



Influence of Advertising on the Patronage, the Consumption of Aphrodisiacs and Health Implications in the Tamale Metropolis, Ghana

Rafiu Ayinla Suleiman

Tamale Technical University

Srafinla28@Gmail.Com

DOI : <https://doi.org/10.55248/gengpi.5.1124.3131>

ABSTRACT

This study examined the patronage and the consumption of both locally and imported aphrodisiac products that are televised, transitorised and outdoor advertising. This article was anchored on the marketing, seduction and also the information processing theories. Fifty-five respondents were randomly interviewed. Qualitative data was used to generate explanations building through thematic analysis.

Radio, television and outdoor advertisements were significant sources of information on aphrodisiac products in the Tamale Metropolis. Majority of consumers (93%) explained that they obtained knowledge and information from these media outlets with regard to the patronage and the consumption of aphrodisiac products to remedy and to boost their failing libido. It can therefore, be inferred that radio, television and outdoor advertisements in the area of marketing communication significantly influence the consumption of these products regardless of marital status. It revealed the psycho-social factors that induce married and unmarried people to consume these products; Sperm abnormalities, insufficient sperm motility, sexual dysfunction, erectile dysfunction, infertility to achieve pregnancy. However, there are health related issues with the consumption of these products: cardio-vascular, stroke and in some cases death. This study recommends that legislation ought to be enforced by the government to regulate the advertisement and the indiscriminate sale of aphrodisiac products on the airwaves most especially fake products and there should be surveillance on unlicensed/unregistered aphrodisiac barons and the teenage peddlers whose instinct is money making in the name of trade liberalization.

Keywords: Radio, Television, Outdoor advertising, aphrodisiacs, Sexual dysfunction, erectile dysfunction, sperm motility.

INTRODUCTION:

The use of aphrodisiacs is gaining a lot of popularity in contemporary societies. Media popularity and outdoor advertising are very crucial in the sale and patronage of any commodity on the market.

Advertisement helps create awareness about products, their benefits and efficacy, and the most essential aspect of any business in selling their brand (s) since sales sustain any business in existence. Selling as a marketing function involves promoting the product. This entails the use of advertising, including other direct mass selling goods (Apooyin, 2012). The mass media, that is; radio, television and indigenous medium (outdoor) through their various marketing strategies have been used over the years to promote the sale and consumption of these aphrodisiacs. As cited in Rafiu (2017), Lavidge and Steiner developed a model of six steps each of which must be accomplished before the rest can be attempted with regard to advertising goods and services in the media

Awareness → Knowledge → Linking → Preference → Conviction → purchase

Source: Rafiu (2017).

The six steps are grouped into three dimensions or categories; the cognitive deals with our knowledge of things, the effective with our attitudes towards things; and the conative with our behaviour towards things. Some media practitioners might be interested in only a portion of the effects specified by the model. The reporter for instance, might be interested only in achieving the cognitive effects. A creator of an advertisement, in contrast, would probably be interested in achieving the full range of six steps (Rafiu, 2017).

Apooyin (2012) Observed that ordinarily, goods, products and wares are displaced by sellers expectant prospective buyers. This display done on shelves, raised platform or on the floor with or without labels or price. Tags can be referred to as “outdoors advertising” because the products displayed

are offered or exposed to the public with the aim of drawing attention of potential buyers. This type of exercise has been in practice since the medieval times till the present day.

Apooyin (2012) argued that with the commencement of modernisation in industry and advanced technology, marketing communication and other means of promotion and advertising, the outlook of attracting commodities to intending buyers have changed positively. One of these, is outdoor advertising which literally means selling out-of-door outside building or in the open air. Outdoor advertising has since become a professional practice. For instance, under aged peddlers in the lorry stations, government offices and departments, beer bar parlours and restaurants can be seen publicly and openly engaging in out-door selling of aphrodisiacs.

Invariably, sales must necessarily begin with some form of awareness creation. However, to build sales, promotion must be seen or heard by potential buyers and cause them to react to the information in some way desired by the marketer Danquah, Koffour Anto & Nimoko (2011)

Palmer (Sine Anne) Posits that the message presented according to a simple “Master formula” (model) which is; Attract the “attention” of your prospect; “interest” your prospect in the product cause your prospect to “desire” the product, and “action” from the prospect.

This is known as AIDA concept, one of the numerous models adopted by marketing practitioners. This implies that getting the prospect’s attention is marketing communication first task. For instance, if an advertisement does not gain attention, it does not matter how many people see or hear, it would yield no positive impact on the business. However, many attention – getting devices such as large headline, computer animations, news or shocking statements, attractive models, babies, animal, special effects are available. In short, anything different or eye-catching may do the trick. Indeed, catching and holding the interest of the prospect is much more difficult than could be imagined. McCarthy (Sine anne) in a corroborative statement, argued that, advertising companies invest huge amount of their earnings in advertising in different media, such as television, radio, magazines and so on. In most countries, different organisations spend annually a big sum of money for marketing and public relations in direct and indirect form. Unfortunately, consideration of assessment of advertising effectiveness is less and only some organisation and industries evaluate the effectiveness of their advertising (McCarthy, Sine Anne)

The high incident of sexual inadequacy in both males and females has led to the development of different treatment options including the development of aphrodisiac products and services to help reduce infertility and improve the sexual derive and vigor in both men and women (Jacobson, 2010)

Understandably, reproduction or procreation is a very crucial aspect of human existence. It is the fundamental part of live that gives rise to the expansions of both human and animal race on the planet. It is every person’s dream to have descendants, but this is sometimes hindered due to sexual dysfunction in both men and women, sperm abnormalities or both. Sperm abnormalities include lack of sperm, too little sperm, abnormal sperm orphidiology and insufficient sperm motility (Feng, 2009).

In other study conducted by Porst (2004), he observed that sexual dysfunction includes disorder of desire, disorder of ejaculation and orgasm, erectile dysfunction and failure of detumescence. Jacobson (2010) in South Africa observed that male casual factors accounted for 40% of total infertility or failure to achieve pregnancy.

