

A STUDY ON PERCEPTION OF FEMALE CONSUMERS TOWARDS PINK TAX WITH SPECIAL REFERENCE TO COCHIN CITY

Project Report

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CERTIFICATE

This is to certify that the project titled "A STUDY ON FEMALE CONSUMERS' PERCEPTION TOWARDS PINK TAX WITH SPECIAL REFERENCE TO COCHIN CITY" submitted to Mahatma Gandhi University in partial fulfilment of the requirement for the award of the Degree of Bachelor in Commerce is a record of the original work done by Ms. Rachel Reji , Ms. Anna Nicholas and Ms. Krithi Jignesh Shah under my supervision and guidance during the academic year 2022-2023.

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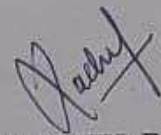
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DECLARATION

We Ms. Rachel Reji, Ms. Anna Nicholas and Ms. Krithi Jignesh Shah, final year B.Com students, Department of Commerce (SF), St. Teresa's College (Autonomous) do hereby declare that the project report entitled "A STUDY ON FEMALE CONSUMERS' PERCEPTION TOWARDS PINK TAX WITH SPECIAL REFERENCE TO COCHIN CITY" submitted to Mahatma Gandhi University is a bonafide record of the work done under the supervision and guidance of Smt. Liya Xavier, Assistant Professor of Department of Commerce (SF), St. Teresa's College (Autonomous) and this work has not previously formed the basis for the award of any academic qualification, fellowship, or other similar title of any other university or board.

PLACE: ERNAKULAM

DATE: 13/04/23



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RACHEL REJI

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1.1 INTRODUCTION

Pink tax is not a tax in the literal sense. Researchers in gender inequality often point to what's known as the "pink tax," a markup on goods and services marketed to women who are forced to pay more for the same or similar products and services than men. It is the price discrimination which is based on gender. Pink tax refers to the situation where an invisible cost has to be borne by women for products designed and marketed specifically for them.

Price elasticity, tariffs, product discrimination and differentiation are some of the causes for this gender-based price discrimination. The pink tax contributes to the economic inequality between men and women. It seems that women are paying more for goods and services which are specifically marketed for them, while they earn less than men due to the gender-based pay gap. And this results in men holding most of the purchasing power in the economy.

Some of the highly visible instances of pink tax are personal care and health-care products like a razor, shampoo, toothbrushes and lotion and drugs, toys, adult clothing, haircut, accessories etcetera where women are paying more than men. This is because they are categorised as luxuries rather than necessities. Economic gender discrimination is persisting within society due to the ingrained acceptance of cultural expectations of the genders. Cultural expectations are propagated by the media and directly marketed to females. This research will provide awareness of a tax deemed 'hidden' within the daily lives of women.

On one hand, we are not remunerating women enough for their work, and secondly are charging them more for almost similar products than men. On average, there is a 19 per cent gap between women's salaries and men's salaries across all sectors in India, and more so in agriculture, where women undertake 80 per cent of the work.

The gender gap is further widened and a certain idea and standard of beauty is reinforced when expensive products marketed toward women are mandated. People's mental health might be harmed by not adhering to such aesthetic standards, making them more prone to developing social anxiety disorder and loneliness.

1.2 STATEMENT OF THE PROBLEM

A tax is a mandatory fee or financial charge levied by any government on an individual or an organisation to collect revenue for public works providing the best facilities and infrastructure. The pink tax is not a tax in the literal sense. It refers to how women pay more for the same, or similar, products and services than men. While the pink tax is not an actual tax, it still exists. The research done on Pink Tax in Cochin city is low and this made us realise that a study on effects of pink tax in the society with special reference to Cochin city will help to inform people about the gender-based price discrimination. Educating people of Cochin City and widening their knowledge about pink tax will definitely help to improve the purchasing power of women.

1.3 SIGNIFICANCE OF THE STUDY

Indian women earned, on an average, 48% less compared to their male counterparts in 1993-94. Since then, the gap declined to 28% in 2018-19 as in the labour force survey data of the National Sample Survey Office (NSSO). The World Economic Forum's (WEF) Global Gender Gap Report 2022 said that India positions 135 out of 146 nations in the gender gap.

The significance of this project arises due to the fact that there already exists a gender inequality in terms of economy and wealth in the society. A pink tax could further contribute to this discrimination. Empowering a small group of women through our research can make a larger community aware by the spread of information. This will in turn, help increase the purchasing power of women in the economy who can take wise, informed decisions with regards to consumption and saving.

1.4 OBJECTIVES OF THE STUDY

1. To study the degree of awareness about the pink tax among women in Cochin city
2. To identify the causes of pink tax
3. To find out the effect of pink tax on society
4. To make suggestions to minimise/ eradicate the pink tax

1.5 METHODOLOGY

1.5.1 Research Design

The present study is descriptive, quantitative and analytical in nature. It is descriptive in the sense that it tries to identify various characteristics of the research problem. It is quantitative because it involves numerical expression, and it is analytical since it examines, analyses and interprets collected data in order to arrive at a conclusion.

Research Instrument: Questionnaire is a research instrument that consists of a series of questions or other types of prompts that aims to collect information from the respondents. We have designed our questionnaire with 16-20 relevant questions. 100 participants will be asked to fill the questionnaire.

1.5.2 Collection of Data: The main source of data used in this study is primary data.

- **Primary data:** Primary data is the data which is collected from primary sources. It is collected for the first time through personal experiences or evidence, particularly for research. It is also described as raw data or first-hand information. The source of the primary data which we have selected for the study is Questionnaire.
- **Secondary Data:** Secondary data is second-hand data that is already collected and is accessible in the form of data collected from different sources. Information from secondary sources such as government publications, censuses, internal records of the organisation, books, journal articles, websites and reports, etc. have been used for this project.

1.5.3 Sample Design

Sampling is a process in statistical analysis where researchers take a predetermined number of observations from a larger population. We have used a non-probability sampling method to choose the respondents. In a non-probability sample, individuals are selected based on non-random criteria, and not every individual has a chance of being included. This type of sample is easier and cheaper to access. Out of the different types of non-probability sampling methods, we have chosen the Convenience Sampling method. A convenience sample simply includes the

individuals who happen to be most accessible to the researcher. This is an easy and inexpensive way to gather initial data and we have taken care to select samples that will represent our target audience.

1.5.4 Population and Sample Size

The target population is female consumers in Cochin city from which the sample is drawn. A sample is a group of people who take part in the research. The people who take part are referred to as “participants”. Our target audience includes all genders of the age group 17- 60.

The sample size is defined as the number of observations used for determining the estimations of a given population. The size of the sample has been drawn from the population. Sampling is the process of selecting a subset of individuals from the population to estimate the characteristics of the whole population. The size we have selected for this study is 113.

1.5.5 Tools for analysis

The collected data were analysed with the help of statistical tools like percentages. In a questionnaire, five-point scales were used several times, four point and three-point scales were also used. Tabular and graphical presentations were used for presentation of data. Graphical presentation includes bar diagram, pie chart etc.

1.6 SCOPE OF THE STUDY

The study on consumer perception towards pink tax, will help us find out the perception towards and the effect of pink tax, if any, on the women in Cochin City in their day-to-day life. By doing this we intend to study how pink tax possibly affects their consumption and saving in various ways. We'll be able to find out how gender-based price discrimination has affected women's role in the economy of Cochin City. We also aim to identify how many women are aware about this and if they are really happy to spend more for the same product which they could get at a lesser price.

1.7 LIMITATIONS

- The study is subjected to the biases and prejudices of the respondents. Hence, 100% of accuracy cannot be assumed.
- The research was carried out in a short span of time and so the study could not be widened.
- As we have used non probability sampling methods, it has a higher risk of sampling bias and selection bias.
- The geographical area of this study is confined to Cochin city only
- Project report is limited to researchers' knowledge and capabilities.
- Besides, the readiness of women to pay more for similar products and the hesitation to react to the pink tax can also be seen as a limitation of this project.
- The non-acceptance of this gender-based price bias by the traders will make it difficult to disseminate and have an impact on the society.
- In this survey, 86.7% of respondents belong to the age group of 17-26 while 63.7% of respondents were students. When conducting research, it is important to collect data from a diverse group of respondents in order to obtain a representative sample.

Diavika Febriyanti (2023) in her study ‘Pink Tax: As a Form of Gender Identity in International Products?’ found various benefits including: for producers, according to the research results, consumers do not have a positive conception of the pink tax except that from the producer's point of view, the practice is advantageous for business owners to earn higher profits because they recognize women's purchasing power, which means women tend to buy more products that are pink even though they are expensive higher. The results of the study serve as an illustration for producers in improving their business by knowing how the purchasing power of consumers, especially women.

Kayleigh Barnes and Jakob Brounstein (2022) in their research ‘The Pink Tax: Why Do Women Pay More?’ suggests that public discourse on the pink tax, which often cites cherry picked examples of price differences for gendered products, fails to capture differences in actual consumption choices between men and women that result from differential sorting. Their aggregate demand model finds that women are generally more elastic consumers than men are, suggesting that women are sorting into products that have higher marginal costs, at least among the most frequently bought ungendered products.

Richa Bhargava (2022) in her study “Pink Tax: The gender bias in product recommendations and corporate social responsibility” finds that the conceptual underpinning of ‘pink-tax’ refers to the profit-maximising techniques adopted by companies based on psychological trends, shopping behaviour and interests, to promote the sale of products marketed towards female consumers at substantially higher prices than those promoted to male consumers. The eradication of a gendered tax necessitates consumers be made aware of the gender biases that are manipulated by corporations. While heavy advertisement promoting gender segregation persists, an increase in demand for genderless/unisex products could jolt companies to become conscious of their corporate social responsibility.

Matilda Kardetoft (2022): An investigation of gender-based price discrimination in the Swedish market for personal hygiene products. The sample collection consists of five different product categories: razor blades, razors, shaving cream, deodorant, and soap. From her research, Matilda Kardetoft was able to conclude that women tend to, on average, pay 4,1% more than

men for their hygiene products under the assumption of similar quality and function. Resulting in women having a lower purchasing power in comparison to men, as well as having 11% less gross earnings than men as explained in the discussion. She separated hygiene product categories and tested for similarity in unconditional mean values via a t-test. Through this research, she was able to conclude that there does exist a price difference in the Swedish market for personal hygiene products. This inequality could be a sign of gender-based price discrimination. Yet, various aspects of the subject are left unanswered. Gender-based price discrimination is illegal in the Swedish market. Although, the legislation lacks the exact criteria to assess substantially similar products. This creates difficulty to act against the pricing strategy.

Nandini Sanadhya (2022) in her business dissertation ‘Pink Tax & Pink Marketing- Understanding, Awareness, Solution’ brought into notice some key aspects of understanding, awareness and solutions to the pink tax and pink marketing. She finds that the existence of pink tax and pink marketing cannot be denied just on the basis that it doesn’t fall on the papers with the signatures. But there are always solutions to the problems consumers are facing and here it looks like being aware and educated is a vital point. The fact that men face similar issues too just not regarding the same products or in the similar frequency cannot be denied. It is difficult for people to take out time from their everyday tasks but if done, can be very beneficial

Rajat Saxena (2022) in his research ‘A Legal Study of the Applicability of Pink Tax in India’ finds that a Pink tax is not actually a tax which are charged more on the products designed for the women but it is an additional price that compels the people to pay more price for using the feminine products. And the products on which the women are required to pay supplementary charges are the same products but only difference is that they are designed differently. Some of the examples of the pink tax (pink and blue razor, Secret vs degree deodorant) are described in the research with a view to highlight that there is gender- based discrimination in respect to some products in the marketplace. And this gender socialisation intensifies because of the marketing strategies designed to exploit stereotypes. However more investigations and data are required for understanding better that what are the actual building blocks which are adding fuel to the gender-based disparities throughout the economy and how they are affecting the women.

