

# Unveiling the World of Male Gigolos with the Corporate Brand Identity Factors (The convergence of corporate brand identity factors and economic necessity in a four-quadrant matrix)

**Dr. Anand Shankar Raja M**

Assistant Professor  
ISBR Business School, Bangalore, Karnataka  
Email: dr.anandmanivannan@isbr.in  
ORCID ID: <https://orcid.org/0000-0003-1350-290X>

**Dr. Naveen Pol\***

Associate Professor  
ISBR Business School, Bangalore, Karnataka  
Email: naveen.pol@isbr.in  
ORCID Id: <https://orcid.org/0000-0002-6113-4665>



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**\*Author for correspondence:**

Dr. Naveen Pol   
naveen.pol@isbr.in  Associate  
Professor, ISBR Business School,  
Bangalore, Karnataka, ORCID Id: <https://orcid.org/0000-0002-6113-4665>

## Abstract

Gigolos have occupied a professional space in the present Gig economy where they seek and receive opportunities as freelancers and through hidden contractors and agencies, which are quite active in providing escort services. The job opportunities with escort agencies are flexible and are considered as a secondary source of income for the male sex workers. The work task for the gigolos is not just to brand sex, but also to brand their personality, behavior, body language, and body features. Gigolos are brands among the women clients in the world of sex. Attitude drives the gigolos to be physically and psychologically fit and strong. Thus, income and attitude are the two economic necessity factors which revolve around the gigolo's life. The gigolo's life is fueled by four constructs which include: Macho for a choice, Hungry for sex, Desperate for income and Mindfulness for relaxation. Gigolos also exhibit nine various interrelated components which represent the brand identity factors, which include: value proposition, relationships, position, expression, brand score, personality, mission & vision, culture and competencies. Most importantly Male gigolos are a beacon of self-branding which is cushioned by the economic necessity factors: attitude and income. Thus, considering the importance of corporate brand identity factors

and the economic necessity factor, the research proposes a matrix known as “The Integrated Gigolo Branding and Identity Matrix (IGBIM)” which is a conceptual framework designed to analyze and categorize the corporate brand identities of gigolos based on their attitudes and income levels and the interlink between the constructs. The matrix provides a comprehensive view of how different combinations of attitudes and income levels can shape the corporate brand identity of gigolos, which is crucial for understanding market dynamics, client preferences, and marketing strategies in the gigolo industry. To facilitate future research and empirical analysis, a questionnaire has been developed and is included in the appendix of this article. The functionality of the gigolo profession has been explored through extensive discussions with gigolos, both via online platforms and through face-to-face interactions.

**Keywords:** Gigolo Branding, Integrated Gigolo Branding and Identity Matrix (IGBIM), Gig Economy, Economic Necessity, Personal Branding

## 1. Introduction

Gigolos are young men who market themselves to the opposite gender, who are of different age groups, to have sex, provide pleasure and earn money. It has now become a gig profession for a few attractive and good-looking men with an urge to make money over sex. In other words, Gigolos are also called “Male Prostitutes”. Social Media has been widely used to attract women who are in search of men not only with a motto to involve with bodily pleasure but also for empathy and friendship. Social media platforms are a space to create desire, experiment, get into relationships and crave for endless aspects with a lot of freedom, says Manchanda Tarini (2024). From the brand perspective, social media is used by unsatisfied customers who seek the best escort services. Customers are women who seek services from the night cowboys (Gigolos) who satisfy the needs, wants, and desires of their customers. Sometimes social media can create unrealistic expectations (Moore et al.). Gigolos are also preferred by women to show affection and care. Beyond brand, there are always values of transparency and integrity Nicholas Ind 2005. Thus, social media provides an inclusive pathway for the clients to expect from gigolos. There are many social media applications and websites which are specially designed to connect with the Gigolos. Few websites include: Mingle2, Gigolo finder, Gigolo India Private Limited, Gigolo club, Active gigolo club, Online meeting club etc. Social media applications like Twitter, Facebook and Instagram also have pages and community groups for gigolos. Agencies that provide escort services for women have a very defined brand segmentation and target model. These agencies differentiate themselves with their competitor brands where they portray their Gigolos in a different way. For example, few agencies on their websites convey