Abor & Quarthey (2010) argued that for every business to flourish, there must be free flow of accurate information and for that matter, information is key to an efficient market operation and thus plays a crucial role in all aspects of business, commerce and industry. An effective and rich information environment enables economic actors to make informed decisions, provides business with channels through which they can reach existing and potential customers, and supports an inclusive public dialogue allowing the development of pertinent business environment reform strategies. Thus, it promotes the development of an information rich business environment as well as an inclusive and effective public – private dialogue. It also offers great opportunities for public information dissemination as a channel of communication.

It is the desire of every business entity to stay in business and expand its production and for that matter manufactures, distribution and sellers of aphrodisiac products have over the years resorted to the use of the mass media platform to showcase their products in order to increase their sales.

Danquah *etal* (2011) explained that they have over the years made use of radio and television on advertisement sports to promote the sale of their products.

To sustain interest, every communication needs to speak the target audience’s language. In addition, every communication ought to provide evidence to convince the customer that a particular brand is the best choice.

Danquah *etal* (2011) maintain that arousing the prospect’s desire to buy a particular product is one of the marketer’s most difficult tasks. An advert for instance, must convince customers that the product can meet their needs.

Danquah *etal* (2011) emphasize that appealing to important needs can get more action and provide the kind of information buyers need to confirm their decisions and such marketing plays an important part in an organisation – large or small as without its products, consumers would not be able to find one another (Saleh *etal*, 2012). Aneto & Solo –Anaeto (2010) observed that commercial marketing works towards behavioural changes aims at influencing people’s ideas attitude and profit making.

Problem Statement

It is every individual desire to have a happy home and be able to satisfy his/her spouse sexually, but due to some medical conditions some people are not able to fulfil that desire and this being an issue of great concern in some marriages and medical profession. This to a large extent has led more people to patronise and consume aphrodisiac products to stimulate their sexual vigor (Sudhanshu *et al*, 2016) regardless of their implication on human health. There has been a loud silence in this part of the globe on the negative effects of these aphrodisiac products, hence, this paper contributes to the ongoing debate on the negative effects of these products in the Tamale Metropolis.

Empirical research in Ghana has enumerated some patronised aphrodisiacs as Alcohol, Tramadol, Viagra, Redsun, and Golden among others. Manortey *et al* (2018) in their study observed that these drugs are patronised by both the youth and the elderly to increase their sexual drive and treat erectile dysfunction.

University of Harvard's empirical study (2024), adds that, "the good news is, there is potent herb based on an anxiety remedy that can fix this. It works by detoxifying, replenishing and regulating your hormones and testosterone level. It concludes that this can improve man's reproductive health" (<https://naturewellness-cord.co>, 2024). Even though the effectiveness of advertising is unquestionably an important factor in its success, it is not accounted for in most empirical and theoretical model assessing advertising effectiveness on the use of aphrodisiac products in Ghana.

Objective of the Study

The objectives of this study are as follows;

- (1) To find out whether radio, television and outdoor advertisements will not significantly lead to the patronage and the consumption of aphrodisiac products.
- (2) To find out whether the consumption of aphrodisiac product is across all levels of social/marital status (married, unmarried and divorce)
- (3) To find out whether the consumers/users of these aphrodisiac products know that there are health hazards with regard to the consumption of these aphrodisiac products.

Literature Review

Neelesh, Jain, Biharts & Vyas (2011) explained aphrodisiac as any food or drug that arouses the sexual instinct, induces sexual desire and increases pleasure and performance during sexual intercourse. This word is derived from Aphrodite (the Greek Goddess of love), and these substances are obtained from plants, animals or minerals and since time immemorial they have been the passion of man across the globe irrespective of the continent. According to her findings, erectile problems, infertility and the desire to have children are some of the compelling reasons.

Sharon (2019) in her research examined issues around the reason men use aphrodisiac products. Similarly, Tabil (2015) in her study examined the consumption of alcoholic beverages mixed with aphrodisiac products in the Okaikoi sub-metropolis; the types of aphrodisiac substances available on the Ghanaian market and how consumers mix them with alcohol and its impact on the sexual performance of consumers. Pat Wardhan *et al* (2015); Shamloul (2010) observed that through our history, sexual health and function has been an indispensable element of life, hence, man has sought for a way to enhance and maintain sexual function, stimulate sexual desire and/or treat sexual dysfunction. It is therefore, appropriate to reason that the use of aphrodisiac products has been the most common method to achieving this.

A study cited in (Ravi & Rahaman, 2011) explained that people patronise aphrodisiacs for different purposes. For groups of people who use aphrodisiac products include; people with normal sexual functions, but want to boost sexual life, the people with low libido, premature ejaculation and to seek lengthen time of sexual intercourse. The people who suffer erectile dysfunction and need some help and people who feel embarrassed disclosing their sexual problems to physicians.

Nwagh, Ogunnu, Elawuazi, Olubobokum, Onyebuchi, Ezeonu & Nwadike (2014) explained sexual dysfunction (SD) as the impaired or inadequate ability to achieve or enjoy satisfactory sexual intercourse as a result of psychological or physiological changes. Sexual dysfunction is an important public health problem-that occurs in 10 to 52% of men and 25-63% of women globally (Porst, 2004). United states of America's National Health and Social Life Survey reports that approximately 31% of men suffer from sexual dysfunction in their life time as reportedly by Ramlachan & Campbell, (2014). A collaborative study conducted by Ahmed *et al* (2017) showed that sexual dysfunction affects 66% of Ghanaian men who are sexually active and increase with age. Similarly, an empirical study by Poonam *et al* (2014) revealed the prevalence of sexual dysfunction among various age groups categories as 19-24 years (59%), 25-44 years (65%), 45-54 years (73.5%), and 71% for people between the ages of 55 years and above. This pattern of increasing sexual dysfunction as the male ages is as a result of decreased intensity and duration of localised vasoactive process subsequently slowing the development of a full penile erection. Sexual dysfunction may have negative effects on the personal and social lives of the affected person and may be a contributing factor for infertility (Poonam *et al*, 2014)

Among men presenting with sexual dysfunction, the two main complaints are erectile dysfunction (ED). Premature ejaculation (PE) is the ejaculation with the minimal sexual stimulation before or immediately after penetration and or before a person wishes it. The prevalence of premature ejaculation has been estimated from various studies to be between 2% and 23% (Khan & Rasaily, 2013). A study on the indiscriminate use of sex

enhancers among Ghanaians revealed 53% of the men used the sexual enhancers as a result of premature ejaculation (Danquah, Koffuor, Anto & Nimako, 2011). According to Ramlachan & Campbell (2014) erectile dysfunction refers to a man's consistent or recurrent inability to attain and/or maintain penile erection sufficient for sexual activity penetration. Evidence from various studies shows that the prevalence of erectile dysfunction increases in aging men, nonetheless, complaints among younger men have become very common.

