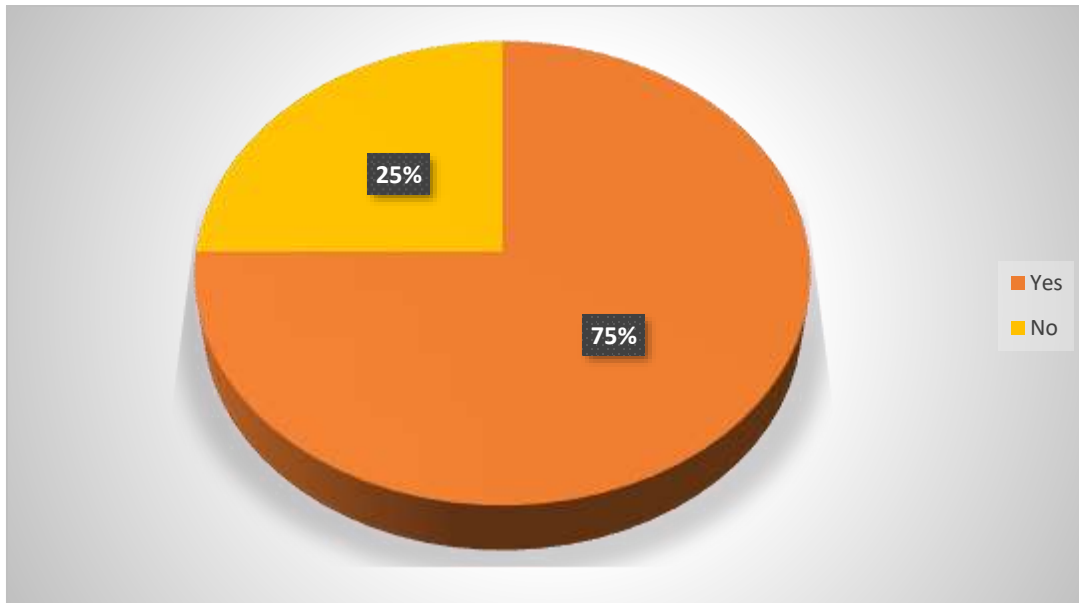


Figure 2: Sustaining the local woodcraft industry in order to improve delivery and customer satisfaction

Source: Fieldwork, 2022.

To support the local woodcraft business in the metropolis and Ghana as a whole, skills gaps in design, style, and computerization must be filled in order to achieve precision quality in producing local woodcraft and match customer expectations. Figure 2 clearly showed that more than half of the respondents (75%) agreed that adaptation and simulation of foreign woodcraft had indeed facilitated the sustenance of the local woodcraft industry and enhanced customer satisfaction, whilst the remaining few (25%) of furniture makers, carvers, accessories makers, and patrons denied that imported used-western woodcraft had improved their service delivery and met customer taste. They believe that traditional woodcraft production is the way to go.

The bottom line is that acculturation has enabled local woodcraft artists and experts the ability to make excellent taste to satisfy international standards and the expectations of local customers.

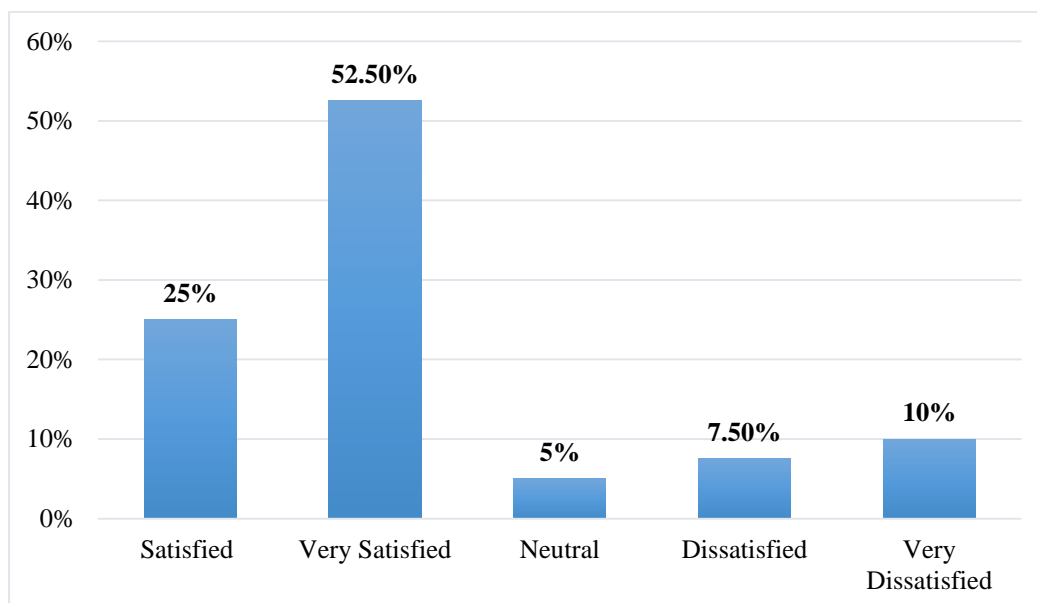


Figure 3: The level of Customer Satisfaction with woodcraft adapted and reproduced

