




Łukasiewicz  
Poznań  
Institute of  
Technology

## Drewno. Prace naukowe. Doniesienia. Komunikaty Wood. Research papers. Reports. Announcements

Journal website: <https://drewno-wood.pl>



### Traditional Woodworking Skills in the Modern Consumer Market: Opportunities and Threats

Rafał Boguszewski\* 

Warsaw University of Life Sciences, Warsaw, Poland

#### Article info

Received: 9 February 2025

Accepted: 7 April 2025

Published: 21 May 2025

#### Keywords

tradition  
endangered profession  
woodworking  
cultural heritage

This article, based on the results of quantitative research conducted on a representative sample of adult Poles, examines how traditional woodworking techniques are perceived in the consumer market. It also explores the demand for such products and consumers' willingness to pay a premium for them compared to industrially manufactured goods. The article also emphasizes the role of artisanal products in raising consumer awareness and preserving local traditions.

The findings reveal that Poles demonstrate a relatively high awareness of traditional woodworking professions such as carpentry, joinery, and wood sculpture. Most respondents value the quality of traditional products and express a willingness to pay higher prices for the authenticity, craftsmanship, and sustainability they embody.

Key factors influencing these attitudes include age, financial situation, and, most importantly, awareness of traditional woodworking professions, familiarity with places where these skills are preserved, and recognition of those who sustain them and pass them on.

DOI: 10.53502/wood-203799

This is an open access article under the CC BY 4.0 license:

<https://creativecommons.org/licenses/by/4.0/deed.en>.

#### Introduction

In an era dominated by mass production technologies and industrial manufacturing methods, traditional woodworking skills in Poland remain a vital element of cultural heritage and a unique offering for contemporary consumers. The history of woodworking is inextricably linked to Polish culture and legacy. This versatile material, beyond its structural applications, has played a significant role in the daily lives of communities, giving each region a distinctive character. Wood has served not only practical purposes but also religious (Suder, 2006) and artistic uses, becoming a medium for master craftsmen and creators (Grzywacz, 2011).

Given Poland's extensive forest resources, woodworking skills naturally developed from ancient times, shaping both practical and artistic traditions. Starting in the Middle Ages, this craft gained prominence (Chodowiec, 2018), meeting the needs of construction and interior furnishing (Gołębiowski, 1975). Over the centuries, woodworking expanded into the artistic realm, resulting in a wealth of sculptures and decorations (Giełdoń-Paszek, 2015).

Beyond utilitarian and artistic uses, traditional woodworking in Poland also played a significant role in the religious domain. As Mielnik (2016) discusses, wooden structures were pivotal in the architecture of sacred spaces, reinforcing the cultural and spiritual bond between local communities and the material.

\* Corresponding author: [rafal\\_boguszewski@sggw.edu.pl](mailto:rafal_boguszewski@sggw.edu.pl)

Traditional woodworking, passed down through generations, is a key part of Poland's cultural heritage. It serves as both a historical foundation and a pillar of national identity (Murzyn-Kupisz et al., 2022). Professionals such as carpenters and sculptors are responsible not only for tangible heritage in the form of sculptures, furniture, and wooden structures, but also for preserving intangible cultural legacies (Pawłowska, Swaryczewska, 2002). The traditions associated with woodworking are a source of unique artistic, stylistic, and symbolic patterns (Giełdoń-Paszek, 2015). Techniques and designs handed down through generations reflect aesthetic beauty and convey stories of places, people, and their lives. In this way, woodworking not only adorns its surroundings but also narrates Poland's religion, culture, and history (Narodowy Instytut Dziedzictwa, 2023).

The importance of these professions and traditions for Poland's cultural heritage cannot be overstated. A thorough analysis of these elements allows us to understand the values being cultivated, how they evolve in the dynamic modern world, and the challenges they face for long-term survival. Examining these aspects is not only a journey through history, but also an essential step toward preserving the integrity of Poland's cultural heritage for future generations.

The continuation of these traditions expresses identification with the community and thus represents an important aspect of national identity and a reflection of regional patriotism. Notably, Poland's geographical diversity created conditions for the development of local woodworking traditions, shaping unique techniques and designs characteristic of specific regions (Chrudzimska-Uhera, 2021). In various parts of the country, specialized professions arose to meet the needs of both everyday life and artistic endeavors. This diversity of professions reflects Poland's rich cultural and historical heritage. Although many of these trades have faded into obscurity, their traditions are still carried on by local artisans and history enthusiasts, who pass on their skills and values to the next generation. Woodworking is not only a component of cultural heritage, but also an important part of the history and identity of local communities in Poland.

The modern consumer market increasingly recognizes the value of the authenticity and uniqueness that traditional crafts and handwork bring. In this context, woodworking skills developed by generations of Polish artisans become more than just relics of the past – they are commodities of high symbolic and economic value. On the other hand, despite the growing recognition of artisanal value, traditional woodworking faces significant obstacles. The lack of young apprentices, competition with cheap industrially manufactured goods, and shifting consumer preferences challenge the survival

of these crafts in a globalized market. This raises questions about how these skills fit the dynamics of the contemporary economy, which is dominated by globalization and mass production, and how prevalent is interest among the Polish public in preserving woodworking traditions and purchasing wooden products made in traditional ways.