Mariele van der Tas (2021) in her research “The Pink Tax: Marketing Strategy or Gender Discrimination? Comparing Female and Male Consumers' Price and Packaging Preferences” shows that the pink tax price discrimination cannot be defined as a simple marketing strategy. Her conclusions do not sustain the theory that the pink tax price is a result of price discrimination based on women’s willingness to pay more for female gendered products as men also were more sensitive to price when comparing male gendered shampoo with cheaper neutral gender options. The study also highlights the importance of non-gendered packaging options with no labelling and neutral gendered colours for the price discriminating consumers, whether female, male or non-binary. Considering that for some products, such as razors, these are rarely on display, neutral gendered packaging could be more frequently offered as an option to consumers.

Svasti Pant UnPinking Discrimination (2021) conducted research on ‘Exploring the Pink Tax and its Implications’ and found that Pink Tax is widely prevalent in product sectors like personal care and clothing as well as services like beauty, dry cleaning and transportation. Children’s products too, ranging from toys and stationery to clothing and accessories, are no exception. The pink tax is perpetuated by gendered marketing of products and services, especially through modification in packaging.

Sarah Moshary, Anna Tuchman and Natasha Bhatia (2021): Investigating the Pink Tax: Evidence against a Systematic Price Premium for Women in CPG (*Consumer Packed Goods*)

In this paper, the authors show that the concern that gender price discrimination extends to personal care products is unfounded. They leveraged a national dataset of prices and sales of grocery, convenience, drug, and mass merchandise retail outlets coupled with detailed data on product gender-targeting and ingredients to shed light on the pink tax. They began by evaluating existing evidence on the pink tax from Bessendorf (2015), which compares 122 seemingly similar men’s and women’s products sold in New York city drugstores. Focusing on the same set of products considered in the report, they found similar price differences using a national panel of retail chains. However, they found that the men’s and women’s products in the study differ in their ingredients, hampering interpretation of the reported price differences as a pink tax. Further,

the products in the report represented only a small share of category sales and exclude many big national brands.

Eliana Burns (2020) in her study 'Pink Is the New Tax' finds that the Pink Tax is a form of Structural Sexism. She is dejected by the fact that women have been assigned colours and products before they are even born. Citizens coming together to lead public discourse, form legal arguments with attorneys and partnering with local advocates in an effort to engage others in pledges and protests will help to end this discrimination.

Jinyu Yang, Mara García Pérez, Nahid Bouzid and Nuria Madroñal Colomé (2020) in their study 'Bye Bye Pink Tax- The Gillette Case Study' finds that in order to improve the current situation of Gillette where women are charged more, which is not an optimal one, the company would significantly improve its situation and annual accounts by eliminating the pink tax. Indeed, this would not only improve the economic situation of the company but also improves its brand position with a more socially responsible image. Abolition of the pink tax would help Gillette improve its customers' satisfaction and satisfaction of its shareholders. Therefore, going from a pink tax operation to a no pink tax culture would have favourable contributions to the functioning of the company.

Maja Eriksson and Elina Magnusson (2020) in their study 'Willing to shop like a (wo)man?' A consumer perspective on the perception of Pink Tax' finds that Swedish men and women both perceive Pink Tax as discriminatory and unethical. They also find that both men and women are heavily influenced by the gender specification of products and gender-based marketing. They conclude that men and women's shopping behaviours are based on internal and external factors such as the involvement of products and personal values, rather than solely being distinguished by their gender.

Charles Scheland (2020) conducted a study on 'Assessing Pink-Tax Variations and Price Discrimination' and concluded that the pink-tax intentionally exploits and exacerbates other forms of sexism. The hypothesis of this research is that price discrimination follows not only the

pink tax, but also a tax on poor neighbourhoods and that the price differentials between male and female hygiene products is different across different socio-economic neighbourhoods. Assuming that poorer neighbourhoods face even marginally higher pink tax price differentials than wealthier neighbourhoods, this would be an additional regressive tax on poor women because the pink-tax is already regressive, and even slightly higher values of the pink tax on lower-income areas would absorb a larger proportion of discretionary income.

Hajar L. Habbal (2020) in his study ‘An Economic Analysis of The Pink Tax ’ states that The Pink Tax exists largely due to gender socialisation. Gender socialisation is exacerbated by marketing strategies designed to exploit stereotypes. He finds that in order to close the gender discrepancies gap, awareness is the first step. The second step is for the government to take action and combat the Pink Tax through legislation.

Mackenzi Lafferty (2019) in her study ‘The Pink Tax: The Persistence of Gender Price Disparity’ says that the persistence of consumer price disparity against women has been identified and not rationalised. Now, through the spread of education and awareness, true change can't begin to take place and further the equalisation of genders. Economic gender discrimination by means of the pink tax begins with the lack of formidable legislation fully protecting against the opportunity for gender pricing. The use of extensive advertisements and media outlets demanding certain physical expectations of women throughout history and still today, has left society with gender stereotypes that force female consumers into becoming less price sensitive. Cultural norms press the belief that these higher prices are not only business as usual, but also a necessary cost for women to remain successful.

Raj Shekhar and Ujjwal Singh (2020) in their article ‘Women’s sanitary health in India: A tale of social inequality and basic sanitation’ wrote about how the Indian society still carries a patriarchal mind-set as a result of which there is a disparity between the status of a man and a woman. Men are considered independent and bread earners of the family and women are seen as dependents whose primary duty is to look after the household. As a result of this, women fail to achieve economic independence, which make them rely on men for procuring sanitary products, which have become even more expensive owing to the shortage in their supply. The

discrimination does not end here as economic status has a major role to play as well. The gender inequality is a major concern, but so is the economic divide that exists between women. While on one hand, the elite class women have the ease of getting their sanitary products delivered to their doorsteps, on the other hand the poor still struggle to make their ends meet when it comes to basic sanitation products. The gender and economic divide have led to subduing of women, especially those from marginalized or rural communities, that they lack access to education and awareness only adds to the problem.

Azwa Ansar , Analisa De Noronha , Saisravani Viswanadham , Sanandita Dasgupta (2019) in their study ‘Gender Marketing in the 21st Century’ concluded that Gender though the nature of marketing is taking steps toward the gender-neutral scenario, the steps are still too small to overcome years of base constructions of gender bias. The age factor points toward the coming few decades that could be dominated by gender-biased marketing strategies. Through the research they were also able to pinpoint that product quality plays a more important role than its pricing in the majority of the responses. The changing price-sensitive nature of the Indian marketplace and its customer towards its product was also observed.

Somasree Poddar Roychowdhury and Ishita Mukhopadhyay (2018) in their paper “Gender Wage Gap: Some Recent Evidences from India” describe the outcomes of our study on the estimation of gender wage gap in the Indian labour market, using the 68th Round NSSO employment–unemployment data. The analysis indicates that the maximum direct discrimination is for job-related factors, such as industry type which are controlled by employers. The majority of the Indian employers today are men, which may be the reason for the insensitivity to the chronic direct discrimination against women in workplaces. The study also indicates that most of the explained gender wage gap is due to lower skill and experience amongst women. The findings suggest that besides labour law reforms for ensuring gender neutrality in workplaces, focused government policies for promoting women entrepreneurship and skill development of women are urgently required for reducing the gender wage gap in India.

Alara Efsun Yazıcıoğlu (2018) in her study ‘Pink Tax and the law- Discriminating against Women Consumers’ concludes that they are 21st century’s uncivilised practices that need to be

abolished immediately. Pink tax is considered akin to the ‘poll tax’, ‘slave tax’, ‘tax on knowledge’ and ‘window tax’ levied throughout history.

Diana Gavilan, Roberto Manzano, Gema Martinez (2018) in their research ‘Gender Identity, Consumption and Price Discrimination’ analyses the phenomenon of price discrimination by gender and its presence in the field of personal care products, linking the construction of gender identity in the media with the supply of products aimed at men and women. Methodology: comparative analysis of the offer, products and prices of a sample of 1,504 products from the personal care category obtained in six supermarket chains. Results and conclusions: the results suggest that although price discrimination is not proven in quasi-identical products, there are price differences in similar products. Above all, there is a wider and deeper range of options aimed at women-related products compared to the men-oriented ones. Ethical, communicational, social and entrepreneurial issues on gender consumption emerge in the discussion.

Jennife L Stevens and Kevin Shanahan (2017) in their research ‘Anger, Willingness, or Clueless? Understanding Why Women Pay a Pink Tax on the Products They Consume’ find that familiarity has the largest impact on price perceptions, suggesting that the more experienced and knowledge-able a woman is about gendered pricing, the more likely she will be to view the pricing as unfair and wrong; yet if wishing to signal her femininity may be willing to still pay a premium. For companies that charge more for feminised equivalent products, this is the target market to seek out.

Companies must carefully balance the benefit of charging more for some women’s products and the negative emotional response that our research finds to be a result of unfair pricing perception. Findings suggest that negative emotional response due to unfair price perceptions would influence both intentions to seek more information about the pink tax in the future and intentions to compare equivalent products across gender before a purchase. This study, therefore, extends existing literature on negative emotional response consequences beyond negative actions taken toward the company.

Blasio, Bill de, and Julie Menin From Cradle To Cane (2015) conducted a study on 'The Cost Of Being A Female Consumer' and through a comparison of nearly 800 products with clear male and female versions from more than 90 brands sold online and in stores at two dozen New York City stores, the City found that, on average, products for women cost 7% more than similar products for men. In addition, across the entire sample, women's products were priced higher 42% of the time. These findings suggest that, over the course of a woman's life, she pays thousands of dollars more than a man to purchase similar products. Although there may be legitimate drivers behind some portion of the price discrepancies – such as ingredients, textiles and import tariffs – these higher prices are mostly unavoidable to shoppers. Across the five industries analysed, women were charged 7% more for toys and children's accessories, 4% more for children's clothing, 8% more for adult clothing, 13% more for personal care items, and 8% more for home healthcare products. In all but 5 of the 35 product categories analysed, products for female consumers were priced higher than those for male consumers.

Introduction

The concept of the "Pink Tax" is based on the idea that women often pay more for goods and services simply because they are marketed specifically to women. This can include products like clothing, personal care items, and even things like dry cleaning or haircuts. Research has shown that in many cases, women do pay more for these items than men do for similar products.

Several factors contribute to the existence of the Pink Tax. One is the gendered marketing of products, which often emphasises stereotypical gender roles and perpetuates the idea that certain products are "for women" and others are "for men." This marketing strategy can lead to higher prices for women's products because companies assume that women are willing to pay more for items that are marketed specifically to them.

Another factor is the perception of women as less informed consumers. Studies have found that women are less likely to negotiate prices or ask for discounts than men, which can lead to them paying more for goods and services. Additionally, there is a perception that women are willing to pay more for products that are seen as more "premium" or "luxury," which can lead to higher prices for items marketed towards women.

Efforts to address the Pink Tax include advocacy campaigns, legislative action, and consumer education. By raising awareness of the issue, encouraging women to negotiate prices and demand fair pricing, and pressuring companies to eliminate gender-based price disparities, we can work towards greater gender equality and economic justice for all.

Wage Gap

The pay gap refers to the difference in average earnings between different groups of people, typically between men and women. In many countries, women are paid less than men for doing the same job or work of equal value. This is known as the gender pay gap.

There are several factors that contribute to the gender pay gap, including:

- Unpaid care work - women are more likely to take time off work to care for children or elderly relatives, which can affect their career progression and earnings.
- Lack of flexible work arrangements - women may face challenges in balancing work and family responsibilities without access to flexible working arrangements.
- Discrimination: conscious or unconscious biases against women in hiring, promotion, and pay decisions. Discrimination based on gender, race, ethnicity, age, or other factors can lead to unequal pay for the same job.
- Education and Experience: Differences in education, training, and experience can affect pay. For example, if women or minorities are less likely to have access to education or training opportunities, they may have lower-paying jobs.
- Occupational Segregation: women tend to be concentrated in lower-paid occupations and industries. Some jobs are traditionally held by men, while others are traditionally held by women or minorities. This can lead to pay differences based on occupation.
- Industry: Certain industries may pay more than others, and women and minorities may be underrepresented in higher-paying industries.
- Negotiation: Men may be more likely to negotiate for higher salaries, while women may be more hesitant to do so. This can contribute to differences in pay.
- Family Responsibilities: Women may take time off work to care for children or other family members, which can impact their earnings. This can also affect their career advancement opportunities.