Source: Fieldwork, 2022

Figure 3 presents customer satisfaction with woodcraft adapted and reproduced, leading to job creation among the artisanal youth to sustain their trade. The research observed that a sum of the woodworkers (52.5% and 25%), constituting more than three-quarters, endorsed that customer satisfaction level was very high, which implies that customers' expectations were being met and has resulted in their patronage. Therefore, indigenous job creation can be made possible by adapting the styles and technology of these imported used-Western woodcrafts. It was also noticed that 5% of the respondents were sceptical and therefore stayed on the fence about the assertion. They were counting on the motivation of technological influences and concept adaptation in the woodcraft industry as a central nerve to industrialization and commercialization, leading to customer satisfaction and employment generation in the Sekondi-Takoradi Metropolis.

However, a summation (7.5% and 10%) of the respondents were dissatisfied and very dissatisfied with the rate at which customers patronize products adapted from concepts embedded in these imported used western woodcrafts that the local wood artisans reproduce. Customer dissatisfaction reduced the employment growth among woodcraft workers in the Metropolis.

DISCUSSIONS

Sekondi-Takoradi, a semi-industrialized metropolis, has many employment gaps that could be bridged when local practitioners put styles, technology and finishes at the doorsteps—considering

the philosophy of adaptation leading to reproduction and commercialization, a philosophy that has helped the Asian tigers to become the industrialized beacon of the world. The Asians might have travelled abroad to seek the necessary styles and technologies. However, today, the same styles, technology and finishes in woodcraft are handed down to the people of Sekondi-Takoradi through the importation of the used-Western woodcraft. Meanwhile, the principles of social quotient and adversity quotient enjoin the developed and industrialized countries to honour their social responsibility by allowing semi and less-industrialized countries to enjoy part of their fruits through charity and the philosophy of adaption towards reproduction, commercialization and job creation opportunities. The philosophy of adaption will be a sure way to step-up equity among all nations.

The Current influences that used-imported Western woodcraft has on the local woodcraft industry (style, technology and finishing)

Research dialogue suggests that the wood industry has been hampered by circumstances and choices that affect the development of the concepts, knowledge, proficiency and finishing techniques that the local artisans and professionals need to make prompt delivery of woodcraft products and also to offer customer satisfaction to their patrons within and beyond the Sekondi-Takoradi Metropolis (Bentum et al. 2022). Previous research has shown that the majority of the woodcraft artisans in the Metropolis were either trained through the former Basic Educational (Pre-vocational) System or the Traditional African Educational System (apprenticeship) or were Self-taught Education (DIY). These educational systems emphasized craft training, not conceptualization of product designs, styles and thought patterns. In addition, this educational level does not stress Precision Quality as part of the curricula needed to ensure quality standards in their integrated product crafting and delivery process. Hence, the lack of adequate competencies is needed to turn out the preferred style, technology and finishing of the local woodcraft products for prompt delivery and customer satisfaction.

Since the Metropolis has a good mixture of tasteful and high-quality woodcraft patrons, the need for imported used-western woodcrafts has flooded in and around the Sekondi-Takoradi and meets the expected design standards and style to be adapted for reproduction and commercialization. Additionally, with the apprenticeship system, the principle of handing-over skills and competencies from Master craftsman to trainees culture allows the graduates to be stacked to their acquired lessons on product design, technology and finishing techniques as their preferred standards. Meanwhile, most of these apprenticeship centres are very conservative and not susceptible to changing situations. They abhor catchy and trendy style, cutting-edge technology and high finishing standards. Standardization adaptation will help bridge the gap in the community's style, design challenges, and solutions.

The ecology setting of Western Europe provides their woodcraft designers and producers with the opportunity to go slender in the styles of their woodcraft, a pattern that is contrary to the Sekondi-Takoradi ecology and woodcraft practices. Most of the imported used-Western woodcraft are highly attractive and elegant, have functional technology, and outstanding finishing techniques that may support the improvement in the designs and styles of wood-crafting in Sekondi-Takoradi. Sekondi-Takoradi has an adage like this; *home-used goods (imported used-Western products) are preferred and better than brand-new ones*. These assertions that make imported used product to be preferred by the local patron hinged on the design, style and finishing embedded in their products. Therefore, the educational philosophy of learning by imitation will do the trick for acquiring experiences crafting a quality wood product for prompt delivery and customer satisfaction. According to Professor Stephen Addae (2022), youth with inadequate skills must unlearn their old ways and relearn new ones to stay upright and productive. Hence the philosophy of adaptation that can lead to reproduction and commercialization is required by the local artisan to create the necessary change for better delivery and customer satisfaction.

The prevailing influences that imported Used-Western woodcraft on hands-on skills improvement of the local woodcraft industry

The emerging trends in woodcraft production and finishing required software programmes and applications in design and production. Wood artisanal competencies in this area are lacking and require knowledge and hands-on skills in product execution, delivery and customer satisfaction. A.B. Crentsil, an aces highlife musician of Ghana, from his track 'Ayan' (witchcraft/wizard) accentuated the creative edge of the Europeans as against the slack nature of the African, all in an attempt to encourage authorities and pundits to improve upon the skills and technologies of her artisans.