To better understand these challenges and consumer attitudes toward traditional woodworking, this article presents findings from quantitative research. The findings provide insights into how traditional woodworking techniques are perceived in the market, the demand for them, and the public's willingness to pay more for these products compared to industrially manufactured ones. This will help define the role of artisanal products in building consumer awareness and the impact of these phenomena on preserving local traditions. An analysis of how contemporary Polish society responds to the blending of tradition and modernity will also offer insights into the potential future of woodworking crafts.

Although there have been studies on consumer willingness to pay for eco-friendly and certified wood products (Zhao et al., 2020; Luo et al., 2018; Aguilar & Vlosky, 2007; Jensen et al., 2004; Jakus & Jensen, 2003), research specifically focused on traditional woodworking and consumer attitudes toward handcrafted wooden goods remains scarce – particularly in Europe. This gap in the literature further underscores the importance of this study, which provides unique insights into the Polish market and may serve as a model for future research on traditional craftsmanship in European contexts.

## Materials and methods

The quantitative study presented in this article is part of the project “(Disappearing) Professions, Skills and Customs in Rural Communities – Mazovia and Eastern Poland” (NDS/536514/2021/2021). This project was conducted between 2022 and 2024 under the Polish Ministry of Education and Science's program “Science for Society” in the Humanities–Society–Identity category. It aimed to foster activities that promote and cultivate Polish regional traditions as part of the national cultural heritage. The project focused on traditional woodworking professions and skills, as well as local traditions associated with the symbolism of wood. It encompassed both research objectives (expanding knowledge) and outreach activities (educational and promotional efforts).

Among the research activities, in-depth interviews with artisans employing traditional methods were conducted. These interviews were recorded in audio and visual formats and served as the basis for 360-degree videos used as educational and promotional materials. The quantitative part of the study was based on

surveys, focused on topics such as public perception of traditional professions and the societal demand for services and products made using traditional methods. To further promote Polish regional traditions, a catalogue of traditional woodworking professions and skills for Mazovia and Eastern Poland was developed, accompanied by visual materials.

The project's focus on wooden products reflects a resurgence of interest in wood as a production material, and marks collaboration between the Institute of Sociological and Pedagogical Sciences and the Institute of Wood Sciences and Furniture at Warsaw University of Life Sciences (SGGW).

The quantitative study was conducted using Computer-Assisted Personal Interviewing (CAPI) techniques conducted via mobile devices on a representative random-quota sample of adult Poles ( $N=1000$ ). The sample reflected the structure of Poland's population by gender, age, education, size of location of residence, and macroregion. To capture regional diversity, a minimum sample size of  $N \geq 60$  was established for each voivodeship (province). The survey included twenty-three substantive questions, nine of which were open-ended, and eight demographic questions.

The open-ended questions primarily explored respondents' knowledge of traditional woodworking professions and related traditions, as well as their historical and contemporary presence in the respondents' regions. The responses were coded and used to construct a knowledge index, which was subsequently applied in quantitative analyses.

Due to the regional specificity of some services and customs, the questionnaire included both a common core and voivodeship-specific questions. This allowed the study to examine Poles' knowledge and experiences regarding the presence of specific professions and customs and the availability of services analyzed within their regions. A key focus was also placed on assessing potential demand for services, products, workshops, and training related to traditional woodworking techniques.

To develop customized questionnaire sections for various regions or voivodeships and validate residents' knowledge against factual data, preliminary desk research was conducted. This preparatory phase enabled the verification of specific regional features.

The average interview duration was approximately 12 minutes. The study was carried out nationwide, and the collected data was processed into databases in Excel and SPSS formats. Analytical weighting was applied to ensure the data's representativeness for the adult Polish population. The fieldwork was conducted by the research agency 4P Research Mix Ltd., selected from three agencies that submitted proposals in a public procurement process. Data collection took place between July 31 and August 11, 2023.

The sample consisted of 1,000 respondents representing Poland's adult population in terms of gender, age, education, size of location of residence, and voivodeship. The study obtained approval from the Rector's Committee for Ethics in Research Involving Human Participants.

The key areas explored in the survey included:

1. Knowledge of current and historical customs and traditions related to woodworking in the respondents' voivodeship.
2. Knowledge of current and historical professions and workshops related to woodworking in the respondents' voivodeship.
3. Perception of wooden products made using traditional methods.
4. Ownership of products made by local artisans.
5. Willingness to participate in woodworking workshops and training.
6. Potential demand for products crafted using traditional artisanal methods.

Given its specific scope, this article draws on only a small portion of the collected research material, focusing on issues directly relevant to the topic area under discussion.