A recent Harvard study (2024) discovered that 93% of men can increase their testosterone levels with powerful mix. This is key because for men over 40, the real cause of poor level of bedroom performance is a harmful compound that disrupts hormones not poor blood circulation. Fasuyi cited in Rafiu (2017) revealed that as a result of socialisation, some women (girls) and men (boys), one-third of the females and half of males believed that men need more than one woman to satisfy themselves sexually. Rafiu (2017) claimed that married men who report sexual dissatisfaction refer to their needs for sexual excitement. Gijsenberg & Nijs (2019) in their study define advertising as one of the many marketing tools that are used to attract attention of prospective customers to a business or its products or services. The more effective an advertising campaign, the more the customers it draws and with greater frequency. Advertising is part of the overall marketing communication strategy of a business which includes public relations, promotional programmes, signets, incentives newsletters and word of mouth among other strategies.

Advertising is gasping for a role in the new communication landscape. Advertising sees television commercials as a significant component of the television industry and a key source of income and television acts as an audience distribution system Anaeto, Onabanjo & Osifeso (2008). Television has been known as the glamor advertising platform for many years which targets mass audience. A lot of people have found television as the most favorable medium (Lee, Lee & Yang, 2017). Television has wide scope and exposure that surpasses other media; with its high frequency volume, millions of viewers can easily be reached with just one advertisement which comes at a low cost (Domazet, Donic & Milovanoul, Sine anne); Mustafa & Al-Abdallah, Sine Anne) claimed that television is seen as the most commonly used channel for advertising goods and services that channel be promoted on radio or print media differently. Compared to other traditional channels, consumers or viewers have high remembrance of advertised products through television channels and easily get persuaded. An analysis of consumer television viewing linked to real detail sales reveals that greater interaction with the display raises buyers probability of recalling the commercial during the show (Tarik & Adnan, sine Anne). As a contact medium, television is characterised by its segmentation capacity; it may target the exact display or the precise broadcasting network depending on consumer's interest (Shafia *etal*, sine Anne). Previous studies have linked television advertisements with customer purchase decisions (Anute, Deshmukh & Pawar, sine anne; Majeed & Razak, sine anne; Mustapha & Al-Abdallah, sine anne. Radio advertising is a form of marketing strategy that uses the radio both traditional stations and satellite and internet radio to promote a product or service. it is a less expensive form of advertising in many cases, especially compared to television advertising. With the advancement in technology, radio advertisements are becoming better when it comes to quality. Despite the recommendation from other forms of advertisement, radio is considered an outstanding communication mode, because it is less expensive to operate and easily gets a concentrated audience to listen amid its innovative versatility (Gijsenberg & Nijs, 2019).

According to Saleh (2017) in shaping consumer perception of goods, radio commercials play a very important role. In contrast with other media advertisements, remembering a brand name and recollecting a thirty second promotional note is very strong. Wide groups of cooperations prefer radio as a promotional medium to persuade and convince their target audience. Russo, Valesi, Gallo, Laureanti & Ziti (2020) discovered that radio as a contact medium has a dual benefit thus, wide reach and cause effectiveness. For radio, advertisers may reach different demographics on the premise that each network has a unique audience and industry (Saleh, 2017). Mornings and afternoons are the most common hours for listening to the radio because people will often be in public or private vehicles commuting to and from their work. Within those hours, they are less engaged with work and will listen to the radio (Saleh,2017). Radio advertisements generate customer excitement that raises hope and fulfilment. On the objective of outdoor advertising, Ajayi cited in (Apooyin, 2012) states that it is to capture the application of campaign messages that should attempt to reflect their values, attitudes, feelings, desires and imagination. On a social basis, a man's ability to perform sex is indicative of status and prestige and conveys a sense of self-esteem (Atindanbila *etal*,2014). In many societies sexual dysfunction is not openly discussed as the affected individuals feel embarrassed talking about sex and believe sex topics are very personal. Nwagha *etal* (2014) stated that in environment where poverty, ignorance, religion and socio-cultural factors affect sexuality views, discussions on sexual function are done in secrecy. As a result, more men are relying on aphrodisiac substances that have claims of increasing libido and enhancing sexual performance rather than seeking help from physicians.

According to Laumann *etal* (2009) due to the development of convenient and effective oral treatments for erectile dysfunction, there has been an increase in the level of interest in the sexual functioning of middle aged and older men. Mounting evidence from study findings revealed that a small percentage of sexually active individuals reported seeking help from physicians for their sexual problems. Majority of such individuals talked to their partners about the problem or search for information in books through magazines, the internet or talk to their friends and family or sought psychological help (Laumann *etal*, 2009).

A study by Danquah *etal* (2011) on the indiscriminate use of sex enhancing products among Ghanaians revealed that the patronage of unregistered sex enhancers on the market was high. Findings from the study indicated that 61% and 46% of the male and female respondents respectively were using sex and enhancing products. Over 53% of the male respondents were using aphrodisiac products due to premature erection. Other findings by Tabil (2015) revealed that 70% of the respondents consume beverages mixed with aphrodisiac products on a daily basis to deal with their sexual problems. An online survey of more than 5,000 men revealed that approximately 50% of men with ED did not discuss their condition with a physician, because they did not regard the problem as a serious condition or where often too embarrassed to consult physicians (Jannini *etal*, 2014). Aphrodisiac products have been referred to any substance (food or drug) that stimulates sexual desire and increases sexual pleasure and sexual performance. Aphrodisiac can be grouped into three types by their mechanism of action; aphrodisiac increase libido, aphrodisiac that increases sexual pleasure, and potency increasing

aphrodisiac. They can be obtained from plants, animals and synthetic substances that are known to cause changes in sexual experience (Ali & Ansari, 2013; Makwana *et al.*, 2013).