that the Nighttime Cowboys (Gigolos) are educated and decent. Few other agencies talk about their performance in terms of intercourse. It is very interesting to know a few brand positioning statements used by these escort service providers - a positioning statement might be: "We provide discreet, premium companionship for women seeking meaningful connections". Even for anyone who wants to be a Gigolo through an escort agency looks for the brand equity factors: brand awareness, perceived quality, brand associations and loyalty as well. These agencies provide several opportunities where men take up the role of being a gigolo on a full-time basis or a part-time basis. Brands create job opportunities and help young men survive in the competitive world. Social media platforms have paved the way for the success of Gigolos. Especially in the post-Covid pandemic, the world has faced a series of turbulence, and the economic conditions are not stable. The Human Resource landscape has changed in the post-Covid pandemic. Organizations have started to overexpect from the employees in the post Covid pandemic. In addition, employees are expected to work out of their original job description, which puts them under stress. Most of the institutions have adapted agile working as well, where they give a lot of flexibility to their employees Misra, S., Ponnampalath, A., & Banerjee, P. (2023). From desk jobs to remote jobs to hybrid jobs have evolved very drastically. This has also affected the mentality of the laborers in a positive way as well. Though unemployment has reached its peak in the post pandemic; a series of job opportunities have also popped up. One such job or a profession is the "Night Cowboys". No man takes a quick decision to become a Gigolo and there should be a reason behind his transformation. Through interactions held with Gigolos it was found that youngsters seek extra money to meet their daily expectations. On the other hand, men who are married with a miserable married life look for extramarital affairs which soothes their emotions. Some gigolos during the interviews also mentioned that their family members are aware of the escort services; however, they do not show any hatred because of the extra source of income which helps them run the family. Many top firms to mid-sized firms had to throw out their employees and undergo a massive job-layoff. On the other hand, the rising Purchasing Power Parity due to various pressures (Internal and external factors) and poor socio-economic conditions which does not balance Income and Consumption. This has pushed men into a contemporary profession called the "Male escort world". Sexy, Macho, attractive, built, masculine and good-looking men are attracted by agencies to provide sex service for women who are in need. On the other hand, few men/ teen-boys who need income identify themselves as sex workers and take the help of social media platforms to attract women and provide the needed sex service for money. In reality, teens approach married women who are living alone without the support of their husbands. Indeed, these women take good care of the teen boys supporting them with money, clothes, accessories and food. During the interaction few gigolos said that they respect those women as they provide the best care and the empathetic touch ties a special knot in the bond. In addition, few even said that one woman refers to another and it causes a "Snowball effect". A few teen boys and adult men have turned to be full-time night cowboys and have taken this as a profession. A gigolo has to amplify his ambition in the right direction. Personal branding in this profession plays a major role because it involves a strategic move where individuals infuse values and visibility to drive exceptional results (Goldie Chan,2024).