- Bias in Hiring and Promotion: Unconscious bias can affect hiring and promotion decisions, leading to disparities in pay and career advancement.
- Glass Ceiling: Women and minorities may face barriers to advancement in their careers, which can limit their earning potential.
- Work Hours: Women may be more likely to work part-time or have flexible schedules, which can impact their earnings.
- Discriminatory Policies: Some companies may have policies that contribute to pay disparities, such as limiting maternity leave or offering different benefits to different groups of employees.

The gender pay gap has important implications for individuals, families, and the wider economy. It can lead to financial insecurity, poverty, and lower living standards for women and their families. It can also limit women's opportunities for career advancement and contribute to gender inequality. Efforts to address the gender pay gap include measures to promote equal pay for equal work, encourage more women into higher-paying occupations and industries, and support women's career development and progression. Many countries have introduced laws and policies to address the gender pay gap, including mandatory gender pay gap reporting by employers and measures to promote pay transparency and fairness.

Overall, addressing the wage gap is crucial for achieving gender equality and promoting economic justice. It requires a sustained and collaborative effort from individuals, employers, and policymakers to promote equal pay and opportunities for all workers, regardless of their gender.

Percentage of Women in workforce

The percentage of women in the workforce varies across countries and regions, but globally, women make up approximately 47% of the labour force. Here are some of the reasons why women participate in the workforce:

- **Economic necessity:** Many women work because they need to support themselves or their families financially. As the cost-of-living rises, many households require two incomes to make ends meet.
- **Education and skills:** In recent years, more women have pursued higher education, which has opened up new opportunities for them in the workforce. As a result, women are now more likely to work in professional, managerial, and technical roles.
- **Changing societal attitudes:** Over time, attitudes towards women working outside the home have shifted, and it has become more socially acceptable for women to have careers. This change has helped to reduce the stigma associated with women working outside the home.
- **Government policies:** Some governments have implemented policies aimed at promoting gender equality and encouraging women to participate in the workforce. For example, many countries have introduced parental leave policies that allow both parents to take time off work to care for their children.
- **Role models:** Women who have succeeded in their careers can inspire others to pursue their goals and achieve their full potential. Seeing other women in leadership positions can help to break down gender stereotypes and encourage more women to pursue careers.

As of 2021, the percentage of women in the global workforce is estimated to be around 48.5%, according to the International Labour Organization (ILO). However, there are significant variations in women's labour force participation rates across different regions and countries.

In developed countries, such as the United States and European countries, women's labour force participation rates are generally higher, ranging from 60-70% or more. In contrast, in many developing countries, women's labour force participation rates are much lower, often below 50%, due to factors such as cultural norms, lack of opportunities, and discrimination.

It is important to note that women's labour force participation rates do not necessarily indicate gender equality in the workforce, as women may still face barriers to equal opportunities, pay, and advancement. Therefore, efforts to promote gender equality in the workforce must go beyond increasing women's labour force participation rates and address systemic issues such as discrimination and gender biases.

There has been a significant increase in women's participation in the labour force over the past few decades. However, despite these advances, there are still persistent gender gaps in labour force participation and earnings. Women are still underrepresented in many high-paying and male-dominated industries, and they continue to face barriers to advancement and equal pay for equal work.

Efforts to close these gender gaps and promote gender equality in the workforce are ongoing, and they require continued attention and investment from individuals, businesses, and policymakers. By addressing these challenges, we can create more inclusive and equitable workplaces that benefit individuals, businesses, and society as a whole.

Reasons for the existence of Pink Tax:

There are several reasons why the pink tax exists, including:

- **Marketing:** Companies often use gendered marketing to sell products to women, which can involve creating packaging, advertising, and branding that appeals to women's

preferences. This can result in higher prices for products marketed to women, even if the products themselves are not substantially different from equivalent products marketed to men.

- **Manufacturing costs:** It is argued that the pink tax can sometimes be justified by higher manufacturing costs for products marketed to women. For example, it may be more expensive to produce women's clothing because of differences in sizing or design. However, this explanation is often questioned as it doesn't always explain the price differences seen between similar products.
- **Consumer demand:** It is possible that some women are willing to pay more for products marketed to them because they perceive these products as better quality or more tailored to their needs. This creates a demand for higher-priced products and can perpetuate the cycle of the pink tax.
- **Lack of awareness:** Some consumers may not be aware of the pink tax and may not realise that they are paying more for products marketed to women. This can result in a lack of demand for gender-neutral or unisex products, which can drive up the prices of products marketed to women.
- **Price sensitivity:** Some manufacturers may find that women are less price-sensitive to their products than men. This means that they are more likely to purchase a product regardless of whether the price goes up or down. If this is the case, then companies will likely charge more for women's products simply because they can. The belief that women are less price-sensitive may be outdated, though.

Overall, the reasons for the pink tax are complex and often debated. While there may be some justifications for higher prices on some products, the overall trend of the pink tax suggests that it is often based on gender stereotypes and perpetuates gender inequality.

Impact of Pink Tax

According to the International Labour Organisation (ILO), women work more and are paid less. The pink tax exacerbates the disparity in income between men and women. Men already have the bulk of the purchasing power in the economy owing to their higher pay, since women pay more for goods and services promoted based on gender while earning less than men further widening the income gap. One could also conclude that the taxes on feminine hygiene items that cis men do not require also contribute to this disparity. Rebranding products based on the notion that women enjoy bright “feminine” colours like pink or purple, as well as sweet-smelling aromas in personal care products solely as a marketing strategy both disadvantage women economically as well as a social aspect. Businesses can overcharge women for the identical things that men use because of this biased marketing technique.

The pink tax makes women victims of increased expenditure whereas the gender pay gap cuts short their earnings. The two, coupled together, work to make women more economically vulnerable by considerably reducing their purchasing power. The gender pay gap has been worse for women of colour, who earned even less compared to white men. Lesser remuneration implies lower disposable income at hand affecting their preferences in the consumer market, especially the ones with lower-wage occupations. Lesser pay and higher costs form a lose-lose situation for females. Unprecedented situations like COVID, the Ukraine-Russia war crisis, and global inflation have only worsened the scenario as governments and firms have found an incentive to raise tax rates to curb deficits. This highlights the actual costs of being a female consumer. The price disparity between males and females is created because of gender socialisation which in turn burdens women who are already in a disadvantaged position in society because of the huge wage gap.

Here are some of the ways that the pink tax can affect women:

- **Financial burden:** Women who are charged more for products and services simply because of their gender may be forced to spend more money than men for the same items. This can put a strain on their finances and limit their ability to save for other expenses, such as education or retirement.

- **Inequality:** The pink tax perpetuates gender inequality by treating women unfairly compared to men. This sends a message that women are not valued as much as men in society.
- **Limited options:** Women may be forced to choose between paying more for a product marketed to them or settling for a lower-priced, lower-quality product marketed to men. This limits their options and can result in a less satisfactory shopping experience.
- **Cultural reinforcement of gender norms:** The pink tax reinforces the idea that products marketed to women should be feminine and often perpetuate gender stereotypes. This can reinforce cultural norms that limit women's opportunities and can make it harder for them to be taken seriously in male-dominated industries.

Overall, the pink tax can be a significant financial and social burden for women. It reinforces harmful gender norms and can limit their choices and opportunities.

Examples

The pink tax refers to the practice of charging more for products and services targeted towards women compared to similar products and services targeted towards men. Here are some examples:

- **Personal care products:** Women's personal care products such as razors, shampoo, and deodorant often cost more than the men's versions, even when they are essentially the same product.
- **Clothing:** Women's clothing can often cost more than men's clothing even when they are made from the same materials, with the same quality and style.
- **Healthcare:** Women often pay more for healthcare than men do, particularly when it comes to reproductive healthcare services and products.

These are just a few examples of the pink tax, and there are many more products and services that are often more expensive for women than for men.

| Product | Brand | Original Price | Discounted Price |
|--|--------|----------------|------------------|
| Men's Cotton Gym T-Shirt Regular Fit Sportee 100 - Black | JOMYOS | ₹299 | ₹199 |
| Men's Marathon Running Shoes KN500 - Black Green | KIPRUN | ₹8,449 | ₹5,499 |
| Men's/Women's Basketball Shorts SH500 - Black | TARMAK | ₹1,099 | ₹699 |
| Women's Cotton Gym T-shirt Regular fit Sportee - Black | NYAMBA | ₹299 | ₹259 |
| Women's Marathon Running Shoes KN500 - light grey | KIPRUN | ₹8,449 | ₹6,499 |
| Women Basketball Shorts SH500 Black | TARMAK | ₹1,299 | ₹799 |

JOCKEY

JOCKEY

JOCKEY



MRP ₹ 779.00 (incl. of all taxes)

MRP ₹ 949.00 (incl. of all taxes)

men watch ajanta quartz... women watch quartz casual



Colour: Gold

Colour: Silver-Rosegold



₹1,185.00
~~₹1,285.00~~

Currently unavailable.

Currently unavailable.

₹1,345.00
~~₹2,245.00~~

₹1,345.00
~~₹2,245.00~~

₹1,895.00
~~₹2,245.00~~

₹1,345.00
~~₹2,245.00~~

-8% ₹1,185

-40% ₹1,345



Gender Marketing

Gender marketing refers to a marketing strategy that examines the actions of a targeted gender and utilises strategies in order to appeal to the targeted gender. While gender marketing can be effective, it can also be controversial, as it has been said to support gender stereotypes. In this type of marketing, gender displays are used to delineate the role of one gender in relation to the other. This type of marketing is employed across various industries; in fact, it is used so often that some people claim marketers are obsessed with highlighting the roles of gender.

While gender marketing has proven to be an effective strategy for many businesses, many people, including several organisations that focus on equality, are strongly against this type of advertising technique.

From the time we are born, gender stereotypes are thrown at us from every which way. Boys and girls are basically told what colours, toys and even clothing they are supposed to be interested in. For example, boys are supposed to like blue and play with cars and trucks, while girls are supposed to like pink and play with princesses and dolls. This gender stereotyping doesn't just happen in childhood; it continues throughout the teenage years and into adulthood. For instance, adolescent boys and men are supposed to be interested in sports, while adolescent girls and women should take more of a liking to shopping.

Many people argue that the images that are crafted in advertising are teaching viewers various social cues. In fact, it is believed that even the most subtle images can have a major impact on the ideals and attitudes of those who view them. Moreover, it has been stated that advertising teaches gender relations. The gender roles that are taught through marketing include the concept of masculinity and femininity; women are supposed to be feminine, while men are supposed to be masculine. In gender marketing, there is very little room to deviate from or reverse these roles, with the exception of some small niche markets.

In marketing, women are usually portrayed as being feminine. Advertisements that feature and are targeted toward women tend to feature women tossing hair, putting on makeup, touching objects, speaking softly, in a troubled situation, in an intimate setting, being confused, being seductive, acting playful, behaving (intentionally or unintentionally) in a careless manner etc. These actions put women in positions that show they are either powerless or submissive.

Gender marketing proves to be a very supportive tool to promote pink tax as it helps to make a clear product discrimination based on gender.

GST on Women's Essential: Sanitary Napkins

The GST on sanitary products, refers to the tax levied on menstrual products such as pads, tampons, and menstrual cups. In many countries, these products are classified as luxury items and are subject to a higher tax rate than other essential goods. This can make these products less affordable and less accessible for women, particularly those who are low-income.

When initially GST was introduced as a substitute to the older tax regime, focus was on the categorization on the goods and services to the slabs of tax rates. Apart from the ones which were qualified not to be taxed for socio-economic reasons and reasons of their importance (e.g.- water, most agricultural produce, contraceptives etc.), others were put into different rate slabs.