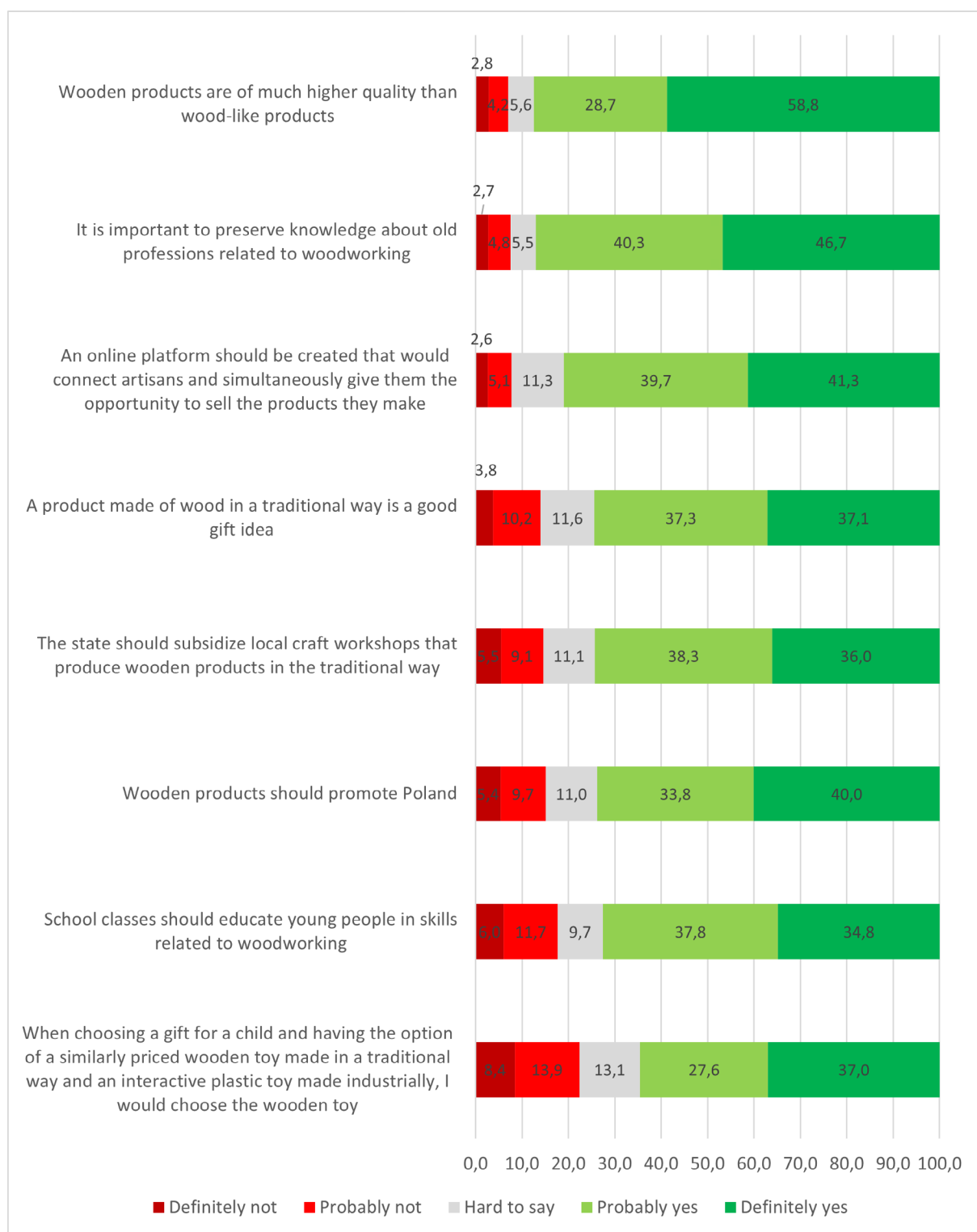
## Results

Poles overwhelmingly express positive attitudes toward woodworking and the preservation of related traditions. The belief that wooden products are of much higher quality than wood imitation products is nearly universal, with 87.4% of respondents strongly or somewhat agreeing with this statement. A similarly widespread opinion is that knowledge about historical woodworking professions should be preserved (87.1% of responses) and that an online platform should be created to connect artisans while enabling them to sell their products (81.0% of responses).

Slightly less but still considerable support was found for the following statements:

- Wooden products crafted in a traditional manner make an excellent gift (74.5%).
- The state should provide financial support to local artisan workshops producing traditional wooden goods (74.3%).
- Wooden products should be used to promote Poland (73.9%).
- School programs should include education in woodworking skills (72.6%).

The lowest level of agreement – though still representing a clear majority (64.6%) – concerned the following statement: When choosing a gift for a child, and given the option of a traditional wooden toy or an interactive plastic toy produced industrially at a similar price, I would choose the wooden toy. See Figure 1 for detailed results.



**Fig. 1.** Opinions on the importance of wooden products and traditional woodworking processes

The attitudes of Poles are reflected in their potential behavior. A total of 41.1% of Poles are willing to purchase traditionally crafted wooden products for functional purposes, while 29.2% express interest in buying them for decorative purposes. Altogether, 45.7% of adult Poles indicate a willingness to purchase wooden products made using traditional methods (Table 1).

Readiness to purchase traditionally crafted wooden products, regardless of their intended use, is influenced by factors such as gender, age, and the size of the respondent's location of residence. Women are more likely than men to express the desire to support traditional craftsmanship by purchasing its products. This willingness increases with the size of the respondent's location of residence, but decreases with age.