In times past, natural substances like Yohimbine, the Mandrake plant, Spanish fly and Rhinoceros horn in the Chinese culture were known as aphrodisiac. Presently, certain foods like strawberries, raw oysters, chocolate, coffee and honey among others are regarded to have an aphrodisiac potential/property although there is little scientific evidence to back the claim (Umar & Jibrin, 2015; Ali *et al.*, 2013). Yohimbine, a native herb in Africa has been scientifically proven to improve sexual function. However, there are those that can cause dangerous side effects and result in many serious complications (Ravi & Raman, 2011).

In Ghana, alcoholic base herbal preparations, also known as “bitters” are among the many that consumers purchase to help them experience sexually charged moments. Examples include Joy, Dadi bitters, Adonko bitters, Aya Appiah bitters, Bie Gya bitters, Joy Twedie bitters. Majority of the herbal bitters are prepared with a high concentration of alcohol (Atindanbila *et al.*, 2014). According to Atindanbila *et al.* (2014) other aphrodisiac products on the Ghanaian market include pharmaceutical drugs such as sildalenafil, Verdenafil, Tadanafil and Avanafil. Manortey *et al.* (2018) in their study evaluated factors associated with aphrodisiac use in Ashiama municipality, they discovered that the most aphrodisiac products were purchased from the open market, drug peddlers and drinking bars.

Umar & Jibrin (2015) indicated that sexual stimulants or enhancers could either be natural herbal or artificial (orthodox). Herbal aphrodisiac contains active ingredients that enhance sexual potency. However, about 25% of these phytochemicals are present in orthodox sex stimulants. Drugs such as Marijuana, lysergic Acid Diethylamide (LSD) and Heroin among others are known to enhance sexual desire and performance, however, these drugs are addictive and have many serious side effects. Sandroni (2001) in the review of aphrodisiac products, categorised aphrodisiac into three groups by their mode of action namely; libido increasing potency, increasing and sexual pleasure increasing. These aphrodisiac substances act on the central nervous system (CNS) by altering specific neurotransmitter or concentrations of specific sex hormones. They act by increasing the concentration of testosterone, hence, are male specific, even though their effects can be experienced by both sexes. Ambrein which is a major component of ambragrisea, popular in Arabian countries contains tricyclic terpenic alcohol which increases the concentration of some anterior pituitary hormones and serum testosterone. The intake of CNS stimulants such as Amphetamines, Cocaine, Dopaminergic agents, Caffeine, Antiserotonin drugs, Cannabis and Marijuana also specifically increase sexual behaviour. In Africa and Latin America, beverages and nuts such as kolanut, African Garcina and Betel nuts are used recreationally as aphrodisiac drugs (Sandroni, 2001). These aphrodisiacs generally work by dilating blood vessels allowing an erection to occur. Many of these aphrodisiac products are exclusively for males (Sandroni, 2001). Viagra (Sildenafil) which is a phosphodiesterase, a drug for men with erectile dysfunction which was introduced in the 1990s attracted a lot of public attention mainly due to the massive global advertisement (Sandroni, 2001). Later, several aphrodisiac drugs such as Verdenafil, Yohimbine, Methamphetamine, Nitric oxide filled the market and many of them are being used excessively and recreationally without medical indication or prescription (Makwana *et al.*, 2013). Substances in this category works by inhibiting phosphodiesterase, protein phosphatase actively and B¹ receptor stimulation, inducing vascular congestion and inflammation. Cantharidin or "Spanish fly", a chemical drive from blister beetles has been used as a sexual stimulant (Sandroni, 2001). In recent times, however, many users of aphrodisiac substances use these chemicals or herbs with the aim of increasing sexual pleasure irrespective of its pharmaceutical indication and increasing the risk of morbidity. As a result, many of these substances are used with recreational motives such as: to cancel out the effects of alcohol and drugs in order to increase erectile rigidity, to have sex for hours, to add to the fun, to enhance self-esteem, for curiosity to impress sexual partner and to decrease the refractory phase among others (Makwana *et al.*, 2013)

Men substantially use sex stimulants in order to sustain their masculinity regardless of its composition Hartley (2006). The sexual satisfaction of a partner is of great concern among men. A study by Atindanbila *et al.* (2014), noted that the fear of being ridiculed or being left by a woman makes some men resort to the use of aphrodisiac products and services. Men openly discuss their sexual escapades with their peers and family unlike women. Ideas are shared on how to improve weakness during sexual activity. Men with sexual dysfunction such as premature ejaculation, erectile dysfunction, low sex drive amongst others would be advised to go in for aphrodisiac products to prevent disgrace from the partner (Atindanbila *et al.*, 2014). The average Ghanaian man is expected to have prolonged sexual intercourse. In a study conducted in Kumasi metropolis by Amidu *et al.* (2010), the average Ghanaian believes that the average time taken by a man to ejaculate during vaginal penetration (intravaginal ejaculatory latency period) should be 7 to 25 minutes, however, sex-therapists perceive 3 to 7 minutes as adequate.

Effects of aphrodisiac products on the health of consumers

Yohimbine, a natural aphrodisiac product which has been approved scientifically for use has side effects especially in case of overdose. Side effects include: causing changes in hearts rhythm: breathing difficulties: sudden drop in blood pressure to life-threatening levels and temporal muscle contraction which lead to paralysis in the legs (Ravi & Raman, 2011). Furtherance to the above, other reports have shown severe toxicity and even death from use of some herbal medicines (Kosalec, Cvek & Tomic, 2009). These reports discredit the general assertion that natural or herbal aphrodisiac products are without side effects and safe for use. Herbal bitters are aphrodisiac products prepared with a high concentration of alcohol. Safety and quality of these herbal bitters have become a major public health concern in Ghana as many of these products do not have proper labeling with formulation, direction of use and dosage (Kyeremeh, Agbemafo & Appiah-Opong, 2013).

Some herbal products have been found to be adulterated containing some pharmaceutical ingredient for an increased effect which are not listed on the label (Ravi & Rahaman, 2011; Ocloo, 2001). This has become a threat to public health and more worrying is the fact that some consumers may not know these ingredients can interact with other medications resulting in serious complications. According to medical news, here are factors that can lead

to death during sexual intercourse: Cardiac arrest, it is the sudden or abrupt stopping of blood supply to the brain and other organs. There are certain sicknesses that can lead to loss of life during sexual intercourse and one of which is myocardial ischemia. This occurs when blood flows to the heart muscle (myocardium) is obstructed by a partial or complete blockage of a coronary artery by a buildup of plaques (atherosclerosis). Most patients who have coronary artery disease fall victim to this. This paper contends that using drugs without a prescription from a physician is harmful during sexual intercourse. Many people use drugs to improve their performance while getting intimate without first consulting a medical expert if it is safe for them to do so. Sometimes people go as far as combining opiate pain killers with alcohol. Some people go as far as using marijuana to have a pleasurable copulation experience even though it might be harmful to their health. According to medical news, when coupled with a chemical that induces nitrates, some intimate enhancers have been known to produce hypertension (low blood pressure) which can be fatal.