Major raw materials for manufacture of sanitary napkins and applicable GST rates on them are as under:

18% GST rate- Super Absorbent Polymer, Polyethylene Film Glue, LLDPE– Packing Cover


12% GST rate- Thermo Bonded Non-woven, Release Paper, Wood Pulp

The GST on sanitary napkins was removed in July, 2018 but before this change was brought by the central government a Public Interest Litigation had already been filed in the High Court of Delhi challenging the imposition of tax as unconstitutional.

Arguments made by the PETITIONERS: –

- Violation of Article 21- It was argued in the petition that the levy violates the fundamental right to life that is contained in Article 21 of the Constitution of India in as much as it makes it more onerous for women to be able to access an essential item relating to their reproductive, and overall health.
- Violation of Article 15(1)- She also argued that the impugned levy is discriminatory as it burdens only women, who ultimately are the consumers of sanitary napkins. A menstrual cycle is not a matter of choice. Sanitary napkins are thus, not a luxury, nor are they a life-style product. On the contrary, they are, in fact, a basic necessity and an essential item for women.
- Nature of the item being taxed- The petitioner in this matter argued that there are certain items that have been exempted from the imposition of GST to not burden the consumer, keeping in mind the nature of the item and the significance to the consumer. The underlying rationale is to ensure affordability for the customer and to not discourage the use of the item concerned by taxing it. Some of these items include kajal, kumkum, bindis, sindoor, alta, plastic and glass bangles, hearing aids, passenger baggage, puja samagri of all kinds, and all types of contraceptives.

- Essential & critical sanitation product- The petitioner claimed that sanitary napkins was grouped with toys, leather goods, roasted coffee, mobile phones and processed foods under the present tax regime. The classification of an essential and critical sanitation product with goods non-essential to survival, reflect the lack of gender-inclusive priorities
- Lack of differential treatment- The 12% GST rate made no distinction between high-cost and low-cost sanitary napkins and taxes them on an equal footing, quite opposed to the differential treatment given to various goods, such as footwear, based on their retail sale price. For instance, under the GST, Footwear having a retail sale price not exceeding Rs. 500 per pair are taxed at the rate of 3% only, whereas other kinds of footwear not falling within this category have been taxed at 18%. A woman was thus liable to pay tax on her inevitability to menstruate, a biological process that is inherent in women.

| FOR EXAMPLE | | |
|--|------------------------------------|---------------------------------|
| | Before Exemption of GST | After Exemption of GST |
| Cost of Production (Raw Material, Labour etc) | ₹ 2 | ₹ 2 |
| GST on Input Cost (18%) | ₹ 0.36 (input credit available) | ₹ 0.36 (input credit denied) |
| Total Cost of Production | ₹ 2.36 | ₹ 2.36 |
| Gross Profit for Manufacturer | ₹ 0.8 | ₹ 0.8 |
| Net Selling Price to Distributor / Customer | ₹ 2.8 | ₹ 3.16 |
| GST on Pads charged | ₹ 0.336 (12% GST) | ₹ 0 (No GST) |
| Gross Payable by Distributor / Consumer | ₹ 3.136 | ₹ 3.16 |
|  Actual Savings for Customer - ₹ 0.024 | | |

After the 12% GST has been removed, a pack of 10 sanitary napkins that costs an average of 100 rupees, will cost around 88 rupees. This might be a woman's monthly expenditure on her menstruation needs. However, considering 70% (Census, 2011) of India's population live in rural areas and depend on manual labour, 75% of whom survives on 33 rupees per day, the amount of 88 rupees for a packet of sanitary napkins remain very high.

Alternatively, subjecting sanitary napkins to GST, at zero rate would allow the manufacturers to claim reimbursement on input tax. This in turn would have helped them to reduce the sanitary pads price and benefit to the consumer.

Both the Pink Tax and the GST on sanitary products are examples of gender-based discrimination that have a disproportionate impact on women's financial security and wellbeing. Governments and policymakers can take steps to address these issues by implementing policies that promote gender equality, such as removing the GST on sanitary products.

Pink Tax in India

The pink tax is also present in India, where women often pay more for products and services compared to men. It all started when 12-14% GST was levied on female hygiene products such as sanitary napkins and tampons while male contraceptives were tax-free as they were considered necessary whereas tampons were considered a luxury. Some examples of the pink tax in India include:

- Personal care products: Women's personal care products, such as shampoo, conditioner, and razors, are often priced higher than similar products marketed to men.
- Clothing: Women's clothing is often priced higher than men's clothing, even for similar items such as t-shirts or jeans.
- Healthcare: Women may be charged more for health insurance policies, despite the fact that women typically have lower healthcare costs than men.
- Services: Women may be charged more for services such as haircuts or dry cleaning, even when the services provided are similar to those offered to men.

The pink tax in India can result in financial burden for women, especially for those who are already facing economic challenges. The perpetuation of gender stereotypes through the pink tax can also limit women's opportunities and perpetuate gender inequality. In recent years, there has

been growing awareness about the pink tax in India, with some advocacy groups calling for legislative action to address the issue. Some companies have also started to address the pink tax by reducing the price difference between men's and women's products or creating gender-neutral products that are priced the same for all consumers.

Features of Pink Tax

The Pink Tax is a phenomenon where products or services targeted towards women are priced higher than similar products or services for men. In India, there are several features of the Pink Tax, including:

- **Personal care products:** Women's personal care products like razors, shampoos, and deodorants are priced higher than similar products for men. For example, a women's razor may cost more than a men's razor even though the only difference is the colour.
- **Clothing:** Women's clothing is often priced higher than men's clothing, even for basic items like t-shirts and jeans. This is true for both formal and casual wear.
- **Services:** Services targeted towards women, such as haircuts and spa treatments, are often more expensive than similar services for men.
- **Healthcare:** Women's healthcare products and services, including birth control and feminine hygiene products, are often priced higher than similar products and services for men.
- **Taxation:** In India, sanitary napkins are taxed as luxury items, even though they are a basic necessity for women. This adds to the cost of these products and makes them less accessible for women from lower-income backgrounds.

These features of the Pink Tax in India contribute to the gender pay gap and make it more difficult for women to achieve financial equality with men.

Pink Tax and the Sustainable Development Goals

The 5th Sustainable Development Goal, as enshrined by the United Nations resolution “2030 Agenda”, emphasises the need for gender equality and women empowerment. Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world.

Two main targets of this goal are as follows:

- End all forms of discrimination against all women and girls everywhere.
- Ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Programme of Action of the International Conference on Population and Development.

Whether intentional or not, the price discrimination represented by the “Pink Tax” highlights social disparities and gender-stereotypical norms. A sustainable future is one that has gender equality. A survey revealed that as many as 67% adults in India had never even heard of the pink tax. The first time that this gendered pricing was brought to the public eye in India was through the movement against the 12-14% GST levied on the tabooed sanitary napkins and other women’s hygiene products. While contraceptives remain tax free and are considered essential goods, a “tampon tax” was imposed on women’s sanitary products as they were considered a luxury instead of a necessity. This sparked widespread protests on social media, especially twitter, under the campaign name #LahuKaLagaan, meaning “tax on blood”. Online petitions against it too received more than 4,00,000 signatures including those from activists, actors, politicians and comedians and eventually led the government to revoke this “tampon tax” in 2018. Although the “tampon tax” movement in India helped spread some awareness about it, pink tax still majorly remains hidden in the marketplace. Many social media movements around the world- such as #GenderPricing and #AxThePinkTax- too have brought some attention to it but their reach is still very limited.

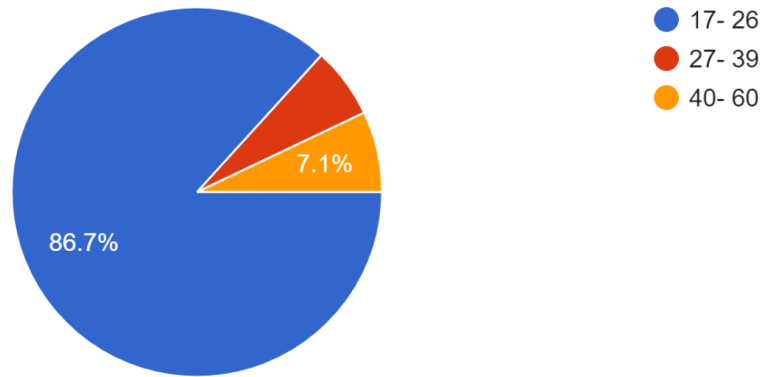
AGE GROUP OF RESPONDENTS

Table 4.1 showing age group of respondents

| Age Category | Number of Respondents | Percentage |
|--------------|-----------------------|------------|
| 17-26 | 98 | 86.7 |
| 27-39 | 7 | 6.2 |
| 40-60 | 8 | 7.1 |
| TOTAL | 113 | 100 |

Source: Primary Data (Questionnaire)

Figure 4.1 showing age group of respondents



Interpretation:

The given data shows that 86.7% of the respondents belong to the age category of 17-26. That is, 98 out of 113 people which is the maximum. Only 6.2% of the people belong to the age category of 27-39 which is the least and 7.1% of the people belong to the age category 40-60.

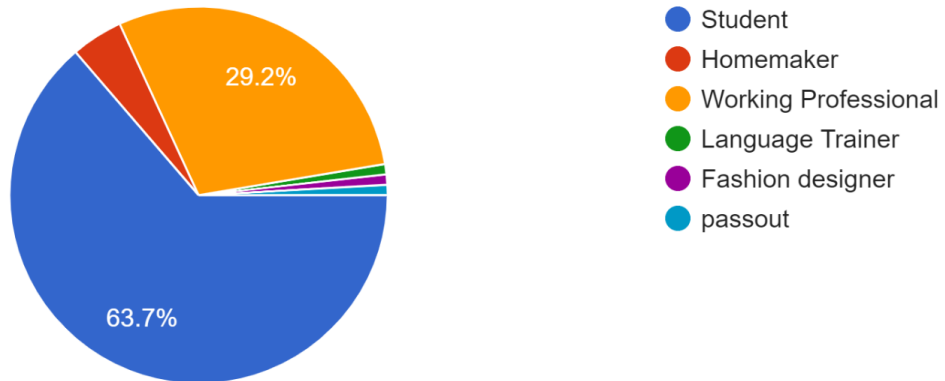
OCCUPATION OF RESPONDENTS

Table 4.2 showing occupation of respondents

| Occupation | Number of Respondents | Percentage |
|----------------------|-----------------------|------------|
| Student | 72 | 63.7 |
| Homemaker | 5 | 4.4 |
| Working Professional | 33 | 29.2 |
| Language Trainer | 1 | 0.9 |
| Fashion Designer | 1 | 0.9 |
| Pass Out | 1 | 0.9 |
| TOTAL | 113 | 100 |

Source: Primary Data (Questionnaire)

Figure 4.2 showing occupation of respondents



Interpretation:

From the given data we can see that 63.7% of the respondents are students. 29.2% of the respondents are working professionals.

4.4% of the respondents are Homemakers and 2.7% of the respondents are pass-out, Language Trainer, Fashion Designer and graduates.

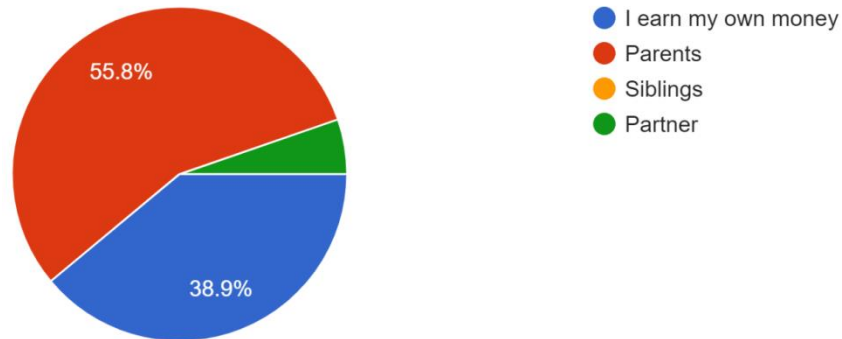
SOURCE OF MONEY TO SPEND FOR SHOPPING

Table 4.3 showing sources of money to spend on shopping

| Category | Number of Respondents | Percentage |
|---------------------|-----------------------|------------|
| I earn my own money | 44 | 38.9 |
| Parents | 63 | 55.8 |
| Siblings | 0 | 0 |
| Partner | 6 | 5.3 |
| TOTAL | 113 | 100 |

Source: Primary Data (Questionnaire)

Figure 4.3 showing source of money to spend for shopping



Interpretation:

The given data shows that 55.8% of the respondents get money to spend for shopping from their parents. This is because 86.7% belong to the age category 17-26. We can see that 38.9% of people earn their own money and 5.3% of the respondents get money from their partner to spend. 0% of the people get money from their siblings to spend money.