**Table 1.** Public demand for traditional wooden products for functional and decorative purposes

Would you currently be interested in purchasing wooden products made in a traditional way:	Yes	No	Hard to say
- if they were functional	41.1%	53.1%	5.8%
- if they were decorative	29.2%	65.5%	5.3%

**Table 2.** Predicting willingness to purchase traditionally crafted wooden products based on socio-demographic variables (logistic regression: N = 1000,  $p < 0.001$ ; Nagelkerke  $R^2 = 0.254$ )

Independent variables in model:	B	SE	Wald	df	p	Exp(B)
Gender (F-M)	-.354	.148	5.705	1	<b>.017</b>	.702
Age (ascending)	-.120	.044	7.596	1	<b>.006</b>	.887
Education level (ascending)	.054	.029	3.458	1	.063	1.056
Size of location of residence (ascending)	.085	.034	6.051	1	<b>.014</b>	1.088
Knowledge of the historical presence in the region of specific professions related to woodworking (no-yes)	.724	.204	12.545	1	<b>&lt;.001</b>	2.062
Knowledge of the current presence in the region of traditional craft workshops engaged in woodworking (no-yes)	.745	.187	15.790	1	<b>&lt;.001</b>	2.106
Possession of wooden products in the household made in a traditional manner (no-yes)	1.097	.152	52.200	1	<b>&lt;.001</b>	2.994
Having a family member who practices/practiced traditional woodworking (no-yes)	.578	.215	7.204	1	<b>.007</b>	1.782
Knowing someone outside the family who practices traditional woodworking (no-yes)	.699	.204	11.776	1	<b>&lt;.001</b>	2.012
Assessment of current financial situation (ascending)	.112	.105	1.149	1	.284	1.119
Constant	3.771	.776	23.606	1	<b>&lt;.001</b>	43.432

Importantly, the economic status of respondents does not play a significant role in their expressed willingness to purchase ( $p=0.284$ ). However, knowledge of the historical and current presence of traditional woodworking professions and workshops in their region of residence, as well as familiarity with individuals engaged in such professions – whether within the family or among acquaintances – strongly influences

their purchasing behavior. Furthermore, the fact of owning and using wooden items crafted in a traditional manner at home also positively correlates with willingness to purchase (Table 2).

Beliefs about the importance of wood and the need to preserve woodworking traditions significantly influence willingness to purchase traditionally crafted wooden products. The likelihood of purchasing such

products increases substantially among individuals who agree with statements such as:

1. A product made from wood in a traditional way is a good gift idea.
2. An online platform should be created to connect artisans and provide them with opportunities to sell their products.
3. Wooden products should promote Poland.
4. Wooden products are of much higher quality than wood-like products.
5. When choosing a gift for a child, given the option of a similarly priced wooden toy made in a traditional way and an interactive plastic toy produced industrially, I would choose the wooden toy.

Interestingly, the likelihood of purchasing decreases slightly only among respondents who agree with the statement that *school classes should educate young people in skills related to woodworking* (Table 3).

One significant factor influencing willingness to purchase traditionally crafted wooden products is the respondent's level of knowledge about professions and customs associated with traditional woodworking. The higher the level of knowledge, the greater the declared willingness to purchase such products (Pearson's  $R = 0.226$ ,  $p < 0.001$ ).

More than half of Poles (51.7%) express a willingness to pay more for wooden products if they know that they were made in a traditional way by local artisans.

**Table 3.** Predicting willingness to purchase traditionally crafted wooden products based on declared beliefs (logistic regression:  $N = 1000$ ,  $p < 0.001$ ; Nagelkerke  $R^2 = 0.356$ )

<b>Independent variables in model: agreement with the following statements on a scale from 1 (strongly disagree) to 5 (strongly agree)</b>	<b>B</b>	<b>SE</b>	<b>Wald</b>	<b>df</b>	<b>p</b>	<b>Exp(B)</b>
Wooden products are of much higher quality than wood-like products	.368	.120	9.349	1	<b>.002</b>	1.445
Wooden products should promote Poland	.382	.093	16.955	1	<b>&lt;.001</b>	1.466
Knowledge about traditional woodworking professions should be preserved	.190	.118	2.596	1	.107	1.209
The state should subsidize local craft workshops that produce wooden products in a traditional manner	-.127	.091	1.944	1	.163	.881
School classes should educate young people in skills related to woodworking	-.290	.091	10.114	1	<b>.001</b>	.748
A product made from wood in a traditional way is a good gift idea	.618	.096	41.607	1	<b>&lt;.001</b>	1.856
An online platform should be created to connect artisans and provide them with opportunities to sell their products	.434	.101	18.314	1	<b>&lt;.001</b>	1.544
When choosing a gift for a child and given the option of a similarly priced wooden toy made in a traditional way and an interactive plastic toy produced industrially, I would choose the wooden toy	.269	.070	14.717	1	<b>&lt;.001</b>	1.309
Constant	-7.895	.632	156.154	1	<b>&lt;.001</b>	.000

**Table 4.** Predicting willingness to pay more for traditionally crafted wooden products based on socio-demographic variables (logistic regression: N = 1000,  $p < 0.001$ ; Nagelkerke  $R^2 = 0.251$ )

