

A STUDY ON THE PERCEPTION OF FEMALE CONSUMERS TOWARDS PINK TAX

Project Report

Submitted by

ANSIYAH K ABOOBACKER (Reg.No. AB21COM005)

ASWATHY OMANAKUTTAN (Reg.No. AB21COM006)

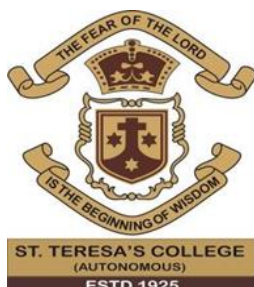
CARMEL HEINA PINHEIRO (Reg.No. AB21COM007)

Under the guidance of

Dr. JENCY TREESA

In partial fulfilment of requirements for the award of the degree of

Bachelor of Commerce



ST. TERESA'S COLLEGE, ERNAKULAM (AUTONOMOUS)

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited At 'A ++' Level (Fourth Cycle)

Affiliated to

MAHATMA GANDHI UNIVERSITY

Kottayam-686560

March 2024

ST. TERESA'S COLLEGE, ERNAKULAM (AUTONOMOUS)

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited At 'A ++' Level (Fourth Cycle)



CERTIFICATE

This is to certify that the project report titled **“A STUDY ON THE PERCEPTION OF FEMALE CONSUMERS TOWARDS PINK TAX”** submitted by **ANSIYAH K ABOOBACKER, ASWATHY OMANAKUTTAN, CARMEL HEINA PINHEIRO** towards partial fulfilment of the requirements for the award of the degree of **Bachelor of Commerce** is a record of Bonafide work carried out by them during the academic year 2023-2024.

Supervising Guide

Dr. Jency Treesa

Assistant Professor

Dept. of Commerce

Head of the Department

Ms. Elizabeth Rini K F

Assistant Professor

Dept. of Commerce

Place: Ernakulam

Date:

DECLARATION

We, **ANSIYAH K ABOOBACKER, ASWATHY OMANAKUTTAN,** and **CARMEL HEINA PINHEIRO** do hereby declare that this dissertation entitled “**A STUDY ON THE PERCEPTION OF FEMALE CONSUMERS TOWARDS PINK TAX**” has been prepared by us under the guidance of **Dr. Jency Treesa,** Assistant Professor, Department of Commerce, St Teresa’s College, Ernakulam.

We also declare that this dissertation has not been submitted by us fully or partly for the award of any Degree, Diploma, Title, or Recognition before.

Place:

ANSIYAH K ABOOBACKER

Date:

ASWATHY OMANAKUTTAN

CARMEL HEINA PINHEIRO

ACKNOWLEDGMENT

We wish to acknowledge all those who helped us in completing our project on the topic "**A STUDY ON THE PERCEPTION OF FEMALE CONSUMERS TOWARDS PINK TAX**".

First, we thank God Almighty for his blessings showered upon us in the conduct of the project study. We are also greatly indebted to Dr. Jency Treesa, Assistant Professor, Department of Commerce, St. Teresa's College, Ernakulam for her guidance, monitoring, and constant encouragement throughout this study.

We express our sincere thanks to the Provincial Superior and Manager Rev. Dr. Sr. Vinitha, Director Rev. Sr. Emeline, Principal Dr. Alphonsa Vijaya Joseph, and Ms. Elizabeth Rini, Head of the Department of Commerce, and faculty members of the Department of Commerce, St. Teresa's College, for their support and valuable suggestions.

We would like to express our thanks to all colleagues who were associated with this study for their sincere contributions towards the successful completion of the project.

Lastly, we extend heartfelt thanks to our family for their constant encouragement without which this project would not be possible.