This paper explains that some cigarette adverts read-“cigarette smoking is dangerous to your health”, yet people smoke it despite this warning.

Aging characterised by psychological, pathological, behavioural, and psychosocial changes that can affect sexual functioning and it is difficult to separate their individual effects. Due to changes associated with aging, older people experience ill health and low energy levels which also affects their sexual functioning. Older men, in order to feel youthful use sex stimulants to increase energy levels, libido and also to enhance erection (Sandroni, 2001)

THEORETICAL FRAMEWORK

This paper adopted the marketing and seduction theory cited in Diegton & Grayson (1995). It convinced people to patronise their products and services through the use of personal sales or the mass media marketing platforms. Choda-za (1995) describes a kind of conversation between marketer and the prospective client as seductive. It means interactions between marketer and consumer that transform customer's initial resistance to a course of action is willing, even avid, compliance. The paradox of seduction is that it induces customers to enjoy things that they did not intend to enjoy. It does so because marketer through these adverts entices the customer to abandon one set of social agreements and collaborate in forging of another often incompatible set of agreements that then serve to govern the relationship, its values, and the satisfaction that it can yield (Diegton & Grayson, 1995). It also adopted the information process theory propounded by McGuire cited in Rafiu (2017). That the mass media through adverts convince people to buy a certain aphrodisiac product because of its effectiveness or the social prestige that comes along with the use of it. They depict our social circumstances using celebrity appeal form of advertising on both radio and television. They lure audience to believe in what is shown on their screen as true and for the results of the people in the advert get at the end of the day. This leads people to buy products they initially did not think of buying. In advertisement, cognition affects buying behaviour, exposure and purchase intentions. In general, advertisements can cognitively affect how consumers respond to traditional and modern advertisements. Consumers response to emotional appeal adverts. Some scholars investigated how low-level construal customers with close psychological distance can feel an emotional advert more compared to those with high-level construal. Consumers with low-level construal can positively relate to an emotional appeal adverts and they evaluate adverts with an emotional appeal more favorably than adverts with the cognitive appeal. This effect does not occur to consumers who interpret information at a high level since they focus on the central and positive features of different advertisement appeal. Mental imagery and transportability tend to influence a person's degree of advert cognition. A study examined the influence of individual traits on advert cognition while listening to radio advertisements (Sine anne).

This paper is anchored on these two theories because they are extant and relevant taking into cognisance the influence of advertisement in the patronage and consumption of aphrodisiac for obvious reasons. McGuire's information processing theory cited in Anaeto, S.G, Onabajo, O.S & Osifeso, J.B (2008) suggests that attitude change involved steps with each being a necessary precedence for the next. The steps are as follows:

- i. The persuasive message must be communicated.
- ii. The receiver will attend to the message.
- iii. The receiver will comprehend the message.
- iv. The receiver yields to and is convinced by the arguments presented.
- v. The desire behaviour adopted position is retained.
- vi. The desire behaviour takes place.

In fact, as McGuire pointed out cited in Anaeto *etal* (2008), most of the extensive attitude change literature has probably focused on the step of yielding or agreement. For instance, a pleasant appeal might increase attention to the message (step 1) but interfere with yielding to the arguments presented (step 4).

This theory examines how people's preferences and tastes for products are influenced by the mass media.

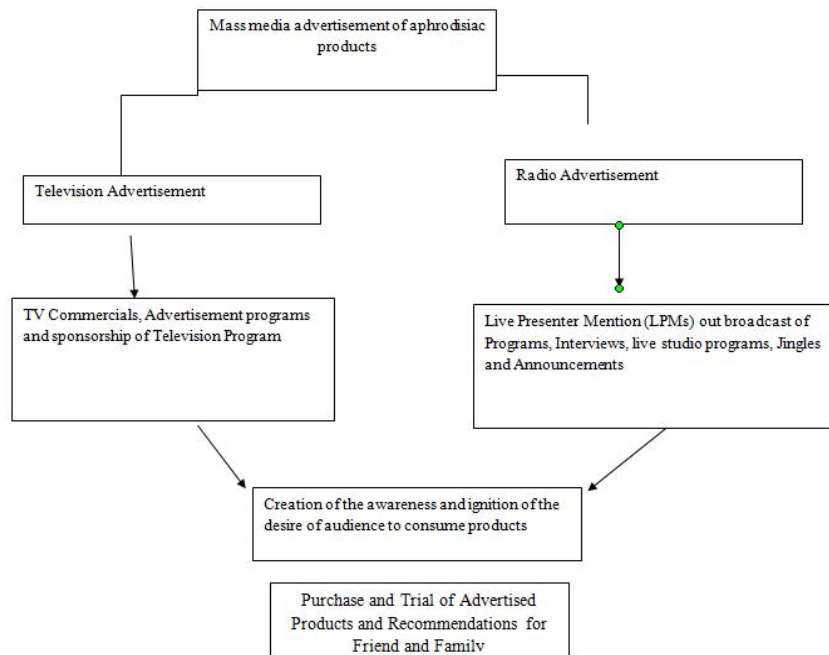
The two working theories adopted in this paper; marketing and seduction theory, and information processing theory are congruous to the styles radio and television adopt in the advertisement by carefully choosing their phraseology, lexicon and diction. As Wesley put it in an age stylistically more austere:

Style is the dress of thought; a modest dress,

Neat, but not gaudy, will truce critics please (cited in Leech & Short, 1985:18)

Conceptual/Theoretical framework

Consumption of aphrodisiacs



Source: Fieldwork, 2023

Types of Aphrodisiacs that are consumed by respondents

Herbs

Gloves mixed with honey and sugar, kayamata, bitazaiza.