Independent variables in model:	B	SE	Wald	df	p	Exp(B)
Gender (F-M)	-.009	.147	.004	1	.950	.991
Age (ascending)	-.092	.043	4.583	1	<b>.032</b>	.912
Education level (ascending)	.038	.029	1.654	1	.198	1.038
Size of location of residence (ascending)	.007	.034	.043	1	.835	1.007
Knowledge of the historical presence in the region of specific professions related to woodworking (no-yes)	.962	.217	19.555	1	<b>&lt;.001</b>	2.616
Knowledge of the current presence in the region of traditional craft workshops engaged in woodworking (no-yes)	.555	.191	8.400	1	<b>.004</b>	1.741
Possession of wooden products in the household made in a traditional manner (no-yes)	1.003	.151	44.135	1	<b>&lt;.001</b>	2.728
Having a family member who practices/practiced traditional woodworking (no-yes)	.896	.234	14.650	1	<b>&lt;.001</b>	2.450
Knowing someone outside the family who practices traditional woodworking (no-yes)	.726	.215	11.450	1	<b>&lt;.001</b>	2.067
Assessment of current financial situation (ascending)	.252	.103	5.952	1	<b>.015</b>	1.286
Constant	3.794	.796	22.724	1	<b>&lt;.001</b>	44.423

**Table 5.** Relationship between interest in buying wooden products and willingness to pay more for traditional craftsmanship

Would you currently be interested in purchasing wooden products made in a traditional way, if they were either functional or decorative?	If you needed to purchase a wooden product, would you be willing to pay more, knowing that it was made in a traditional way by a local artisan?		Total
	No	Yes	
<b>No</b>	74.4%	25.6%	100.0%
<b>Yes</b>	17.2%	82.8%	100.0%

Chi<sup>2</sup>=325.01, df=1, Phi=0.57,  $p < 0.001$

However, 41.5% of respondents do not share this willingness. On average, Poles are willing to pay 30% more for traditionally crafted wooden products compared to industrial alternatives.

The following factors increase willingness to pay more for traditional wooden products:

1. Owning and using similar handcrafted wooden items at home.
2. Having knowledge of specific customs, traditions, or superstitions historically associated with wood in their region.
3. Having a family member or acquaintance who is or was a traditional woodworking artisan.
4. Awareness of traditional woodworking establishments operating in their region.

While overall material circumstances do not influence general willingness to purchase artisan wooden

products, readiness to pay a higher price depends significantly on the respondent's financial situation (Table 4).

Willingness to pay more for traditionally crafted wooden products is primarily expressed by individuals who are already interested in purchasing such items. Nearly 83% of those interested in wooden products are willing to pay more for a traditional item made by a local artisan, whereas only about 17% of those not interested in such purchases are willing to pay a premium for traditionally crafted wooden products (Table 5).

When asked how much more they would be willing to pay for a traditionally crafted wooden product compared to an industrially made equivalent, respondents who reported having family members or friends involved in traditional woodworking tended to indicate higher amounts. Additionally, those who already owned such products in their homes were also more likely to express a greater willingness to pay more.

**Table 6.** Prediction of the scale of additional costs related to the purchase of traditionally made wooden products based on socio-demographic variables (multiple regression analysis:  $R^2=0.127$ ,  $p<0.001$ ;  $N=927$ )

Independent variables in model:	B	SE	Beta	t	p
Gender (F-M)	.982	1.619	.019	.606	.544
Age (ascending)	-.800	.472	-.055	-1.694	.091
Education level (ascending)	.868	.321	.086	2.704	<b>.007</b>
Size of location of residence (ascending)	.590	.380	.048	1.553	.121
Knowledge of the historical presence in the region of specific professions related to woodworking (no-yes)	6.331	2.230	.095	2.839	<b>.005</b>
Knowledge of the current presence in the region of traditional craft workshops engaged in woodworking (no-yes)	4.322	2.062	.068	2.096	<b>.036</b>
Possession of wooden products in the household made in a traditional manner (no-yes)	6.926	1.701	-.134	-4.071	<b>&lt;.001</b>
Having a family member who practices/practiced traditional woodworking (no-yes)	10.197	2.361	-.144	-4.319	<b>&lt;.001</b>
Knowing someone outside the family who practices traditional woodworking (no-yes)	5.813	2.256	-.087	-2.577	<b>.010</b>
Assessment of current financial situation (ascending)	2.150	1.138	.061	1.889	.059
Constant	-3.426	5.779		-.593	.553

**Table 7.** Prediction of the scale of additional costs associated with purchasing traditionally made wooden products based on socio-demographic variables (multiple regression analysis:  $R^2=0.127$ ,  $p<0.001$ ;  $N=927$ )