ANSIYAH K ABOOBACKER

ASWATHY OMANAKUTTAN

CARMEL HEINA PINHEIRO

TABLE OF CONTENTS

SI.NO.	PARTICULARS	PAGE NO.
1	CHAPTER 1: INTRODUCTION	10
2	CHAPTER 2: REVIEW OF LITERATURE	15
3	CHAPTER 3: THEORETICAL FRAMEWORK	24
4	CHAPTER 4: DATA ANALYSIS & INTERPRETATION	39
5	CHAPTER 5: FINDINGS, CONCLUSIONS AND SUGGESTIONS.	63
6	QUESTIONNAIRE	67
7	BIBLIOGRAPHY	70

LIST OF TABLES

TABLE NO.	PARTICULARS	PAGE NO.
4.1	Age group of respondents	41
4.2	Occupation of respondents	42
4.3	Sources of money to spend for shopping	43
4.4	Source of Income	44
4.5	Reasons for existence of Pink Tax	45
4.6	Existence of gender-based price discrimination	46
4.7	Experience pink tax on their purchases.	47
4.8	Products where respondents experienced Pink Tax	48
4.9	Tendency of respondents to buy a costly product due to social pressure	49
4.10	Tendency of respondents to buy a product because its aesthetic appeal is more than its utility.	50
4.11	Probability of women purchasing products designed for men because it was marketed cheaper.	51
4.12	Probability of women purchasing men's product if they received same result and satisfaction at lesser price.	52
4.13	Categories of men's products that would be considered as a cheaper alternative.	53
4.14	Effect of Pink tax in women's saving pattern.	54

4.15	Willingness of the respondents to spend more time for shopping to make changes in purchasing pattern	55
4.16	Effect of Pink tax on society.	56
4.17	Economic impact of Pink Tax	57
4.18	Possibility bringing an end to Pink Tax.	58
4.19	Solutions for Pink Tax	59
4.20	The existence of pink tax in footwear of Reebok, Red Tape and Campus shoes.	60
4.21	The existence of pink tax in top wear of Puma, Adidas, Nike and Wildcraft.	61
4.22	The existence of pink tax in bottom wear of Pepe Jeans, Levis and Forever 21.	61
4.23	The existence of pink tax in beauty care products of Gillette and Nivea.	62

LIST OF FIGURES

FIGURE NO.	PARTICULARS	PAGE NO.
4.1	Age groups of respondents	41
4.2	Occupation of respondents	42
4.3	Sources of money to spend for shopping	43
4.4	Source of Income	44
4.5	Existence of Pink Tax	45
4.6	Existence of gender-based price discrimination	46
4.7	Experience pink tax on their purchases.	47
4.8	Products where respondents experienced Pink Tax	48
4.9	Tendency of respondents to buy a costly product due to social pressure	49
4.10	Tendency of respondents to buy a product because its aesthetic appeal is more than its utility.	50
4.11	Probability of women purchasing products designed for men because it was marketed cheaper.	51
4.12	Probability of women purchasing men's product if they received same result and satisfaction at lesser price.	52
4.13	Categories of men's products that would be considered as a cheaper alternative.	53
4.14	Effect of Pink tax in women's saving pattern.	54

4.15	Willingness of the respondents to spend more time for shopping to make changes in purchasing pattern	55
4.16	Effect of Pink tax on society	56
4.17	Economic impact of Pink Tax	57
4.18	Possibility bringing an end to Pink Tax.	58
4.19	Solutions for Pink Tax	59

Chapter - 1
INTRODUCTION

1.1 INTRODUCTION

Many researchers have noticed a concerning trend they call the "pink tax." This isn't a real tax, but rather a higher price tag on goods and services marketed specifically to women. This means women end up paying more than men for the same or very similar products, which adds up over time.

The "pink tax" refers to unfair pricing that women experience when buying things specifically marketed to them. It is price discrimination which is based on gender. Pink tax refers to the situation where an invisible cost must be borne by women for products designed and marketed specifically for them.

This applies to various products, like toiletries, clothing, and even toys. On average, women pay 7% more than men for comparable items, making this an ongoing financial burden. The "pink tax" unfairly disadvantages female consumers financially. On one hand, we are not remunerating women enough for their work, and secondly are charging them more for almost similar products than men.

The practice of charging women more for products marketed specifically to them, coupled with the existing gender pay gap, worsens the economic inequality between men and women. This leads to a concentration of purchasing power in the hands of men. Accumulating over time, the additional cost of products and services marketed towards women disproportionately impacts low-income women. This practice, furthermore, reinforces harmful gender stereotypes and devalues women.