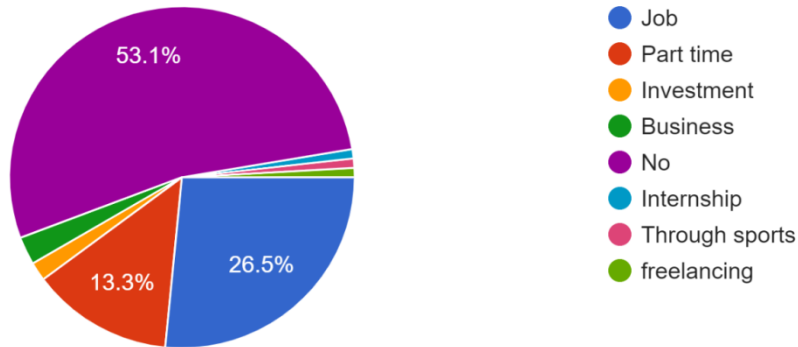
SOURCE OF INCOME

Table 4.4 showing source of income

| Occupation | Number of Respondents | Percentage |
|------------|-----------------------|------------|
| Job | 30 | 26.5 |
| Part-time | 15 | 13.3 |
| Investment | 2 | 1.7 |
| Business | 3 | 2.7 |
| No income | 60 | 53.1 |
| Others | 3 | 2.65 |
| TOTAL | 113 | 100 |

Source: Primary Data (Questionnaire)

Figure 4.4 Showing the source of income



Interpretation:

The given data shows that 53.1% of the respondents are not earning any income. 26.5% of the respondents earn money from their job and 13.3% of the people earn from a part time job.

2 respondents earn from investment, 3 respondents earn from business, 1 respondent earns through Internship, 1 respondent earns through Freelancing and 1 respondent earns through sports.

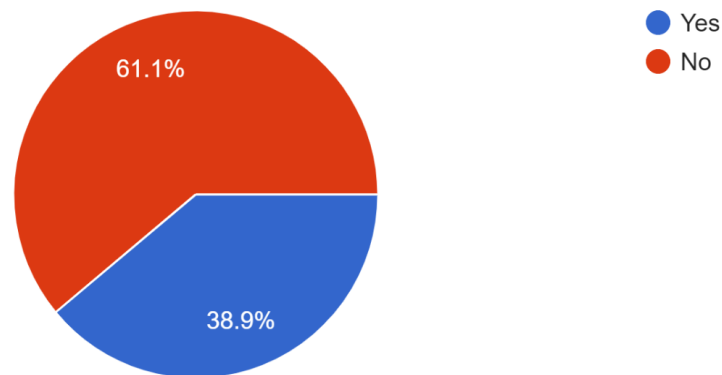
AWARENESS ABOUT PINK TAX

Table 4.5 showing awareness about Pink Tax

| Category | Number of Respondents | Percentage |
|----------|-----------------------|------------|
| Yes | 69 | 61.1 |
| No | 44 | 38.9 |
| TOTAL | 113 | 100 |

Source: Primary Data (Questionnaire)

Figure 4.5 showing awareness about Pink Tax



Interpretation:

From the data, we can find out that only 38.9% of the respondents are aware of the term Pink Tax.

61.1% of the respondents are not aware of the pink tax. We can see that more than half of the respondents (69/113) are not aware of the term Pink Tax.

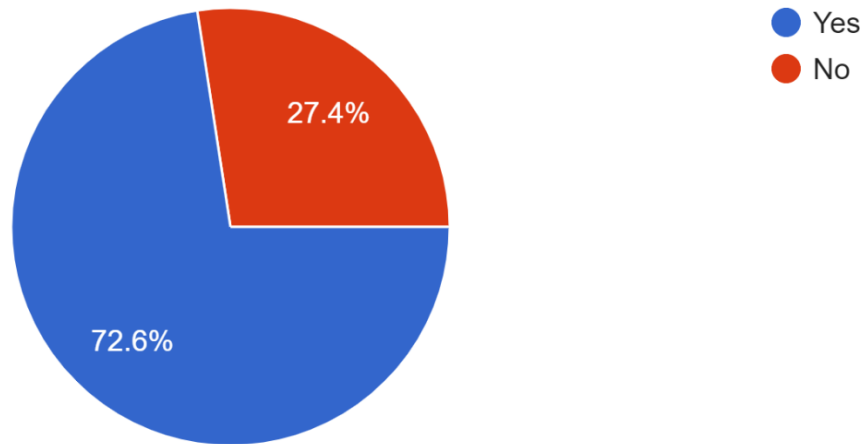
DOES GENDER-BASED PRICE DISCRIMINATION EXIST?

Table 4.6 showing views on existence of gender-based price discrimination

| Category | Number of Respondents | Percentage |
|----------|-----------------------|------------|
| Yes | 82 | 72.6 |
| No | 31 | 27.4 |
| TOTAL | 113 | 100 |

Source: Primary Data (Questionnaire)

Figure 4.6 showing views on existence of gender-based price discrimination



Interpretation:

From the given data we can see that 72.6% (82/113) of the respondents believe that there exists gender-based price discrimination. 27.4% (31/113) of the respondents believe that gender-based price discrimination does not exist.

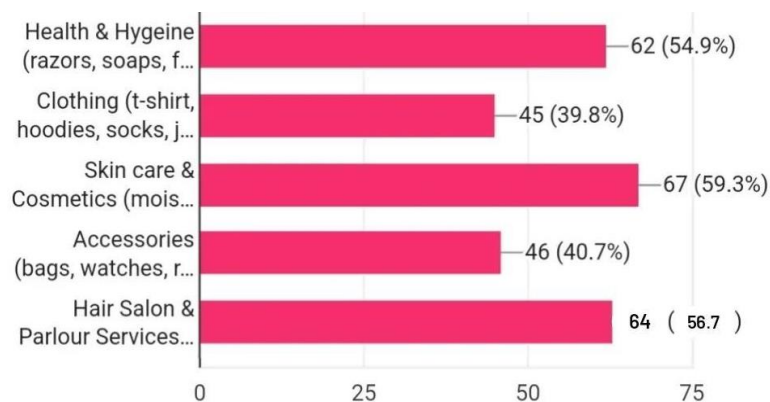
PRODUCTS WHERE RESPONDENTS EXPERIENCED PINK TAX

Table 4.7 showing products where respondents experienced Pink Tax

| Category | Number of Respondents | Percentage |
|-------------------------------|-----------------------|------------|
| Health and hygiene products. | 62 | 54.9 |
| Clothing | 45 | 39.8 |
| Skin care and Cosmetics | 67 | 59.3 |
| Accessories | 46 | 40.7 |
| Hair Salon & Parlour services | 64 | 56.7 |
| TOTAL | 113 | 100 |

Source: Primary Data (Questionnaire)

Figure 4.7 showing products where respondents experienced Pink Tax



Interpretation:

From the above data, we can find that the respondents seem to have experienced pink tax the most in Hair salon and Parlour Services (56.7%). 59.3% of the respondents have experienced pink tax in Skin care and Cosmetics. 54.9% of the respondents have experienced in Health and Hygiene Products. 40.7% of the respondents have experienced pink tax in watches and 39.8% of the respondents have Experienced Pink tax in Clothing which is the least.

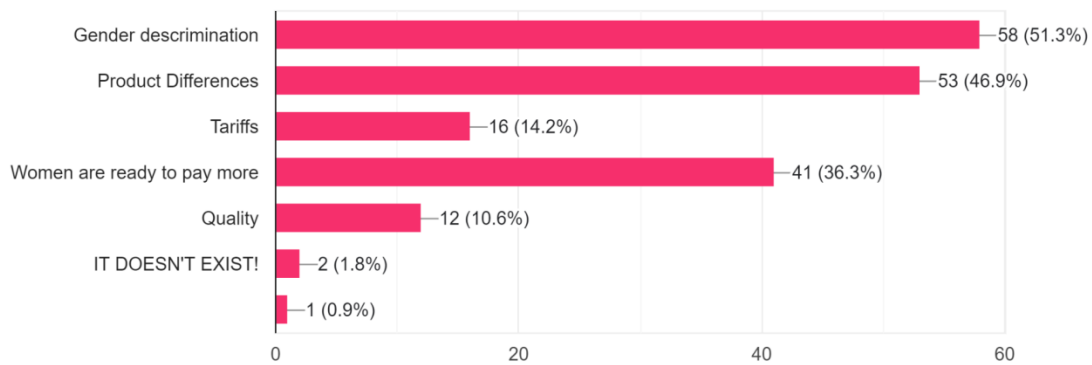
REASONS WHY PINK TAX EXISTS

Table 4.8 showing reasons for existence of Pink Tax

| Category | Number of Respondents | Percentage |
|-----------------------------|-----------------------|------------|
| Gender Discrimination | 58 | 51.3 |
| Product Differences | 53 | 46.9 |
| Tariffs | 16 | 14.2 |
| Women are ready to pay more | 41 | 36.3 |
| Quality | 12 | 10.6 |
| It doesn't exist | 2 | 1.8 |
| Other | 1 | 0.9 |
| TOTAL | 113 | 100 |

Source: Primary Data (Questionnaire)

Figure 4.8 showing reasons for existence of Pink Tax



Interpretation:

The given data shows that 51.3% of the respondents believe that gender discrimination is the reason for pink tax, whereas 46.9% believe that product difference can also be a reason. 14.2% say that the reason is tariffs, 36.3% say that the pink tax exists because women are ready to pay more. When 10.6% suggest that it is because of quality, 2% do not feel like pink tax exists.

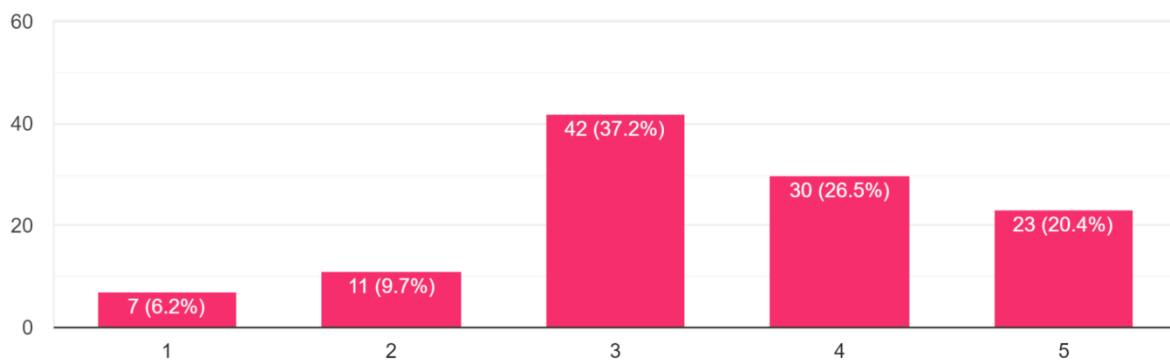
TENDENCY TO BUY A COSTLY PRODUCT BECAUSE OF SOCIAL PRESSURE

Table 4.9 showing tendency of respondents to buy a costly product due to social pressure

| Category | Number of Respondents | Percentage |
|-------------------|-----------------------|------------|
| Very Likely (1) | 7 | 6.2 |
| Likely (2) | 11 | 9.7 |
| Neutral (3) | 42 | 37.2 |
| Unlikely (4) | 30 | 26.5 |
| Very Unlikely (5) | 23 | 20.4 |
| TOTAL | 113 | 100 |

Source: Primary Data (Questionnaire)

Figure 4.9 showing tendency of the respondents to buy a costly product due to social pressure



Interpretation:

The given data shows that the majority of the respondents, 46.9%, do not have any tendency to purchase a costly product because of social pressure. It is only 15.9% that are likely to buy a costly product because of social pressure. While 37.2% of the people have a neutral concept.