<b>Independent variables in model: agreement with the following statements on a scale from 1 (strongly disagree) to 5 (strongly agree)</b>	<b>B</b>	<b>SE</b>	<b>Beta</b>	<b>t</b>	<b>p</b>
Wooden products are of much higher quality than wood-like products	2.395	1.107	.084	2.164	<b>.031</b>
Wooden products should promote Poland	.789	1.007	.033	.783	.434
Knowledge about traditional woodworking professions should be preserved	3.711	1.199	.126	3.095	<b>.002</b>
The state should subsidize local craft workshops that produce wooden products in a traditional manner	.132	.991	.005	.133	.894
School classes should educate young people in skills related to woodworking	-2.177	.981	-.094	-2.220	<b>.027</b>
A product made from wood in a traditional way is a good gift idea	4.770	.995	.191	4.796	<b>&lt;.001</b>
An online platform should be created to connect artisans and provide them with opportunities to sell their products	1.658	1.036	.058	1.601	.110
When choosing a gift for a child and given the option of a similarly priced wooden toy made in a traditional way and an interactive plastic toy produced industrially, I would choose the wooden toy	.707	.776	.033	.910	.363
Constant	-34.143	4.771		-7.156	<b>&lt;.001</b>

Knowledge of historical woodworking traditions in the region and awareness of the existence of contemporary craft workshops also played a significant role. Interestingly, higher education levels correlated with a greater willingness to pay more, whereas material status did not necessarily correspond to such a willingness (Table 6).

The amount of additional costs that potential consumers would be willing to bear for traditionally crafted wooden products correlates with certain beliefs about wood and related traditions. This relationship is positive when respondents agree with statements such as:

1. "A product made from wood in a traditional way is a good gift idea."
2. "Knowledge about traditional woodworking professions should be preserved."

3. "Wooden products are of much higher quality than wood-like products."

Conversely, the relationship is negative when respondents believe that "school classes should educate young people in skills related to woodworking." This suggests that those who hold more positive views about the cultural and practical value of traditional woodworking are more willing to pay a premium price for wooden products made in traditional ways (Table 7).

A positive correlation (Pearson's  $R = 0.153$ ,  $p<0.001$ ) exists between acceptance of additional expenditure on wooden products made using traditional craftsmanship and the index of knowledge of traditional woodworking professions and customs.

## Discussion and conclusions

The research results confirm the social and economic viability of traditional woodworking in the contemporary Polish consumer market, revealing significant market potential and a relatively large section of the market where consumers seek authenticity, quality, and sustainability – values deeply rooted in traditional woodworking practices.

The conclusions from the research emphasize the importance of preserving traditional woodworking professions and skills for Poland's cultural heritage. Poles advocate for the promotion of knowledge and awareness of these traditions, as well as support for artisans and their heritage through education, funding, and the creation of online platforms that increase the visibility of Polish craftsmanship, but primarily by facilitating access to traditionally made products.

Poles also highlight the role of the state in protecting and promoting traditional skills, as well as the need for integration of local communities and artisans, including through the use of new technologies, to preserve these practices for future generations.

The modern appreciation of traditional craftsmanship, as exemplified by woodworking, aligns with Crawford's (2009) perspective that skilled manual labor fosters a sense of purpose and identity, which is recognized in today's consumer market. Preserving woodworking traditions is crucial not only for maintaining tangible products but also for safeguarding intangible cultural heritage, as outlined by Lenzerini (2011), which encompasses the skills, knowledge, and practices passed down through generations.

Preserving traditional woodworking skills holds significant social and cultural value, which translates into social willingness to support these traditions through education and consumer preferences, as well as a relatively high willingness to pay more for traditionally made products. This willingness is linked to factors such as age and material status, but primarily knowledge about traditional woodworking professions and products, familiarity with the places where these traditions are upheld, and acquaintance with people who nurture them and pass them on.

Polish consumers demonstrate a relatively high awareness of traditional woodworking professions and appreciate their cultural and qualitative value. The willingness to pay a premium for traditionally crafted products is driven by perceptions of authenticity, ecological sustainability, and alignment with values of responsible consumption. Similar trends have been identified in other markets, particularly in the U.S., where consumer willingness to pay for eco-certified wood products has been well documented (Aguilar & Vlosky, 2007; Jensen et al., 2003). Studies show that

sustainability credentials, such as FSC and PEFC certification, influence purchasing decisions, which suggests that Polish consumers' demand for traditionally crafted wooden products could further benefit from targeted sustainability-oriented marketing.

Consumer behavior related to wooden products has also been explored in other markets, notably in China and Japan, where studies on willingness to pay for wooden structures highlight different perspectives and motivations (Luo et al., 2018). In both Japan and China, awareness of traditional wooden structures was found to be quite limited, and in line with the findings of our research, possession of knowledge about traditional wooden structures emerged as a key factor influencing consumers' willingness to incur higher costs. The Polish market presents a mixed profile, where quality and authenticity are highly valued, but awareness of traditional craftsmanship remains limited. Addressing this knowledge gap could enhance consumer engagement with Polish woodworking traditions.

Awareness of traditional craftsmanship and skills plays a significant role in consumer decision-making. However, despite the positive attitude towards traditional craftsmanship, the knowledge of Poles regarding traditional professions, skills, and customs related to woodworking is very low. Therefore, there is a great need for education in and promotion of traditional woodworking skills and products, including the incorporation of these topics into educational programs and promotional initiatives.