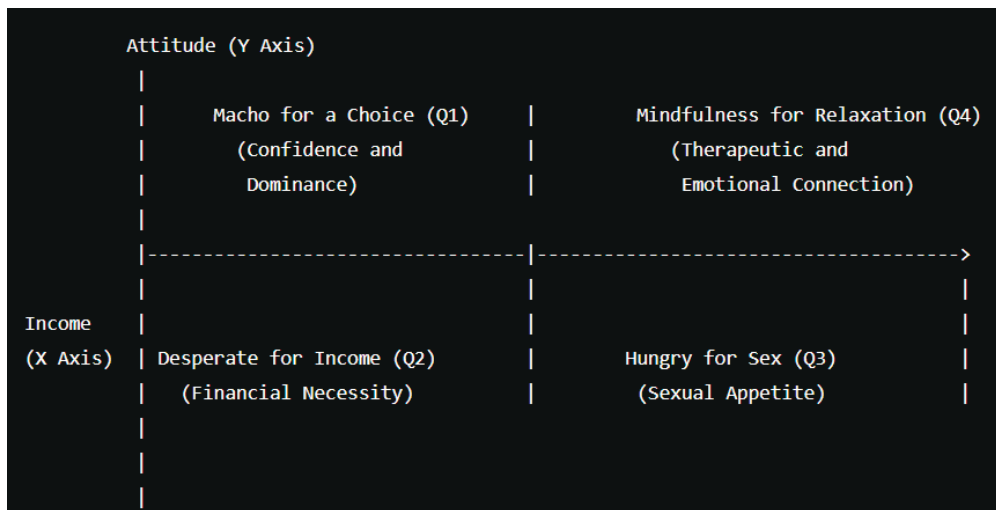
Hence, this is a full-time work, or it can also be a gig work for a few. However, the main motto is “Sell your body and make money out of Sex”, exchange of feelings takes a backseat and income-earning urge takes a front seat in this process. Self-branding plays a major role in this context because a human is an object in this regard. A person sells himself by marketing himself in terms of personality, attitude, assets, performance, and trust. However, though all these factors are an important part of male escort services, “Performance and trust” are highlighted as important factors. A few other terms are: Alpha Male, Strong, Overbearing, Self-righteous. However, considering the concept of “One Night Stand” few factors such as: Performance and Trust are the two most promising factors which may be expected or demanded by women from a male escort. Male escort services have been widely available across the country where few agencies are known for their brand reputation. Women who seek services approach agencies which provide the best services. Thus, HR branding and associated factors also play a major role in this industry. Agencies take care of the flexibility and autonomy of their employees (Gigolos) have greater flexibility and autonomy in choosing their work hours, clients, and job roles. This flexibility is particularly appealing to gigolos who are part-time workers and who would like to prioritize work-life balance, the ability to pursue income streams by being a male sex worker. When it comes to Skill Utilization and Development (SUD) these agencies train the gigolos on soft skills and customer service to ensure that they provide the best service to the clients. This has a huge impact on their incentives, growth and better opportunities with top clients, which will help them earn more. Thus, the rise of male escort services within the gig economy underscores a multifaceted interaction between branding, self-marketing, and economic necessity, each of which plays a critical role in shaping this unique profession.

From the Gigolo’s point of view, income and attitude are the most important economic necessity factors. Income is essential for gigolos, just as it is for any professional. For many, their work serves as the primary source of income, providing financial independence and covering basic needs such as housing, food, and healthcare. A steady income is crucial for maintaining economic stability, enabling individuals to manage expenses, save for the future, and handle unexpected financial challenges. It also allows gigolos to invest in their appearance and self-care, which are often critical to their profession. Additionally, income is necessary for marketing efforts, such as maintaining an online presence or advertising to attract and retain clients. Over time, income helps improve living standards, offering access to better housing, education, and upward social mobility. It also provides the means to build savings and plan for retirement, especially since this profession may not be sustainable in the long term. By earning their own income, gigolos gain economic autonomy, reducing dependence on others for financial support. In the unpredictable gig economy, where income can vary, managing financial resources wisely is essential to navigate periods of low earnings and ensure long-term security. Attitude is indeed an economic necessity for gigolos, playing a critical role in their professional success and financial stability. A positive and professional attitude is essential for building and maintaining client relationships, as it directly influences client satisfaction and repeat business. The ability to adapt to different clients’ needs and expectations, along with a respectful and confident demeanor, can significantly enhance their reputation and demand

for their services. Moreover, a resilient and proactive attitude helps gigolos navigate the challenges of their profession, such as managing the emotional and physical demands of their work, handling periods of low income, and dealing with societal judgments. This mindset is crucial for maintaining long-term success in their profession, ensuring they can continue to attract clients and sustain their income over time. Ultimately, a positive attitude contributes to their economic stability, personal growth, and overall well-being, making it a vital component of their professional life.

The convergence of branding, self-marketing, and economic necessity creates a complex and dynamic environment within the male escort industry. Branding by agencies establishes the market framework, defining the expectations and standards that gigolos must meet. Self-marketing by gigolos, in turn, aligns with these brand identities while also catering to individual client needs. Economic necessity drives individuals to participate in this gig work, seeking financial stability in an uncertain job market. Together, these elements form a unique ecosystem where personal and corporate branding intersect, and where the gig economy provides both opportunities and challenges for those involved. This detailed interaction between branding, self-marketing, and economic necessity not only shapes the profession of male escort services but also reflects broader trends in the gig economy. It highlights how individuals and agencies alike navigate the complexities of modern employment, leveraging brand strategies and digital platforms to thrive in a competitive and often stigmatized market. Based on this idea, in this research, a four-quadrant model has been developed, “Integrated Gigolo Branding and Identity Matrix” considering the corporate brand identity factors.