Dolley, Capsules, Argula, Alcohol, Mr. Q, Tramadol mixed with Rash energy drink

Foreign Sex drop

Redsun, Golden, Sweet Rider, Viagra, Sweet coffee, Delay lozenges, Delay syrup, Dragon

Source: 2023

METHODS OF RESEARCH AND DATA ANALYSIS

Osuala (2005; 21) argued that if the phenomena under study are homogenous, small sample size is sufficient. He also observed three factors determine the size of an adequate sample in social research.

- (1) Nature of population
- (2) Types of sampling design and
- (3) Desire of precision desired

In order to have a comprehensive picture of how people perceived televised and radio programmes relative to the patronage and the consumption of aphrodisiac products to solve the problems of erectile dysfunction, low sperm count, low libido e.t.c, a qualitative research approach was used for data collection. The motivation was that the approach enables rich and deep exploration; thick and detailed prescriptions Baxter & Jack, cited in Kakembo (2012). First, forty (40) respondents were randomly selected for in-depth interview in order to elicit the right responses bearing in mind the variables in this study. Out of these 40 respondents, 23 (57.5%) were males whiles 17 respondents representing (42.5%) were females. This implies that majority of the aphrodisiacs consumers in the study area were males.

Table 1: Religious Beliefs/Faith

	FREQUENCY	PERCENTAGE	VALID PERCENTAGE
MUSLIMS	25	62.5	62.5
CHRISTIANS	15	37.5	37.5
TOTAL	40	100	100.0

Source: Fieldwork, 2023

One can therefore infer from the study that aphrodisiacs are consumed irrespective of ones religious inclination. Muslims were 25 respondents representing 62.5% while Christians were 15 representing 37.5% as depicted in Table1

Table 2: Marital Status

	FREQUENCY	PERCENTAGE	VALID PERCENTAGE
MARRIED	16	40.0	40.0
UNMARRIED	21	52.5	52.5
DIVORCED	3	7.5	7.5
TOTAL	40	100	100

Source: Fieldwork, 2023

With regard to the marital status of these category of respondents, 16 respondents, representing (40%) were married, 21 respondents, representing (52.5%) were unmarried, 3 of the respondents, representing (7.5%) were divorced: all of them were randomly selected and interviewed. Second, 15 of the aphrodisiac products sellers were randomly selected. Ten out of this were interviewed in their pharmacy shops, out-of-counter selling and 5 seller/peddlers who advertise and sell in the open (restaurant, lorry stations, offices and departments) were also interviewed.

Almost all the users (respondents) who patronise and consume aphrodisiac products during the interview sessions are very much aware of the health implication of using these products. The central theme is that addiction and the curiosity/desire to sexually satisfy themselves, to have children and to uphold their social self-esteem rings a bell in their minds.

This research revealed that pharmacy stores, chemical sellers and peddlers in Tamale advertise and sell both foreign and locally manufactured aphrodisiac products. This paper indicates that married and unmarried respondents are more targeted (92.5%). They were emphatic that television, radio and outdoor advertising contributed significantly to the sales and promotion of aphrodisiac products and wares are displaced by seller expectant prospective buyers. This display done on shelves, raised platforms or on the floor with or without labels or price tags can be referred to "as outdoor advertising" because the products displayed are offered or exposed to the public with the aim of drawing attention of potential buyers. This type of exercise has been in practice since the medieval times till the present day (Apooyin, 2012)

Apooyin (2012) observed that with the commencement of modernisation in industry and advanced technology, marketing communication and other means of promoting and advertising, the outlook of attracting commodities to intending buyers have changed positively. One of these is outdoor advertising modes which literarily means selling out-of door, outside building or in the open air. Outdoor advertising has since become a professional practice. For instance, in the Tamale Metropolis, one can see under-aged peddlers at the lorry stations, government offices and departments, beer bar parlour, restaurants publicly and openly engaging in out-door selling of aphrodisiacs.

Conclusion

Statistics has revealed that radio, television and outdoor advertising have significantly influenced the consumption of all kinds of aphrodisiac products whether locally manufactured or imported. Majority (92%) of the respondents patronise aphrodisiac products regardless of their religious inclination. Aphrodisiac is consumed, the reason being that erectile dysfunction, weak erection is not a respecter of person's status. Some people patronise aphrodisiac products to stimulate their sex drive such that they can satisfy their partners sexually and to fulfill the desire to procreate. According to the Harvard study, 93% of men increase their testosterone levels with a mix of potent herbs that detoxify, replenish and regulate one's hormones and testosterone level and can improve reproductive health. Selected respondents consume gloves mixed with ginger and alcohol as aphrodisiacs. Respondents consume Dolley capsules, Man up, Mr. Q, Golden, Redsun, Dragon, Lozenges among others as aphrodisiacs that are advertised by media outlets in Tamale. Reproduction or procreation is a very crucial aspect of human existence. On a social basis, a man's ability to perform sex is indicative of status and prestige and this conveys a sense of self-esteem.

It is in this light that this paper contributes to knowledge development on the consumption of aphrodisiac products by interrogating how radio, television and outdoor advertisements of these aphrodisiac products influence both suspecting and unsuspecting publics to consume them. In other words, this article examines how radio, television and outdoor advertisements influence the consumption and patronage of aphrodisiac products in

Tamale, Ghana. This is in line with Apooyin's (2012) observation that commencement of modernisation in the advertising industry and advanced technology, marketing communication and other means of promoting the sale of commodities look attractive and positively changed consumers perception. It appeals to intending buyers.

The use of aphrodisiac products is like a double-edged sword; it enhances sexual performance on one hand and its untold hazards on the user's health: stroke/paralysis and in some cases instant death. A nation without active, robust, able and healthy working force would be left adrift in the sea of history Osofisan, cited in Rafiu (2017).

This study recommends that legislation ought to be enforced by the government to regulate the advertisement and the indiscriminate sale of aphrodisiac products on the airwaves most especially fake products and there should be surveillance on unlicensed/unregistered aphrodisiac barons and the teenage peddlers whose instinct is money making in the name of trade liberalization.