The research highlights that there is significant market potential for traditional carpentry products, especially among consumers seeking authenticity and high quality, and those who value sustainable consumption. Sustainability remains a key driver in consumer decisions, and traditional woodworking practices align with modern values of ethical sourcing. As noted by Sapling Woodworks (2023), the use of ethically sourced materials in custom furniture highlights the potential for traditional craftsmanship to meet contemporary environmental demands.

Craftsmanship can therefore be an important part of the sustainability revolution. Practices such as traditional woodworking, based on local materials and skills, contribute to reducing the carbon footprint and support the circular economy (Edwards, 2005). As noted in the MarkWide Research (2024) report, the global handicrafts market is growing, with consumers increasingly seeking authentic and sustainably made products. Traditional Polish woodworking products possess strong potential for international competitiveness as export goods.

However, the survival and growth of traditional woodworking professions undoubtedly depend on adapting traditional skills to contemporary market

demands, integration with new technologies, the promotion of woodworking knowledge and skills among younger generations, and needed support from public policies and private initiatives. All of this aims not only to preserve cultural heritage but also to stimulate economic growth and the development of sustainable practices related to woodworking. The research results clearly revealed a significant knowledge deficit among Poles regarding professions and traditions associated with woodworking, including in awareness of the existence of traditional woodworking professions in respondents' regions (both past and present).

Recommendations should emphasize the immense importance and potential of intersectoral cooperation and the need to involve educational institutions, government bodies, cultural organizations, and the artisan community in the process of preserving and promoting traditional woodworking skills. International frameworks such as the UNESCO Convention for the Safeguarding of Intangible Cultural Heritage (Kurin, 2004) provide crucial models for the protection and promotion of traditional woodworking skills within Poland. Aligning national policies with these frameworks could address the need for systemic support and create stronger institutional backing for artisans and traditional woodworking workshops.

To ensure the effective implementation of these recommendations, it is essential to integrate them into existing national and regional development programs. Local governments and cultural institutions can operationalize these measures by incorporating traditional craftsmanship into tourism strategies, heritage conservation projects, and local development plans.

Actions taken by public institutions and the non-governmental sector in collaboration with artisans should encompass multiple key dimensions. These include:

**1. Promotion and Financial Support:** Policymakers and cultural practitioners should actively promote traditional woodworking professions and skills through financial support, educational initiatives, and

promotional platforms. Local and regional governments could establish dedicated grant programs for artisans, integrate traditional woodworking into cultural tourism initiatives, and support public-private partnerships that enhance the visibility and marketability of handcrafted wooden products.

- 2. Education and Workshops:** To enhance awareness and develop woodworking skills, it is recommended to incorporate woodworking craftsmanship topics into educational programs and organize practical workshops and training sessions. This could be achieved through collaboration with technical schools, universities, and lifelong learning centers, ensuring that woodworking skills are passed on to new generations while also offering retraining programs for those seeking employment in artisanal trades.
- 3. Use of New Technologies:** To facilitate promotion and sale of traditionally crafted wooden products, it is essential to develop and support online platforms that connect artisans with potential customers. These platforms could be co-funded by local governments and cultural institutions as part of digital transformation strategies.
- 4. Knowledge Base:** A comprehensive knowledge base on woodworking professions and traditions should be developed. This knowledge base should be grounded in reliable data (including bibliographic sources) and continuously updated by professionals from regional institutions such as museums and open-air heritage sites.

Furthermore, additional research is needed to better understand the dynamics of the traditional products market, consumer preferences, and the effectiveness of various promotion and education methods related to woodworking craftsmanship. In-depth qualitative studies complementing the present quantitative findings would provide a more comprehensive understanding of the field.

## Conflict of interest

The author(s) declare(s) that there is no conflict of interest concerning the publication of this article.

## References

- Aguilar, F.X., Vlosky, R.P. (2007). Consumer willingness to pay price premiums for environmentally certified wood products in the U.S. *Forest Policy and Economics*, 9(8), 1100-1112.
- Chrudzimska-Uhera, K. (2021). „Barwa drewna”. O kryteriach oceny i interpretacji twórczości rzeźbiarzy zakopiańskich w polskiej krytyce artystycznej i wystawiennictwie od zakończenia II wojny światowej do wystawy *Sztuka Ludowa w 30-leciu PRL*. *Saeculum Christianum. Pismo Historyczne*, 28, 122–142. [http://cejsh.icm.edu.pl/cejsh/element/bwmeta1.element/ojs-doi-10\\_21697\\_sc\\_2021\\_28\\_spec\\_10](http://cejsh.icm.edu.pl/cejsh/element/bwmeta1.element/ojs-doi-10_21697_sc_2021_28_spec_10)