**FIGURE 1** “Integrated Gigolo Branding and Identity Matrix (IGBIM).”



- **Q1: Macho for a choice**
  - This quadrant (Q1) represents gigolos who exhibit a high level of masculinity and assertiveness in their attitude (“Macho for a choice”).
  - They prioritize their agency and choice in engaging in sex work, aligning with traditional masculine ideals of independence and control.

- Additionally, they have a high income, indicating financial success and stability.
- Their attitude towards their work is driven by confidence and self-assurance, while their high income level provides them with the resources to maintain their desired lifestyle and brand image.
- **Q2: Hungry for sex**
  - This quadrant (Q2) represents gigolos who are primarily motivated by their intense desire for sexual experiences.
  - Their attitude is characterized by passion, enthusiasm, and a strong appetite for sexual encounters (“Hungry for sex”).
  - Despite their high income level, they prioritize fulfilling their sexual desires and exploring new experiences.
  - Their attitude towards their work is driven by their intrinsic motivation for pleasure and excitement, while their high income level enables them to indulge in their desires without financial constraints.
- **Q3: Desperate for income**
  - This quadrant (Q3) represents gigolos who prioritize income and financial stability in their attitude towards their work.
  - They may not necessarily align with traditional masculine traits or have a strong desire for sexual experiences.
  - Their primary motivation is to earn income and secure their financial well-being (“Desperate for income”).
  - Despite their lower income level, they are willing to engage in sex work to meet their financial needs and obligations.
- **Q4: Mindfulness for relaxation**
  - This quadrant (Q4) represents gigolos who prioritize relaxation, self-care, and emotional well-being in their attitude towards their work.
  - They value mental and emotional health over financial gain, seeking moments of mindfulness and relaxation amidst their profession (“Mindfulness for relaxation”).
  - Despite their lower income level, they prioritize their personal well-being and work-life balance, choosing to engage in sex work as a means of relaxation and fulfilment rather than financial necessity.

### 1.1. Inference for the above figure 1

The above matrix clearly explains that Masculinity and income earning opportunity are the two major factors that drive men to be sex workers and portray themselves as “Gigolos”. Men who brand themselves as Gigolos easily fit into four major quadrants:

**Quadrant 1:** *Macho for a choice*

**Quadrant 2:** *Hungry for sex*

**Quadrant 3:** *Desperate for income*

**Quadrant 4:** *Mindfulness for relaxation*

The four constructs in each quadrant are driven and influenced by two variables, which are income and attitude.

### **Economic necessity factors:**

**X Axis:** *Income*

**Y Axis:** *Attitude*

In this context, income is a socio-demographic construct which is the base for survival and on the other hand, attitude is a vantage point which keeps the gigolo on the go, which are under the tag “Economic necessity factors”. In the realm of gigolos’ profession, the intersection of attitude and income delineates four distinct quadrants, each encapsulating unique motivational drivers and Behavioral patterns.

The first quadrant (Q1) denoted as “***Macho for a choice,***” embodies gigolos characterized by a robust sense of masculinity and assertiveness in their approach towards sex work. They exude confidence and autonomy, prioritizing their agency in selecting clients and engagements. Simultaneously, their substantial income underscores their financial success, affording them the means to maintain their desired lifestyle and brand image.

Conversely, the second quadrant (Q2) “***Hungry for sex,***” encapsulates gigolos primarily motivated by an insatiable appetite for sexual experiences. Driven by passion and enthusiasm, they seek fulfillment through diverse encounters, notwithstanding their affluent income level. Their intrinsic desire for pleasure eclipses financial considerations, as they prioritize indulging in diverse experiences to satiate their carnal desires.

In contrast, the third quadrant (Q3) “***Desperate for income,***” delineates gigolos whose primary focus resides in financial stability and economic sustenance. Despite potential misalignment with traditional masculine traits or intrinsic desires for sexual gratification, these individuals engage in sex work to address pressing financial needs. Their attitude underscores pragmatism and practicality, prioritizing income generation over personal preferences.

Finally, the fourth quadrant (Q4) “***Mindfulness for relaxation,***” encapsulates gigolos who prioritize holistic well-being and emotional equilibrium. Valuing mental tranquility over monetary gains, they engage in sex work as a means of relaxation and personal fulfilment. Their lower income bracket notwithstanding, they emphasize self-care and work-life balance, choosing engagements that foster emotional rejuvenation.