References

- Abor, J & Quartey, P 2010. Issues in SME Development in Ghana and South Africa, *International Research Journal of Finance and Economics*, 39, pp. 218-228
- Ahmed, A. F Alshahrani, S., Morgan, A Gabr, A. H., Abdel-Razik, M & Daoud, A (2017) 'Demographics and sexual characteristics of sex-enhancing medication users: Study of a web based cross-sectional sample of sexually active men'. *Arab Journal of Urology*. Arab Association of Urology, 15(4), pp. 366-371
- Ali, J, Ansari, S. and Kotta, S. 2013. Exploring Scientifically Proven Herbal Aphrodisiacs. *Pharmacognosy Reviews*, 7,1. <https://doi.org/10.4103/0973-7847.112832>
- Alshahrani, S. Ahmed, A. F Gabr, A.H., Al Ansari, A., El-Feky, M, & Elbardy, M.S 2016. 'Phosphodiesterase type 5 inhibitors: Irrational use in Saudi Arabia', *Arab Journal of urology*, Arab Association of Urology, 14(2), pp. 94-100
- Amidu, N., Owiredu, W.K.B.A., Woode, E., Addai-Mensah, O Gyasi-Sarpong, K C., & Alhassan, A. (2010). Prevalence of male sexual dysfunction among Ghanaian populace: Myths or reality. *International Journal of Impotence Research* 22(6), 337-342. <http://doi.org/10.1038/ijir.2010.24>
- Anaeto. S.G & Solo-Anaeto M. 2010. *Development Communication: Principles and Practice*. Ibadan: Stirling Horde Publishers Ltd.
- Anaeto S.G, Onabajo. O.S & Osifeso.J.B (2008). *Models and Theories of Communication*. Maryland: African Renaissance Books Incorporated.
- Apooyin, A 2012. Ethical and legal status in outdoor advertising practice in Nigerian in *Journal of Communication and Media Research*. Vol 4 No. 2 Deltat: Delmas Communications Ltd
- Ariba AJ Oladapo OT, Iyaniwura CA Dada OA 2007: Management of Erectile Dysfunction: Perceptions and Practices of Nigerian Primary Care Clinicians.
- Atindanbila et al 2014. *Bio-Phychosocial Factors Associated with the Use of Sexual Enhancers Among Ghanaian Men*. *International journal or Research Granthaalaya* Vol. 2 (Iss.2): November 2014. <http://www.Granthaalayah.com>
- Bodeker G, Kronenberg FA 2002: Public health agenda for traditional complementary and alternative medicine. *Am J public Health* 92: 1582-1591
- Chialepeh, N. & Suthiyasusman, A. 2015. Associated Risk Factors of STIs and Multiple Sexual Relationships Among Youth in Malawi. *PLoS ONE* 10(8)
- Congaglen, H. & Conaglen, J. 2013. Drug- induced sexual dysfunction in men and women. *Australian Prescriber*. 36(2), 42-46
- Danquah, C.A Koffur, G.A., Anto, B.P., & Nimako, K.A 2011. The indiscriminate use of sex enhancing products among Ghanaians: Prevalence, and potential risk. *Advances in Applied Science Research*, 2(5), 350-359. Retrieved from <http://www.imedput.com/articles/the-indiscriminate-use-of-sex-enhancing-products-among-ghanaians-prevalence-and-potential-risk>.
- Dusing, R., 2005. Sexual Dysfunction in Male Patients with Hypertension: Influence of Antihypertensive Drugs; 65: 773-86
- Evelyn Tabil 2011. Consumption of Alcoholic Beverages Mixed with Aphrodisiacs in the Okaikoi sub-Metropolis. University of Ghana Unpublished Thesis
- Feng, H.L 2003. Molecular Biology of Male Infertility. *Archives of Andrology* 49, 19-27.
- Geoffrey. N.L & Short. M.H 1985. *style in fiction: A Linguistic Introduction to English Fictional Prose.*, London, NY; Longman Group Limited.
- Gijsenberg, M.J., & Nijs, V.R 2019. Advertising Spending Patterns and Competitor Impact *International Journal of Research in Marketing*, 36(2), 232-250
- Hartley, H 2006. A Review of the Viagra Adventure: *Masculinity, Media and the Performance of Sexual Health* by Jay Baglia. New York: Peeter Lang.
- HergetA-L, Schramm, H., & Breves, P. 2018. Development and Testing of An Instrument to Determine Muscle Fit in Audio-visual advertising. *Scientific Journal*, 22(3), 362-376