Figure 2 depicted that, with the emerging trends in woodcraft design and her ardent integrated processes, local artisans required the needed hands-on technology in collapsible, foldable, and stackable assemblage. However, other techniques provided woodcrafters with the freedom, easiness, mobility, usage, comfort, conformability and transportability to the patrons' demand. It observed that most woodcraft production technology ends with quality finishing techniques such as silky surface texture, sinuously staining, fantastic accessories and frills, efficient and effective quality product standardization and client satisfaction. Schmid S. *et al.* (2011) opine that the challenge of finding the balance between standardizing and adapting strategies can be successful when well thought through. Their assertion confirms the philosophy of adaptation towards reproduction and commercialization of product designs and production. Bentum *et al.* (2022) said that woodcraft education that requires rigorous integrated process training and finishing is only at

the tertiary and not the pre-tertiary levels, hence the scarcity of adequate skilful wood integrated processors and aesthetically creative finishers in the Metropolis.

Additionally, wood crafting through Computer-aided technology has not fully caught up with the Metropolis. Only three wood crafting centres have fully embraced the technology. Despite this effort, these CNC wood crafting equipment cannot perform all the needed tasks and requests from the patrons due to their operational size and speed. It is also through that only a few of the professionals can design to meet specifications and adequately function the CNC machines. The research revealed that, at the tertiary level, where wood crafting programmes offer digital courses leading to computerized crafting, none of the institutions owns and operate the CNC machine and their accompanying accessories for demonstration and hands-on experiential imparting of knowledge and skills.

This scarcity can be cured by adopting and replicating the standardized products that have flooded the woodcraft market of the Metropolis. Miller *et al.* (1999) agree with the process of adapting and replicating from the standardized products by hypothesizing that in effective decision-making, the sequence of reproduction influences begins with motivational traits, leading to desires, then to intentions, and finally, instrumental reproductive behaviours. As indicated earlier, these influential traits will provide the enabling environment for competency improvement and capacity building towards ISO proficiencies.

The impact that used-imported Western woodcraft has on the job creation opportunities for the artisans in the local woodcraft industry

It was depicted in figure 3 that, as a cosmopolitan, Sekondi-Takoradi, a heterogeneous metropolis, had many interlopers whose taste and interest in woodcraft had grown considerably. Much of these woodcraft quests could not be fully satisfied by the local artisan, hence their reliance on the imported used- Western woodcrafts. The research indicated that more than three-quarters of the woodworkers surveyed had shown that customer satisfaction and expectations, when met, would result in their patronage and subsequent employment opportunity. Therefore, indigenous woodcraft job creation can be made possible through the philosophy of adapting the styles and technology finishes of these imported used-Western woodcrafts.

Employment opportunities and active job creation will always be assured when woodcrafters can meet the expectations of their prospective customers. Otherwise, any trace of customer failure concerning design or style, technology and quality finishing may result in corresponding unemployment for the local woodcrafters. However, according to Yeh et al. (2010,) "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".

Hence, Mensah *et al.* (2020) assert that the Ghanaians' inability to adapt to environmentally sustainable construction (ESC) justifies the adaption of a multi-theory approach to understanding the dynamics of adaptation. Adaptation can fill in the gaps in design, style, technology, finishing, accessories and frills incorporation into local woodcraft production.

Justification

The importance of this research was to assess the influences of imported used-Western woodcraft in the metropolis. The taste for high-quality woodcrafts in Sekondi-Takoradi has increased the culture of adapting, reproducing, and commercializing some of the Western concepts and technology in the local woodcraft production space to sustain the woodcraft industries and create subsequent employment in the Metropolis. Bentum *et al.* (2022) confirmed the assertion that, motivation of technological influences and concept adaptation in the woodcraft industry serve as a central nerve to industrialization and commercialization, which is leading to customer satisfaction and employment generation in the Sekondi-Takoradi Metropolis.

Gaps

This research found out that other research did not expose the readers to the influences of style, technology and finishes embedded in the imported used-Western woodcraft.

CONCLUSION

Based on the findings gathered on the objective, the woodcraft's prompt delivery and customer satisfaction are crucial for the sustenance of the woodcraft industry in the Sekondi-Takoradi Metropolis. Because wood artisanal education and training in the Metropolis has seen a slack, the researcher can conclude that the Metropolis' hands-on skills improvement of the local woodcraft industry in assuring rapid product delivery and customer satisfaction is meagre. The woodcraft adaption encourages education on product style, technology, and finishes by importing used-Western woodcraft to augment the gap in the concept and technological education in the Metropolis. The importation of used woodcraft will, in effect, improve upon the job creation among the wood artisanal and professionals in the Sekondi-Takoradi Metropolis. Standard adaptation will finally lead to the sustenance of the woodcraft industry and employment opportunities among the youth in the Sekondi-Takoradi Metropolis.

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