The above four quadrants are influenced by two push variables (***Income and Attitude***). However, it cannot be justified and generalized that income is superior to attitude and vice versa because both the variables are situational and it very much differs from person to person. However, going with the past research work, which supports behavioral patterns, the attitude of a person influences income capacity. The intricate interplay between income and attitude significantly influences various life outcomes, underscoring the situational nature of these variables. Research consistently shows that a person’s attitude can profoundly impact their earning potential, as a positive outlook often enhances one’s ability to navigate challenges, persist through difficulties, and engage in behaviors that lead to financial success. Judge and Hurst (2007) highlight that individuals with a strong sense of self-efficacy and optimism tend to achieve higher incomes over time, suggesting that attitude directly affects income capacity. Ajzen’s (1991) theory of planned behavior further supports this notion, indicating that attitudes shape intentions and behaviors, which in turn drive economic results. However, it is crucial to acknowledge the bidirectional and

situational aspects of this relationship. Bandura's social cognitive theory (1986) emphasizes that personal factors, behavior, and environmental influences interact dynamically, meaning that the effectiveness of a positive attitude can vary depending on individual circumstances and external conditions. Additionally, Diener and Biswas-Diener (2002) propose that higher income can enhance psychological well-being, which subsequently fosters a more positive attitude, creating a reinforcing cycle. This complexity makes it difficult to generalize the superiority of either variable, as both income and attitude are deeply intertwined and highly dependent on specific contexts. In the realm of professional domains, such as gigolos, the intersection of income and attitude delineates distinct motivational drivers and Behavioral patterns, reflecting the nuanced and multifaceted nature of these influences. Ultimately, while past research underscores the significant role of attitude in shaping income, the relationship remains highly individualized, with both factors exerting a profound and situational impact on personal and professional outcomes. Behavioral tenancies are an outcome of an individual's personality. In this regard, attitude plays a major role for a Gigolo which stimulates courage, confidence and guts to involve themselves as male prostitutes. Gigolos should be confident enough and possess high Emotional Intelligence skills if not they fail to be a gigolo, as it does not suit this profession. In addition, Gigolos should be easy-going and highly agile as they have to attract new clients and also extend a deep sense of satisfaction in terms of their own personality. Since Gigolos are seen as "Human Products" branding themselves to the clients, the outcome of post-consumption (Post Exchange of bodily pleasure) would have several outcomes. There are instances where gigolos have mentioned during the interview that there are clients who do not have sex but would prefer to spend some quality time with gigolos. Thus, an attitude for a gigolo reflects high cognitions and emotions. Gigolos, if stuck only with one of the constructs, i.e., either cognitive trait or emotional trait, then the profession will make their life vulnerable and cause a mess. Hence, the gigolos should balance between emotions and cognition.

## 1.2. Corporate Brand Identity Factors

### *CBIF 1: Value Proposition:*

Gigolos in the "Macho for a choice" quadrant offer a unique value proposition, leveraging their confident demeanor and physical attractiveness to promise clients an experience of sexual pleasure and emotional satisfaction. Their assertive attitude and high income enable them to differentiate themselves by offering personalized services tailored to individual client preferences, positioning themselves as elite providers within the market.

### *CBIF 2: Relationships:*

Gigolos prioritize building strong relationships with clients across all quadrants of the matrix. However, those in the "Desperate for income" quadrant may focus more on transactional relationships due to financial pressures, while others emphasize trust and intimacy to foster long-term connections. Regardless of income level, gigolos strive to

understand client needs and fantasies, cultivating relationships built on mutual respect and satisfaction.

### ***CBIF 3: Position:***

Gigolos strategically position themselves based on their unique attributes and expertise. Those in the “Macho for a choice” quadrant may emphasize physical attractiveness and sexual prowess, while others highlight specialized skills or preferences to differentiate themselves. Income level influences their positioning, with higher earners having greater flexibility to establish themselves as high-quality professionals within the market.

### ***CBIF 4: Expression:***

Gigolos use various forms of expression to communicate their brand identity and attract clients, regardless of income or attitude. Physical appearance, online profiles, and verbal communication skills are essential for conveying professionalism, charm, and confidence, contributing to their overall brand image and attractiveness to clients.