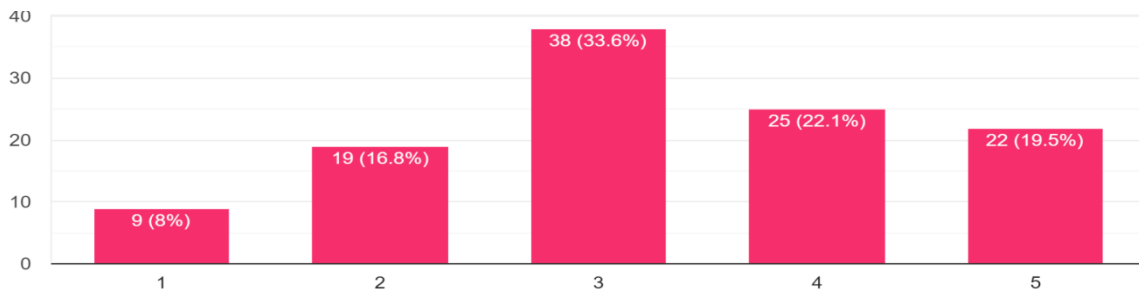
TENDENCY TO BUY A PRODUCT BECAUSE OF ITS AESTHETIC APPEAL

Table 4.10 showing tendency of respondents to buy a product because of aesthetic appeal

| Category | Number of Respondents | Percentage |
|-------------------|-----------------------|------------|
| Very Likely (1) | 9 | 8 |
| Likely (2) | 19 | 16.8 |
| Neutral (3) | 38 | 33.6 |
| Unlikely (4) | 25 | 22.1 |
| Very Unlikely (5) | 22 | 19.5 |
| TOTAL | 113 | 100 |

Source: Primary Data (Questionnaire)

Figure 4.10 Showing tendency to buy a product because of its aesthetic appeal.



Interpretation:

The study shows that 41.6% of the respondents are unlikely to buy a product because of its aesthetic appeal rather than its utility. Only 24.8% of the respondents may get influenced by the aesthetic appeal rather than its utility. While 33.6% do not show any change in the purchase behaviour because of the aesthetic appeal of the product.

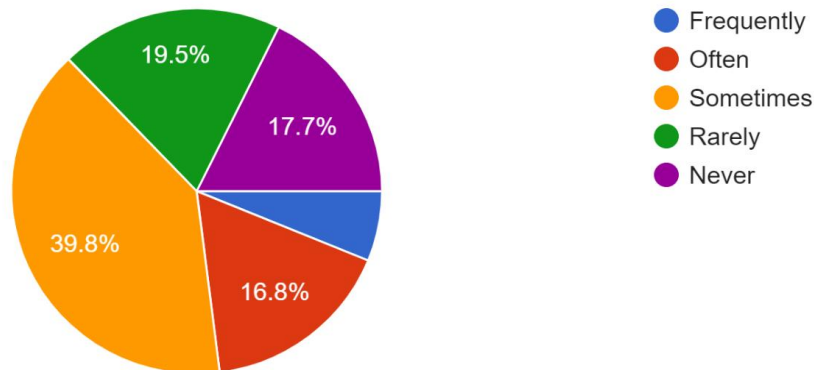
FREQUENCY OF WOMEN PURCHASING MEN'S PRODUCTS BECAUSE IT WAS CHEAPER

Table 4.11 showing frequency of purchasing men's product as cheaper alternative

| Category | Number of Respondents | Percentage |
|------------|-----------------------|------------|
| Frequently | 7 | 6.2 |
| Often | 19 | 16.8 |
| Sometimes | 45 | 39.8 |
| Rarely | 22 | 19.5 |
| Never | 20 | 17.7 |
| TOTAL | 113 | 100 |

Source: Primary Data (Questionnaire)

Figure 4.11 showing frequency of purchasing men's product as cheaper alternative



Interpretation:

It can be observed that 39.8% of the respondents have frequently bought a men's product because it was cheaper. 19.5% have rarely purchased men's products. 17.7% have never bought any men's products because it was cheaper- their purchase was always from the women's section only. 16.8% of the people often purchase men's products and only 6.2% frequently purchase from the men's section.

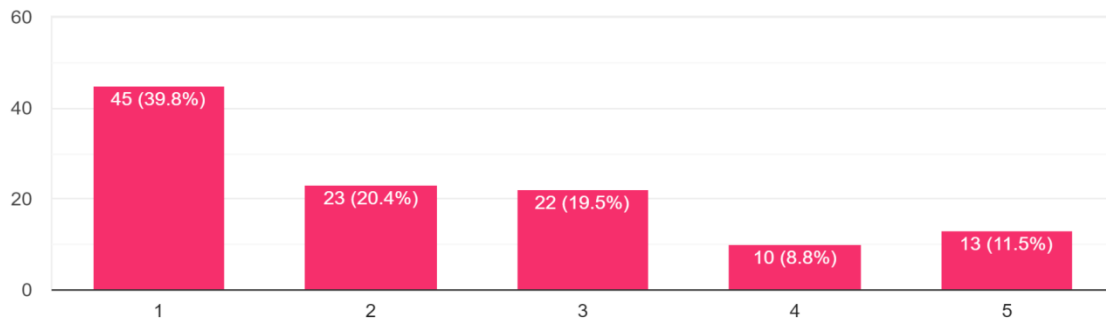
PROBABILITY OF WOMEN PURCHASING MEN’S PRODUCT IF THEY RECEIVED SAME RESULT & SATISFACTION AT LESSER PRICE

Table 4.12 showing probability of purchasing men’s product if same result and satisfaction can be achieved at a lesser price

| Category | Number of Respondents | Percentage |
|-------------------|-----------------------|------------|
| Very Likely (1) | 45 | 39.8 |
| Likely (2) | 23 | 20.4 |
| Sometimes (3) | 22 | 19.5 |
| Unlikely (4) | 10 | 8.8 |
| Very Unlikely (5) | 13 | 11.5 |
| TOTAL | 113 | 100 |

Source: Primary Data (Questionnaire)

Figure 4.12 showing probability of purchasing men’s product if same result and satisfaction can be achieved at a lesser price



Interpretation:

Although from the previous study we found that only few women purchase men’s products even if it is cheaper, 39.8% of the respondents are very likely to purchase if they received the same result and satisfaction. 20.4% are likely to purchase it while 19.5% would consider it as an alternative. The rest- 20.3% of the respondents would purchase only from women’s product line.

**CATEGORIES OF MEN’S PRODUCTS THAT WOULD BE CONSIDERED
AN ALTERNATIVE**

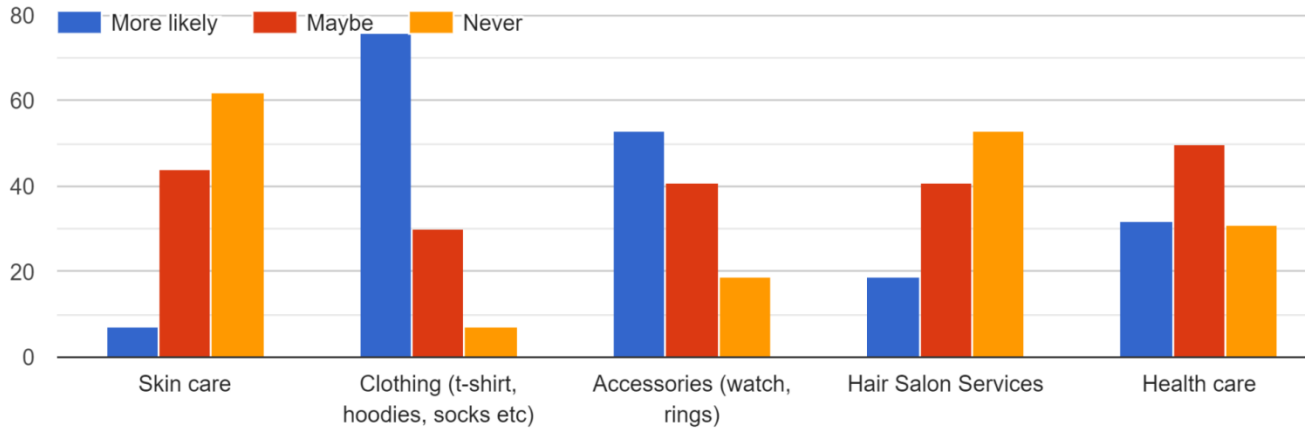
TABLE 4.13 showing categories of men's products that would be considered as an alternative

| Category | | Number of Respondents | Percentage |
|---------------------|-------------|------------------------------|-------------------|
| Skin Care | More likely | 7 | 6.19 |
| | Maybe | 44 | 38.94 |
| | Never | 62 | 54.87 |
| TOTAL | | 113 | 100 |
| Clothing | More likely | 76 | 67.26 |
| | Maybe | 30 | 26.55 |
| | Never | 7 | 6.19 |
| TOTAL | | 113 | 100 |
| Accessories | More likely | 53 | 46.91 |
| | Maybe | 41 | 36.28 |
| | Never | 19 | 16.81 |
| TOTAL | | 113 | 100 |
| Hair Salon services | More likely | 19 | 16.81 |
| | Maybe | 41 | 36.28 |

| | | | |
|-------------|-------------|-----|-------|
| | Never | 53 | 46.91 |
| TOTAL | | 113 | 100 |
| Health care | More likely | 32 | 28.32 |
| | Maybe | 50 | 44.25 |
| | Never | 31 | 27.43 |
| TOTAL | | 113 | 100 |

Source: Primary Data (Questionnaire)

Figure 4.13 Showing the category of men's products that would be considered as an alternative



Interpretation:

Out of the 5 options given, it can be observed that 67.2% women would more likely consider clothing from the men's section as an alternative, while 26.5% may or may not consider men's clothing and 7% would never consider clothing from the men's section.

46.91% of the respondents consider accessories from the men's section as an alternative. While 36.2% may or may not consider buying accessories from the men's section and 16.8% would never consider buying it from the men's category.

Only 28.3% of the respondents are ready to buy the health care products as an alternative. While 44.2% may or may not consider it as an alternative and 27.4% would never consider health care products as an alternative.

Only 16.8% of the respondents are more likely to consider hair salon services as an alternative. While 36.2% may or may not consider hair salon services as an alternative, while 46.9% Never consider hair salon services as an alternative.

Skin care products are the ones that would be least considered as an alternative (6.19%). 38.9% of the respondents may or may not buy skin care products as an alternative while 54.8% would never consider skin care products as an alternative solution.

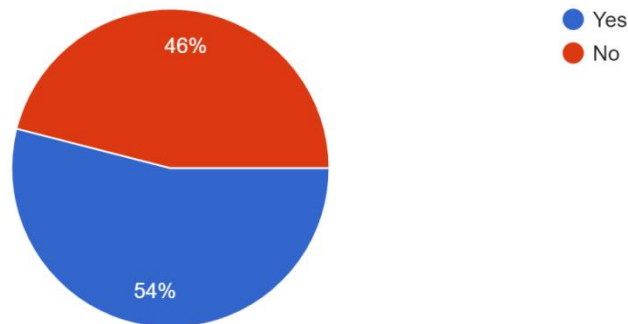
WILLINGNESS TO SPEND EXTRA TIME AT SHOPPING TO MAKE CHANGES IN PURCHASING PATTERN

Table 4.14 showing willingness of the respondents to spend extra time at shopping to make changes in purchasing pattern

| Answer | Number of Respondents | Percentage |
|--------|-----------------------|------------|
| Yes | 61 | 53.98 |
| No | 52 | 46.02 |
| TOTAL | 113 | 100 |

Source: Primary Data (Questionnaire)

Figure 4.14 Showing willingness of the respondents to spend extra time at shopping to make changes in purchasing pattern.