- Issac-Ahakwa, Jingzhao Yang, Evelyn Agba, Tackie & Kwame Bankole 2011. Exploring the impact of traditional communication channels on customers purchase decisions: A case study of university students in Ghana SEISENSE Business Review Vol 1 No. 1 2021: <http://doi.org/10.33215/sbr.VLi1.56131-44>
- Jacobson, M., 2010. Male Infertility More Common than Believed. *Medical Chronicle* <http://www.medicalchronicle.co.zas>. Accessed on the 10th February, 2012.
- Jannini, EA., Sternbach, N., Limoncin, E., Ciocca, G., Gravina, G.L. Tripodi, F., Petruccioli, I., Keijzer, S., ISheerwood, G., Wiedemann, B & Simonelli, C. 2014. 'Health-related characteristics and unmet needs of men with erectile dysfunction: A survey in five European countries', *J. Sex Med*, 11(1), pp, 40-50
- John Dieghton & Kent Grayson 1995. Marketing and Selection: Building Exchange Relationships by Managing Social Consensus. *Journal of customer research* March, 1995
- John W. Creswell 2009. *Research Design: Qualitative, Quantitative and Mixed Methods Approaches* 3rd Edition London EC 1 YSP, United Kingdom; Oliver's Yard 55 city Road
- Kalra, G., Subramanyam, A., Pinto, C. 2012. Sexuality: Desire Activity and Intimacy in the Elderly. *Indian Journal of Psychiatry*. DOI: 10.4103/0019-5545.91902
- Khan, A.H & Rasaily, D. 2013. Tramadol Use in Premature Ejaculation: Daily Versus Sporadic Treatment. '*Indian Journal of psychological medicine* 35(3), pp. 256-9
- Kosalec, I., Cvek, J, & Tomic, S. 2009. 'Contaminants of medicinal herbs and herbal products'. *ArhivzaHihijenuRada I Toksikologiju*, pp. 485-5501. Kumejpor (1995), *Research Methods and Techniques of Social Research*, Accra: Son Life Press\
- Kyeremeh K, Agbemafo, F. W. & Appiah-Opong, R. 2013. 'Quantitative Analysis of Chemical Contaminant in Ghanaian Herbal Alcoholic Bitters', 5(2), pp. 153-167
- Laumann, E.O., Glasser, D.B., Nevers R.C.S., & Jr, E.D. M 2011. Original article on population-based survey of sexual activity, sexual problems and associated help-seeking behaviour patterns in mature adults in the United States of American, 21(3), 171-178. <https://doi.org/10.1038/ijir.2009.7>
- Lee, Lee & Yang. 2017 (Sine loco)
- Makwana, S., Solanki, M Raloti, S. and Dikshit, R. 2013. Evaluation of Recreational Use of Aphrodisiac Drugs and Its Consequences: An Online Questionnaire Bases Study. *International Journal of Research in Medical*, 2, 51-59
- Manortey, S., Mensah, P.A & Acheampong, G.K 2018. Evaluation Factors Associated with the Use of Aphrodisiacs among Adult Male Residents in Ashaiman Municipality, Ghana. *Open Access Library Journal*, 5: e4876. <https://doi.org/10.4236/oalib.1104876>.
- Mayank Thakur, Nagendra S. Chauhan Shilpi Bhargava & Vinod K. Dixit 2009. A Comparative Study on Aphrodisiac Activity of Some Ayurvedic Herbs in Male Albino Rats *Springer Science Business Media*, 13 January 2009
- NeeleshMalviya, Sanjay Jain, VipinBihari Gupta & Savita Vyas 2011. Recent Studies on Aphrodisiac Herbs for the Management of Male Sexual Dysfunction. A Review. *ActaPoloniaePharmaceutica N Drug Research*, Vol. 68 No.1 pp. 2n8, 2011.
- Nwagha, U.I., Oguano, T.C., Ekwuazi, K., Olubobokum, T.O., Nwagha, T.U., Onyebuchie, A.K, Ezeonu, P.O & Nwadike, K. 2014 Prevalence of Sexual Dysfunction Among Females. Enugu: Onitsha.
- Kakembo. F. 2012. Perception of Televised HIV/AIDS Educational Programme in *Journal Communication and Media Research*. Vol 4 No.2 Delta: Delmas Communication Ltd
- Osuala, E.C 2005. *Introduction to Research Methodology*. Onitsha: Africa-first publisher
- Patwardhan, B., Mutalik, G. and Tillu, G 2015. '*Integrative Approaches for Health*'. *Integrative Approaches for Health*. 229-258
- Poonam, S., Priyanka, P, Tasleem, A., Imran, K. & Rambir, S. 2014. *Pharmacology, Phytochemistry and safety of Aphrodisiac Medicinal plants: A Review*. *Research and Reviews: Journal of Pharmacology and Toxicological Studies*, 2(3):1-18
- Porst, H (2004) Phosphodiesterase Type-5 Inhibitors: A Critical Comparative Analysis EAU Update Series, 2 56-63. <https://doi.org/10.1016/j.euus.2004.03.007>
- Rafiu A. S 2017. Impact of Advertisement on condom use and Attitudinal change among Tamale Polytechnic Students in HIV/AIDS Preventive Strategies. *ADDRI*. Ghana. Vol 14, No-11(2)
- Ramlachan, P. & Campbell, M.M 2014. Male Sexual Dysfunction. *South African Medical Journal*, 104, 447. <https://doi.org/10.7196/SAMJ.8376>
- Ravi, P.K & Rahman, P. 2011t. *Natural Aphrodisiacs: Myth or Reality*. Xliris Corporation 103-194

- Russo, V., Valesi, R., Gallo, A., Laureanti, R., & Zito, M 2020. "The Theater of the Mind". The Effect of Radio Exposure on TV Advertising. *Social Sciences*, 9(7), 123.
- Saleh, H 2017. Implementation of the Green Adverstising Media (GAM) To Increase Product Sales volume (Psv) in Malaysia Product Market. *Economic and Social Development: Book of Proceedings*, 34-40.
- Sandroni, P. 2001. Aphrodisiacs past and present: A historical Review, *Clinical Autonomic Research*, 11(5), 303-307. <https://doi.org/10.1007/BF02332975>
- Sarandakos. S 2005. *Social Research 3rd Edition*, New York: Palgrave Macmillan.
- Saravan Kumar, K Sumalatha, S. Mohana Lakshmi 2010. *Aphrodisiac Activity of Crossandra Infundibulformis (L) on Ethanol Induced Testicular Toxicity in Male Rats Pharmacology online 2:812-817 2010*.
- Shabsigh, R., Perelman, M.A Lockhart, D.C Lue, T.F & Broderick, G.A. 2005. Health Issues of Men: Prevalence and Correlates of Erectile Dysfunction, *Journal of Urology*; 174:662-7
- Shamloul, R 2010. *Natural Aphrodisiacs. Journal of Sexual Medicine 7(1), 39-49* <https://doi.org/10.1111/j.1743-6109.2009.01521.x>
- Sharon OforiwaaAtuobi-Bediako 2019. Factors Associated with Aphrodisiac Use among Men in Agbogbloshie in Greater Accra Region. *College of Health Sciences School of Public Health University of Ghana*. Unpublished Thesis
- Singh, B., Gupta. V., Bansal P., Singah R, & Kumar, D (2010) Pharmacological potential of plant used as aphrodisiacs. *International Journal of Pharmaceutical Sciences Review & Research*, 5(1), 104-113
- Sudhanshu Kumar Meher, Banmali Das, Purnendu Panda, G.C. Bhuyan, M.M Rao 2016. Uses of Withaniasomnifera (Linn) Dunal (Ashwagandha) in Ayurveda and its Pharmacological Evidence. *Research Journal of Pharmacology and Pharmacodynamics*. 8(1): January-March, 2016
- Tabil, E. 2015. Consumption of Alcoholic Beverages Mixed with Aphrodisiacs in the Okaikoi Sub-Metropolis, (10507117). <http://doi.org/10.1038/253004b0>.
- Umar. L. B & Jibrin. I. 2016. Use of Herbal Medicines and Aphrodisiac Substances Among Women in Kano State, Nigeria. *Journal of Nursing and Health Science*. 4(4). 41-50.
- University of Harvard 2024. <https://operanewsapp.com> Retrieved 18/08/2024