### ***CBIF 5: Brand Score:***

Gigolos across all quadrants monitor their brand score by soliciting feedback and monitoring reputation and satisfaction levels. Positive reviews and word-of-mouth recommendations are crucial for building a strong brand image and attracting new clients, regardless of attitude or income level.

### ***CBIF 6: Personality:***

Gigolos develop distinct personalities aligned with their brand identity, regardless of their position in the matrix. Whether charming, attentive, adventurous, or empathetic, their personality traits contribute to creating memorable experiences for clients and differentiating themselves from competitors, regardless of income or attitude.

### ***CBIF 7: Mission & Vision:***

Gigolos may have a mission or vision guiding their professional conduct and goals, regardless of their attitude or income level. Whether committed to providing exceptional service, prioritizing client satisfaction, or promoting sexual empowerment, their mission and vision statements reflect their commitment to professionalism and client well-being.

### ***CBIF 8: Culture:***

Gigolos operate within a specific cultural context or subculture, influenced by norms, values, and practices shared among peers and within the broader sex work industry. Income and attitude may shape their engagement with cultural norms and practices, but all gigolos are influenced by the cultural context in which they operate.

### CBIF 9: Competences:

Gigolos continuously develop their skills and competencies to excel in their profession, regardless of attitude or income. Proficiency in sexual techniques, communication skills, emotional intelligence, and understanding of client needs are essential for success, enabling gigolos to deliver exceptional experiences and maintain their brand reputation, irrespective of income or attitude.

Inter- section between four quad- rants and Cor- porate Brand Identity Factors	Atti- tude	Income	Value Proposi- tion	Relation- ships	Posi- tion	Expres- sion	Brand Score	Per- sonal- ity	Mis- sion & Vision	Cul- ture	Compe- tences
Quadrant 1 (Macho for a choice)	High	High	✓	✓	✓	✓	✓	✓	✓	✓	✓
Quad- rant 2 (Hungry for sex)	High	Low	✓			✓	✓	✓		✓	
Quadrant 3 (Des- perate for income)	Low	High			✓		✓		✓	✓	✓
Quadrant 4 (Mind- fulness for relax- ation)	Low	Low		✓			✓	✓	✓	✓	

**Attitude:** Represents the level of confidence, assertiveness, and emotional intelligence of gigolos.

**Income:** Represents the financial success and stability of gigolos.

**Corporate brand identity factors for gigolos:** Value Proposition, Relationships, Position, Expression, Brand Score, Personality, Mission & Vision, Culture, and Competencies:

## 2. Discussion

The matrix provides a nuanced understanding of how gigolos' attitudes and income levels intersect with various corporate brand identity factors. Gigolos situated in Quadrants 1 and 2, characterized by high levels of confidence, assertiveness, and emotional intelligence, exhibit proactive attitudes that contribute significantly to exceptional service delivery and the establishment of strong client relationships. These individuals typically enjoy

financial success and stability, as indicated by their high income levels, which allows them to invest in their brand, maintain their desired lifestyle, and effectively attract clients. Conversely, gigolos positioned in Quadrants 3 and 4 may encounter challenges related to confidence or financial stability, which could potentially impact their brand positioning and interactions with clients. Despite facing such obstacles, these individuals continue to offer unique value propositions, prioritize building relationships with clients, and develop distinct personalities to differentiate themselves in the market. They understand the importance of expressing their brand identity through various channels, such as physical appearance, online profiles, and verbal communication skills, to effectively communicate professionalism, charm, and confidence. Regardless of their attitude or income level, gigolos remain committed to enhancing their competencies, such as proficiency in sexual techniques, communication skills, and emotional intelligence, to provide exceptional service and ensure client satisfaction. They also strive to align their mission and vision with their brand identity, reflecting their commitment to promoting sexual empowerment, positivity, and intimacy. Through continuous self-improvement and alignment with corporate brand identity factors, gigolos aim to achieve long-term success and sustainability in the competitive sex work industry.