Interpretation:

While the previous survey question indicated that only a small number of women choose to buy men's products even if they are less expensive, this question shows that 54% of respondents would be willing to spend more time shopping if it meant buying alternative products designed for men, as long as they achieved the same satisfaction and results. On the other hand, 46% of respondents stated that they would not increase their shopping time beyond what they already spend to accommodate a new purchasing pattern.

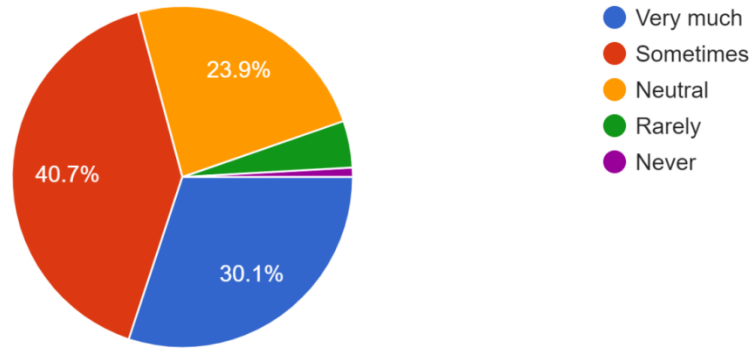
DOES PINK TAX AFFECT WOMEN'S SAVING PATTERN?

Table 4.15 showing the effect of Pink tax in women's saving pattern

| Category | No. of Respondents | Percentage |
|--------------|--------------------|------------|
| Very much | 33 | 29.2 |
| Sometimes | 46 | 40.7 |
| Neutral | 27 | 23.9 |
| Rarely | 6 | 5.3 |
| Never | 1 | 0.9 |
| TOTAL | 113 | 100 |

Source: Primary Data (Questionnaire)

Figure 4.15 showing the effect of Pink tax in women's saving pattern.



Interpretation:

Saving is the portion of income not spent on current expenditures. In other words, it is the money set aside for future use and not spent immediately. Out of the survey respondents, 61.1% weren't familiar with the idea of Pink Tax, but 72.6% believed that there's discrimination in prices based on gender. Only 29.2% of respondents thought that this discrimination had a significant impact on their savings habits. 40.7% thought it only affected their savings sometimes, while 23.9% had no strong opinion. 5.3% believed it rarely affected their savings, and only one respondent thought it never impacted their saving patterns.

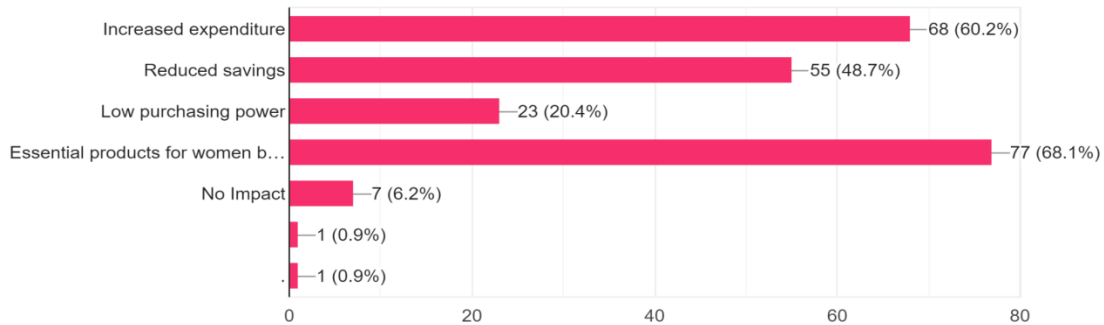
ECONOMIC IMPACT OF PINK TAX

Figure 4.16 showing view on economic impact of Pink Tax

| Scale | No. of Respondents | Percentage |
|-----------------------|--------------------|------------|
| 1 (Strongly Agree) | 30 | 26.5 |
| 2 | 38 | 33.6 |
| 5 | 42 | 37.2 |
| 4 | 2 | 1.8 |
| 5 (Strongly Disagree) | 1 | 0.9 |
| TOTAL | 113 | 100 |

Source: Primary Data (Questionnaire)

Figure 4.16 showing view on economic impact of Pink Tax



Interpretation:

The survey respondents were presented with a list of options to choose from, as well as the opportunity to share their own suggestions. Of the respondents, 68 believe that Pink Tax leads to increased expenses, while 55 indicated that it leads to reduced savings. 23 feels that it diminishes their purchasing power, and 77 believe that essential products for women become more costly as a result of the Pink Tax. 7 respondents did not see any economic impact of Pink Tax, and 1 respondent believed that there are additional impacts beyond those mentioned. In general, most respondents pointed to the increased cost of essential products for women as the most significant economic impact of Pink Tax.

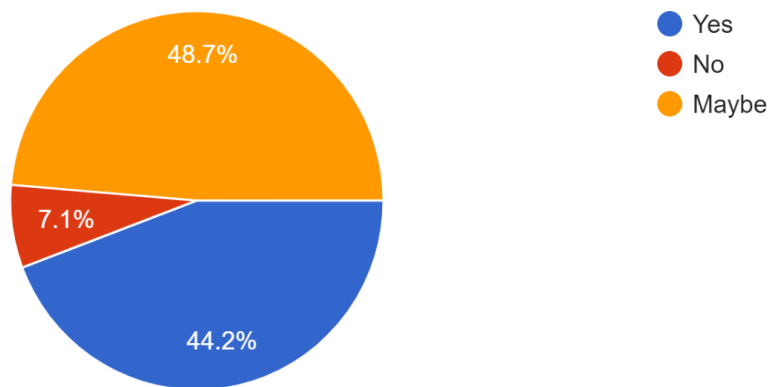
POSSIBILITY OF PINK TAX BEING ERADICATED

Figure 4.17 showing the possibility of Pink Tax being eradicated

| | No. of Respondents | Percentage |
|-------|--------------------|------------|
| Yes | 49 | 44.2 |
| No | 8 | 7.1 |
| Maybe | 56 | 48.7 |
| TOTAL | 113 | 100 |

Source: Primary Data (Questionnaire)

Figure 4.17 Showing the possibility of Pink Tax being eradicated



Interpretation:

Out of the respondents, 44.2% believe that it is possible to put an end to Pink Tax, whereas only 7.1% think that it is an insurmountable challenge. However, the majority of respondents, 48.7%, are uncertain about whether Pink Tax can be eradicated entirely.

SOLUTIONS FOR PINK TAX

Table 4.18 showing the solutions for Pink Tax

| Possible Solutions | | Number | % |
|--|-------------------|--------|------|
| Policymakers and price regulatory authorities should consider the problem while formulating policies and fixing prices. | Strongly Agree | 48 | 42.5 |
| | Agree | 39 | 34.5 |
| | Neutral | 24 | 21.2 |
| | Disagree | 2 | 1.8 |
| | Strongly Disagree | 0 | - |
| TOTAL | | 113 | 100 |
| Companies should strive to be ethical while pricing products for all genders | Strongly Agree | 56 | 49.5 |
| | Agree | 42 | 37.2 |
| | Neutral | 14 | 12.3 |
| | Disagree | 1 | 0.9 |
| | Strongly Disagree | 0 | - |
| TOTAL | | 113 | 100 |
| Consumers should compare the prices before buying | Strongly Agree | 47 | 41.6 |
| | Agree | 46 | 40.7 |
| | Neutral | 16 | 14.1 |
| | Disagree | 4 | 3.5 |

| | | | |
|---|-------------------|-----|------|
| | Strongly Disagree | 0 | - |
| TOTAL | | 113 | 100 |
| Having discussions and spreading awareness about gender-based price discrimination | Strongly Agree | 54 | 47.8 |
| | Agree | 38 | 33.6 |
| | Neutral | 18 | 15.9 |
| | Disagree | 2 | 1.7 |
| | Strongly Disagree | 1 | 0.9 |
| TOTAL | | 113 | 100 |
| Buying more unisex products | Strongly Agree | 50 | 44.2 |
| | Agree | 32 | 28.3 |
| | Neutral | 22 | 19.5 |
| | Disagree | 6 | 5.3 |
| | Strongly Disagree | 3 | 2.6 |
| TOTAL | | 113 | 100 |
| All of the above | Strongly Agree | 47 | 41.6 |
| | Agree | 34 | 30.0 |
| | Neutral | 28 | 24.8 |
| | Disagree | 2 | 1.8 |

| | | | |
|-------|-------------------|-----|-----|
| | Strongly Disagree | 2 | 1.8 |
| TOTAL | | 113 | 100 |

Source: Primary Data (Questionnaire)

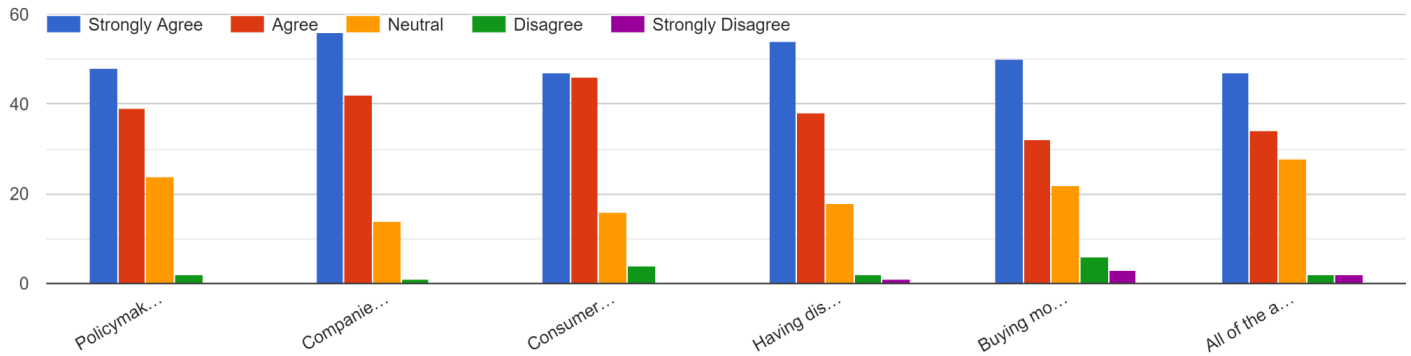


Figure 4.18 showing the solutions for Pink Tax

Interpretation:

Based on the survey responses, it can be concluded that a significant proportion of the respondents are in favour of policymakers and price regulatory authorities considering the problem of Pink Tax while formulating policies and fixing prices. About 42.5% of respondents strongly agree and 34.5% of respondents agree with this idea.

Furthermore, almost half of the respondents (49.5%) strongly agree that companies should strive to be ethical while pricing products for all genders, and an additional 37.2% agree with this statement. This indicates a high level of support for ethical pricing practices by companies.

Regarding consumer behaviour, 41.6% of the respondents strongly agree and 40.7% of respondents agree that consumers should compare prices before buying products to avoid Pink Tax. This suggests that consumers can take an active role in addressing Pink Tax by making informed purchasing decisions.

In terms of solutions to Pink Tax, most respondents believe that discussions and spreading awareness about gender-based price discrimination (47.8% strongly agree, 33.6% agree) and buying more unisex products (44.2% strongly agree, 28.3% agree) can be effective solutions. However, only 1.8% of respondents disagree that all the above solutions can end Pink Tax.

Overall, the survey suggests that there is significant support for addressing Pink Tax and a belief that a combination of solutions can be effective in ending this issue.