- Chodowiec, M. (2018).** Las i drewno w kulturze materialnej polskiego średniowiecza. *Inskrypcje: czasopismo poświęcone literaturze i kulturze*, 6(1), 219–231.
- Crawford, M. B. (2009).** *Shop Class as Soulcraft: An Inquiry Into the Value of Work*. Penguin.
- Dormer, P. (1997).** *The Culture of Craft: Status and Future*. Manchester University Press.
- Edwards, A. R. (2005).** *The Sustainability Revolution: Portrait of a Paradigm Shift*. New Society Publishers.
- Giełdoń-Paszek, A. (2015).** Drewno a sprawa polska: wykorzystanie drewna w poszukiwaniu polskiego stylu narodowego. *Studia Artystyczne*, 3, 131–138. [https://bazhum.muzhp.pl/media/files/Studia\\_Artystyczne/Studia\\_Artystyczne-r2015-t-n3/Studia\\_Artystyczne-r2015-t-n3-s131-138.pdf](https://bazhum.muzhp.pl/media/files/Studia_Artystyczne/Studia_Artystyczne-r2015-t-n3/Studia_Artystyczne-r2015-t-n3-s131-138.pdf)
- Gołębiowski, Z. (1975).** *Konstrukcje drewniane*. Warszawa: PWN.
- Grzywacz, A. (2011).** Drzewa w krajobrazie kulturowym. *Zarządzanie Ochroną Przyrody w Lasach*, 5, 245–259. <https://bibliotekanauki.pl/articles/791387>
- Jakus, P.M., Jensen K.L. (2003).** Consumers' Willingness to Pay for Eco-Certified Hardwood Products. Presentation at Annual Meeting of the American Agricultural Economics Association, Montreal, Canada.
- Jensen, K.L., Jakus, P.M., English, B.C., Menard, J. (2004).** *Consumers' Willingness to Pay for Eco-Certified Wood Products*. Economic Research Institute Study Papers, Paper 282. <https://digitalcommons.usu.edu/eri/282>
- Kurin, R. (2004).** *Safeguarding Intangible Cultural Heritage in the 2003 UNESCO Convention: A Critical Appraisal*. *Museum International*, 56(1-2), 66-77. <https://ich.unesco.org/en/convention>
- Lenzerini, F. (2011).** *Intangible Cultural Heritage: The Living Culture of Peoples*. *European Journal of International Law*, 22(1), 101-120.
- Luo, W., Mineo, M., Matsushita, K., Kanzaki, M. (2018).** Consumer willingness to pay for modern wooden structures: A comparison between China and Japan. *Forest Policy and Economics*, 91, 84-93.
- MarkWide Research. (2024).** United States Handicrafts Market 2024-2032: Size, Share, and Growth Analysis. <https://markwideresearch.com>
- Mielnik, W. (2016).** Konstrukcje drewniane w architekturze sakralnej dawniej i dziś. *Budownictwo i Architektura*, 15(4), 23–31. <http://yadda.icm.edu.pl/baztech/element/bwmeta1.element.baztech-e7d305ea-ecb6-4173-8d63-79210d6fb8a7>
- Murzyn-Kupisz, M., Hołuj, D., & Działek, J. (2022).** *Dziedzictwo kulturowe w badaniach Tom 3: Społeczno-ekonomiczne oddziaływanie dziedzictwa kulturowego*. Warszawa–Kraków. [https://nid.pl/dopobrania/KSIE-GARNIA/DKwB/Dziedzictwo-kulturowe-w-badaniach\\_t3.pdf](https://nid.pl/dopobrania/KSIE-GARNIA/DKwB/Dziedzictwo-kulturowe-w-badaniach_t3.pdf)
- Narodowy Instytut Dziedzictwa. Kultura drewna.** <https://www.youtube.com/watch?v=920Qxch4Ikc>
- Narodowy Instytut Dziedzictwa. (2023).** Zastosowanie drewna w kulturze i sztuce: inspiracje i trendy. <https://namonciaku.pl/zastosowanie-drewna-w-kulturze-i-sztuce-inspiracje-i-trendy/>
- Pawłowska, K., & Swaryczewska, M. (2002).** *Ochrona dziedzictwa kulturowego. Zarządzanie i partycypacja społeczna*. Seria: Zarządzanie w sektorze publicznym. Kraków. [https://ruj.uj.edu.pl/xmlui/bitstream/handle/item/269133/pawlowska\\_swaryczewska\\_ochrona\\_dziedzictwa\\_kulturowego\\_2002.pdf](https://ruj.uj.edu.pl/xmlui/bitstream/handle/item/269133/pawlowska_swaryczewska_ochrona_dziedzictwa_kulturowego_2002.pdf)
- Rural Handmade. (2024).** *Future of Handicrafts: Predictions and Emerging Markets*. <https://ruralhandmade.com>
- Sapling Woodworks. (2023).** *The Importance of Sustainability in Woodworking: Sourcing Ethical Materials for Custom Furniture*. <https://saplingwoodworks.com>
- Suder, J. (2006).** Gawędy o drzewach wykorzystywane w edukacji leśnej. *Studia i Materiały Centrum Edukacji Przyrodniczo-Leśnej*, 8(3), 221–231.
- TimberCraft Chronicles. (2024).** *Embracing Tradition: The Resurgence of Traditional Woodworking in a Digital Age*. <https://timbercraftchronicles.com>
- Zhao, R., Yang, M., Liu, J., Yang, L., Bao, Z., Ren, X. (2020).** University Students' Purchase Intention and Willingness to Pay for Carbon-Labeled Food Products: A Purchase Decision-Making Experiment. *International Journal of Environmental Research and Public Health*, 17(19), 7026. <https://www.mdpi.com/1660-4601/17/19/7026>