### 3. Conclusion

In conclusion, the gigolo profession within the gig economy represents a unique intersection of branding, HR, and economics. The Integrated Gigolo Branding and Identity Matrix (IGBIM) provides a comprehensive framework for understanding how attitude and income shape the brand identities of gigolos. By analyzing the interplay of these factors, along with constructs like Macho for a choice and Mindfulness for relaxation, the matrix offers valuable insights into market dynamics, client preferences, and the personal branding strategies employed by gigolos. This study highlights the critical role of economic necessity and self-branding in navigating the complex and competitive world of male sex work (Night Cowboys). It is a new metamorphosis in Human Resource Management and branding with promising insights and opportunities. However, those who are involved in this profession have to be careful and cautious about health concerns.

### 4. Scope for Future Research

Future research can expand on this framework by empirically testing the IGBIM across different cultural and economic contexts. Additionally, studies could explore the evolving role of digital platforms in shaping gigolo branding and identity, as well as the psychological and social implications of branding in such a stigmatized profession. Further investigation into the long-term economic sustainability and career progression within the gigolo profession could provide deeper insights into the broader gig economy. Separate branding strategies for the Gigolos can be further discovered and conceptualized. Close to branding and marketing, it is very important to understand the consumer expectations, experience,

satisfaction and loyalty aspects and hence customers (Women) who take up services from these male escorts can be studied.

### **Conflict of Interest Statement:**

The author(s) declare that there is no conflict of interest regarding the publication of this article, **“Unveiling the World of Male Gigolos with the Corporate Brand Identity Factors” (The convergence of corporate brand identity factors and economic necessity in a four-quadrant matrix)**. The research has been conducted independently, without any financial or personal relationships that could have influenced the interpretations or conclusions presented in this study.

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## Questionnaire - Corporate brand identity factors and economic necessity in a four-quadrant matrix with reference to gigolos

Quadrant	Attitude Question Statements	Income Question Statements
<b>Macho for a Choice</b>	<ol style="list-style-type: none"> <li>1. I feel confident and assertive in my role as a gigolo.</li> <li>2. I prioritize selecting my clients based on my preferences.</li> <li>3. Maintaining a strong, masculine image is important to me.</li> <li>4. I approach my work with a high level of self-assurance.</li> <li>5. Being in control of my engagements is crucial to me.</li> </ol>	<ol style="list-style-type: none"> <li>1. My income as a gigolo allows me to live the lifestyle I desire.</li> <li>2. My earnings provide me with financial stability and security.</li> <li>3. I have the financial resources to invest in my personal brand and image.</li> <li>4. My high income enables me to enjoy luxuries and comforts.</li> <li>5. I am satisfied with the financial rewards of my profession.</li> </ol>
<b>Hungry for Sex</b>	<ol style="list-style-type: none"> <li>1. I am passionate and enthusiastic about sexual experiences.</li> <li>2. My primary motivation is the excitement of new sexual encounters.</li> <li>3. I seek out opportunities to fulfil my strong sexual appetite.</li> <li>4. Sexual pleasure is my main driver in this profession.</li> <li>5. I value the thrill of diverse sexual experiences.</li> </ol>	<ol style="list-style-type: none"> <li>1. My high income allows me to explore diverse sexual experiences without financial worry.</li> <li>2. I prioritize my sexual desires over financial considerations.</li> <li>3. My income provides the freedom to indulge in my passions.</li> <li>4. I am financially comfortable enough to prioritize pleasure over income.</li> <li>5. My earnings support a lifestyle that aligns with my sexual interests.</li> </ol>
<b>Desperate for Income</b>	<ol style="list-style-type: none"> <li>1. My primary motivation for this work is to earn money.</li> </ol>	<ol style="list-style-type: none"> <li>1. I engage in sex work to meet my financial obligations.</li> </ol>

Quadrant	Attitude Question Statements	Income Question Statements
<b>Mindfulness for Relaxation</b>	2. Financial stability is my top priority in this profession.	2. Despite lower income levels, I continue this work to secure my finances.
	3. I am willing to take on this job to address financial pressures.	3. My income is crucial for my financial well-being.
	4. Earning money is more important to me than personal satisfaction.	4. I prioritize income generation over personal desires.
	5. I focus on financial gains rather than the nature of the work.	5. My financial needs drive my decision to be a gigolo.
	1. I value relaxation and emotional well-being in my work.	1. My income is secondary to my personal well-being and relaxation.
	2. My involvement in sex work is a means to achieve emotional balance.	2. I prioritize my mental health over high earnings.
	3. I seek moments of mindfulness and relaxation through my work.	3. My financial income supports a balanced and relaxed lifestyle.
	4. Emotional fulfillment is more important to me than financial gain.	4. Despite lower income, I focus on personal satisfaction.
	5. I choose this profession for the emotional rejuvenation it provides.	5. My income allows me to maintain a work-life balance that prioritizes relaxation.