5.1 FINDINGS

- A very high percentage (72.6%) of the respondents believe that gender-based price discrimination exists and the majority (61.1%) of the respondents are aware about the concept of Pink Tax.
- Most of the respondents (63.7%) are students and hence their source of money for shopping are from their parents.
- The respondents who belong to the earning category earn from full time jobs(26.5%), part time(13.3%) and business(2.7%).
- A large number of respondents confirm that they have experienced pink tax when they purchased skin care and cosmetic products(59.3%), health and hygiene products(54.9%) and for hair salon services(56.7%).
- Our study finds that gender discrimination and product differences are the main reasons why pink tax exists
- Majority of the respondents are perspicuous as they do not tend to buy any product because of social pressure.
- Only a small proportion of the respondents, 8%, are very likely to buy a product because of its aesthetic appeal rather than its utility. The rest of the respondents are unlikely to buy a product because of its aesthetic appeal rather than its utility.
- The study reveals that only a small percentage of the respondents i.e., 6.2% *frequently* purchase men's products but a majority of 39.8% do *sometimes* purchase men's product because it's cheaper. This suggests that while price may be a factor in purchasing decisions, it is not the only factor, and other factors such as personal preference, brand loyalty, or quality may also play a significant role in consumer behaviour.
- It was found that 39.8% of the respondents are very likely to purchase men's products if they receive the same result and satisfaction as their usual products. This suggests that there is potential for companies to market their men's products to women by emphasizing the quality, benefits, and value they offer, and market it as unisex products.
- The one major finding from the given data is that women are more likely to consider clothing (67.26%) and accessories(46.91%) from the men's section as an alternative than the other options presented. This suggests that women may be more open to considering

alternative options for clothing and accessories, while they may have more fixed preferences when it comes to skincare and hair salon services.

- The majority of the female respondents (54%) are willing to spend more time shopping for alternative products designed for men as long as they are able to achieve the same level of satisfaction and results. This information could be useful for businesses and marketers who are looking to target female consumers with new products or advertising campaigns.
- A majority of respondents (46.9%) believed that Pink Tax only affected their savings sometimes, rarely, or not at all. This suggests that while many people are aware of the issue of gender-based pricing discrimination, they may not see it as a significant factor in their personal finances and savings habits. This suggests that while many people are aware of the issue of gender-based pricing discrimination (also known as Pink Tax), they may not fully understand how it affects their personal finances and savings habits.
- Many people (68.1%) are aware of the economic impact of Pink Tax and its implications for gender equality, particularly in terms of the increased cost of essential products for women. However, a small minority (6.2%) of respondents did not see any economic impact of Pink Tax, and one respondent believed that there are additional impacts beyond those mentioned.
- Majority of respondents (44.2%) are uncertain about whether Pink Tax can be eradicated entirely or not.
- The survey suggests that there is significant support for addressing Pink Tax and a belief that a combination of different solutions can be effective in ending Pink Tax especially if policymakers and price regulatory authorities consider the problem and if we have discussions and spread awareness about gender-based price discrimination.

5.2 CONCLUSION

While there are countries that provide essential products for free, there exists many places where women are charged more than men for products with the same utility. The study on consumer perception towards pink tax with special reference to Cochin City shows that although unaware about the technical name 'Pink Tax', majority of the respondents believe that there exists a gender-based price discrimination. They assume that it exists because of gender discrimination and product differences. It can be noted that the majority of the respondents are ready to purchase men's product if it provides the same level of satisfaction. They are ready to try clothing and accessories of men but not skin care services. And as pink tax affects the saving pattern of women, taking time to make changes in the purchase patterns would help women to save more.

Pink tax is a financial burden for women. Our major respondents being students, they get money to spend from their parents and lack their own source of income. For the respondents who are employed too, pink tax is definitely feels discriminatory towards their gender. Pink tax contributes to a higher cost of living for women. However, it is worth noting that gender-based pricing discrimination can have indirect effects on inflation. For example, if women are consistently paying more for products and services than men, they may have less money to spend on other goods, which could affect the demand for those goods and potentially impact prices.

Our close study on various products in a renowned hypermarket shows that there is a considerable reduction in the presence of pink tax. Although our review of various researches proved there are difference in price of products as the gender changes, we could find some products were the men and women were charged the same price (example- Deodorant)

We conclude that there are women in Kochi who believes in the existence of gender-based price discrimination and who have experienced pink tax. At the same time, they are ready to change their consumption patterns and spend more time in shopping to choose products wisely.

5.3 SUGGESTIONS

- **Awareness** is crucial in addressing the Pink Tax. By raising awareness of this issue, people can become informed and educated about the disparities in pricing between products marketed to men and women. This can lead to increased scrutiny of pricing practices and a demand for change. **Discussions and debates** are also important in addressing the Pink Tax. By engaging in dialogue about this issue, individuals, organizations, and policymakers can identify ways to reduce or eliminate the gender-based price discrimination that results in the Pink Tax. These discussions can lead to the development of policies and regulations that protect consumers and ensure that prices are based on the quality and value of the product, rather than the gender of the intended consumer.
- **Consumer groups** and campaigns can play a crucial role in addressing the Pink Tax. Consumer groups are organizations that advocate for the rights and interests of consumers. **Campaigns** can be used to draw attention to the Pink Tax and encourage action to address it. It may involve social media activism, letter writing campaigns, or protests that bring attention to the unfair pricing practices that result in the Pink Tax. By organizing and mobilizing consumers, these campaigns can increase pressure on companies and policymakers to take action to reduce or eliminate the Pink Tax. Consumer groups and campaigns can also be instrumental in advocating for policies and regulations that protect consumers from the Pink Tax. This may include working with policymakers to pass laws that require companies to disclose pricing information, or advocating for regulations that prohibit gender-based price discrimination.
- **Consumer courts** are legal institutions that specialize in resolving disputes between consumers and businesses. They have the power to order companies to stop engaging in unfair pricing practices and to provide compensation to consumers who have been harmed by these practices. Consumer courts can play a role in addressing the Pink Tax by providing a forum for consumers to seek redress when they have been subjected to

gender-based price discrimination. If a consumer believes they have been subjected to the Pink Tax, they can file a complaint with the consumer court. The court will review the evidence and determine whether the pricing practices in question are discriminatory. If the court finds that the company engaged in gender-based price discrimination, it can order the company to change its pricing practices and provide compensation to affected consumers. Consumer courts can also play a role in promoting awareness of the Pink Tax by highlighting cases that involve gender-based price discrimination. By publicizing these cases, consumer courts can help to raise awareness of the issue and encourage companies to change their pricing practices.

- Including a maximum **number of survey respondents** is important because it can help to ensure that the survey results are representative of the population being studied. The larger the sample size, the more accurate and reliable the results are likely to be. When conducting research, it is important to collect data from a diverse group of respondents in order to obtain a representative sample. A **representative sample** means that the survey results are reflective of the opinions, attitudes, and behaviours of the entire population being studied. The larger the sample size, the more likely it is that the sample will be representative and that the survey results will be generalizable to the broader population. In addition, including a large number of survey respondents can help to increase the statistical power of the study. A **larger sample size** can increase the statistical power of a study, making it more likely that significant results will be detected. However, it is important to note that the quality of a survey is not solely determined by the number of respondents. Other factors, such as the design of the survey questions and the selection of respondents, can also impact the quality of the survey results.
- **Unisex or gender-neutral products** are items that are designed to be used or worn by people of any gender identity. These products are not marketed specifically to any gender and are typically designed to be inclusive and accessible to all consumers. Examples of gender-neutral products include clothing items such as t-shirts, hoodies, jeans, and sneakers, as well as personal care products such as shampoo, body wash, and deodorant.

Some companies have also begun to offer gender-neutral versions of traditionally gendered products, such as razors and shaving cream.

More companies could create gender-neutral products that appeal to both men and women. In this day and age where **gender identities** are being **redefined** and consumers being highly flexible in their choices, there is a high potential for companies to market their men's products to women by emphasising the quality, benefits, and value they offer, and market it as unisex products. The availability of gender-neutral products can thus help to promote **inclusivity and diversity**, as they are accessible to people of all gender identities.

- Conducting **more surveys** on the Pink Tax can help to increase our understanding of the issue and provide more information on the specific **products and industries** where gender-based price discrimination is occurring. It can be used to gather data on consumer attitudes and experiences related to the Pink Tax, collect pricing information on specific products marketed to men and women. By analysing the results of these surveys, researchers can identify **patterns and trends** related to the Pink Tax, such as which industries and product categories are most affected, and which demographic groups are most impacted by gender-based price discrimination. In addition, it can help to assess the effectiveness of policies and regulations aimed at reducing or eliminating the Pink Tax. For example, surveys can be used to evaluate the impact of laws that require companies to disclose pricing information, or to measure changes in consumer attitudes and behaviours following a campaign to raise awareness of the Pink Tax.

Information gathered by way of survey could be useful for advocacy groups and policymakers who are working to raise awareness about the economic impact of Pink Tax and for businesses and marketers who are looking to better understand their consumers' perceptions and behaviours related to pricing and savings.

QUESTIONNAIRE

Greetings!

As part of our academic research project, this survey is conducted to understand your perception towards pink tax. Please read the questions carefully and answer them. All the Information in this survey will be confidential.

Thank you!

(1) Your name:*

(2) Your age:*

- 17- 26
- 27- 39
- 40- 60

(3) Your occupation*

- Student
- Homemaker
- Working Professional
- Other:

(4) From where do you get money to spend on shopping?*

- I earn my own money
- Parents
- Siblings
- Partner

(5) Do you earn an income by way of job/part-time/investment/business?*

- Job
- Part time
- Investment
- Business
- No
- Other:

(6) Have you ever heard about the concept of Pink Tax? *

- Yes
- No

(7) Do you believe that there exists a gender-based price discrimination?*

- Yes
- No

So, what is a Pink Tax?

Pink tax is not a tax in a literal sense. It refers to the tendency for products marketed specifically toward women to be more expensive than those marketed toward men. And, there's room to debate why it exists or how serious or costly the problem it is.



(8) When did you experience pink tax in your purchase?

When I bought:*

- Health & Hygiene (razors, soaps, face wash, medicines)
- Clothing (t-shirt, hoodies, socks, jeans etc)
- Skin care & Cosmetics (moisturiser, lip balm, deodorant)
- Accessories (bags, watches, rings)
- Hair Salon & Parlour Services (haircut, facials)

(9) Why do you think pink tax exists?*

- Gender discrimination
- Product Differences
- Tariffs
- Women are ready to pay more
- Quality
- IT DOESN'T EXIST!
- Other:: _____

(10) How likely do you tend to buy a costly product because of social pressure?*

Very likely

- 1
- 2
- 3
- 4
- 5

Very unlikely

(11) How likely do you tend to buy products because its aesthetic appeal is more than its utility?



Very likely

- 1
- 2
- 3
- 4
- 5

Very unlikely

(12) How often do you purchase products that are designed for men, because it was marketed cheaper?*

- Frequently
- Often
- Sometimes
- Rarely
- Never

(13) On a scale of 1 to 5, how likely would you purchase a product designed for men if you get the same results and satisfaction at a lesser price?



Very likely

- 1
- 2
- 3
- 4
- 5

Very unlikely

(14) Which among the following categories of men's products would you consider as an alternative? *

| | More likely | Maybe | Never |
|--|-----------------------|-----------------------|-----------------------|
| Skin care | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Clothing (t-shirt, hoodies, socks etc) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Accessories (watch, rings) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Hair Salon Services | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Health care | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

(15) Would you spend more time at shopping to make the changes in your purchase pattern?*

- Yes
- No

(16) Do you think PINK TAX affects your saving patterns?*



- Very much
- Sometimes
- Neutral
- Rarely
- Never

(17) Do you think pink tax could have an economic impact in the society? *

Strongly agree

- 1
- 2
- 3
- 4
- 5

Strongly disagree

(18) How do you think pink tax could have an economic impact? *

- Increased expenditure
- Reduced savings
- Low purchasing power
- Essential products for women become costly
- No Impact
- Other: _____

(19) Do you think we can bring an end to pink tax?*

- Yes
- No
- Maybe

(20) What solutions do you deem fit for such scenario? *

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Policymakers and price regulatory authorities should consider the problem while formulating policies and fixing prices. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Companies should strive to be ethical while pricing products for all genders | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Consumers should compare the prices before buying | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Having discussions and spreading awareness about gender-based price discrimination | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Buying more unisex products | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| All of the above | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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