Corporate Brand Identity Factor	Question Statements
<b>Value Proposition</b>	1. I leverage my physical attractiveness to provide clients with sexual pleasure and emotional satisfaction.
	2. My assertive attitude helps me offer personalized services tailored to client preferences.
	3. I position myself as an elite provider within the market.
	4. My confident demeanor is a key selling point to my clients.
	5. I differentiate myself by offering unique and high-quality experiences.
<b>Relationships</b>	1. I prioritize building strong, trust-based relationships with my clients.
	2. I strive to understand and fulfil my clients' needs and fantasies.
	3. Financial pressures sometimes lead me to focus on transactional relationships.
	4. I emphasize intimacy and long-term connections with my clients.
	5. Mutual respect and satisfaction are the foundations of my client relationships.
<b>Position</b>	1. I strategically position myself based on my unique attributes and expertise.
	2. My physical attractiveness and sexual prowess are emphasized in my branding.

<b>Corporate Brand Identity Factor</b>	<b>Question Statements</b>
<b>Expression</b>	<ol style="list-style-type: none"> <li>3. I highlight specialized skills or preferences to differentiate myself from others.</li> <li>4. Higher income allows me to position myself as a high-quality professional.</li> <li>5. My positioning in the market is influenced by my income level and personal branding.</li> <li>1. I use my physical appearance to effectively communicate my brand identity.</li> <li>2. My online profiles are crafted to attract clients and convey my professionalism.</li> <li>3. Verbal communication skills are essential in conveying my charm and confidence.</li> <li>4. My overall brand image is enhanced by how I express myself.</li> <li>5. Professionalism and confidence are key elements in my client interactions.</li> </ol>
<b>Brand Score</b>	<ol style="list-style-type: none"> <li>1. I actively seek feedback to monitor my brand score and reputation.</li> <li>2. Positive reviews are crucial for building a strong brand image.</li> <li>3. Word-of-mouth recommendations significantly impact my client base.</li> <li>4. I continuously assess client satisfaction to maintain my brand reputation.</li> <li>5. My brand score reflects the quality of experiences I provide to clients.</li> </ol>
<b>Personality</b>	<ol style="list-style-type: none"> <li>1. My distinct personality aligns with my brand identity.</li> <li>2. Being charming and attentive helps create memorable experiences for my clients.</li> <li>3. I develop my personality traits to stand out from competitors.</li> <li>4. My personality traits contribute to client satisfaction and loyalty.</li> <li>5. Whether adventurous or empathetic, my personality enhances my professional image.</li> </ol>
<b>Mission &amp; Vision</b>	<ol style="list-style-type: none"> <li>1. I have a clear mission guiding my professional conduct and goals.</li> <li>2. My mission reflects my commitment to providing exceptional service.</li> <li>3. Client satisfaction is a top priority in my professional vision.</li> <li>4. I aim to promote sexual empowerment through my work.</li> <li>5. My mission and vision statements guide my approach to client interactions and service quality.</li> </ol>
<b>Culture</b>	<ol style="list-style-type: none"> <li>1. I operate within a specific cultural context that influences my work.</li> <li>2. Norms and values shared among peers shape my professional behavior.</li> <li>3. Cultural context impacts my engagement with clients and peers.</li> <li>4. I adapt to the cultural norms and practices of the sex work industry.</li> <li>5. My professional identity is influenced by the broader cultural environment in which I operate.</li> </ol>
<b>Competences</b>	<ol style="list-style-type: none"> <li>1. I continuously develop my skills to excel in my profession.</li> </ol>

**Corporate Brand  
Identity Factor**

**Question Statements**

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2. Proficiency in sexual techniques is essential for my success.
  3. Communication skills and emotional intelligence are crucial for client satisfaction.
  4. Understanding client needs is a key competence in my work.
  5. I strive to deliver exceptional experiences to maintain my brand reputation.
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**Note:** The questionnaire can be used by future researchers