Despite the negative impact of the pink tax, there is still a lack of research on how female consumers perceive this issue. This study aims to address this gap by investigating the perception of female consumers towards the pink tax.

1.2 STATEMENT OF THE PROBLEM

The pink tax is not a tax in the traditional sense, it is a form of gender-based price discrimination where women pay more for the same or similar products and services as men. Research on the pink tax in India is limited, but it is a significant issue which can have a negative impact on women's financial well-being and self-esteem.

This study aims to inform people about the pink tax and its effects on female consumers in Kerala. By educating people about the pink tax, we can help to improve women's purchasing power and promote gender equality in the marketplace.

1.3 SIGNIFICANCE OF THE STUDY

A study on the perception of female consumers towards pink tax is significant in several ways. The existing research on the Pink Tax is scarce. This study conducted will be able to provide valuable

data on its prevalence and awareness levels among female consumers and the products or services which are affected. This study can empower female consumers with knowledge which will help them make informed purchases. This study will also delve deeper and investigate the factors contributing to pink tax such as gendered marketing, pricing strategies and societal expectations.

This study will also explore the salary disparities based on gender and the additional financial burden imposed by pink Tax on women across different age groups. This study will propose suggestions for minimising the pink tax. These may include regulatory measures, consumer awareness campaigns, industry best practices, or product labelling initiatives. By providing practical recommendations the study can also guide policymakers, regulators, businesses, and consumer organisations in their efforts to create a more equitable and fairer marketplace for all genders.

1.4 OBJECTIVES OF THE STUDY

1. To assess women's level of awareness regarding the pink tax.
2. To determine the factors contributing to the existence of the pink tax.
3. To investigate how pink tax vary among different age groups within female populations.
4. To make suggestions to minimise the pink tax

1.5 SCOPE OF THE STUDY

This study aims to analyse the phenomenon of the “Pink Tax”, specifically focusing on female consumer's perspectives and experiences and their spending and saving habits. This study will assess women's awareness about Pink Tax and Reveal the factors which contribute to the existence of Pink Tax. This study will investigate how pink tax vary among different age groups within female populations. This study aims to move beyond mere analysis and generate practical recommendations by identifying effective strategies to minimise the Pink Tax and pave the way for a more equitable marketplace where woman are not penalised for their gender in their daily economic interactions.

1.6 METHODOLOGY

1.6.1 Research Design

This research adopts a descriptive, quantitative, and analytical methodology to investigate the perception of female consumers towards the pink tax.

Descriptive: The study will first identify and characterize the key aspects of the pink tax issue, including its prevalence in various product categories, potential price differences, and underlying marketing strategies.

Quantitative: Data will be collected through numerical methods, such as surveys or price comparisons, to measure the extent of the pink tax and assess its impact on female consumers. This allows for objective and generalizable findings.

Analytical: Collected data will be examined, analyzed, and interpreted to draw conclusions about female consumers' awareness, acceptance, and response to the pink tax. This analysis will explore potential correlations between demographic factors, purchasing habits, and attitudes towards the price disparity.

This combined approach offers a comprehensive and rigorous framework for understanding the phenomenon of the pink tax and its implications for female consumers.

1.6.2 Collection of Data

This study gathers data primarily through surveys completed by female consumers. These questionnaires aim to directly capture their experiences and opinions on the pink tax. We also used secondary data from reliable sources like academic journals, government reports, and media articles to understand the bigger picture of pink tax's impact and to gain insights from various viewpoints.

1.6.3 Sampling Method

The method of sampling used was Convenience sampling.

Convenience sampling: In survey research, convenience sampling involves selecting participants who are readily available and easily accessible to the researcher. This often means choosing people from the researcher's immediate surroundings, such as classmates, colleagues, or individuals attending an event. It's the easiest and quickest way to gather data, requiring minimal planning and resources.

1.6.4 Population and Sample Size

This research focuses on capturing the perceptions of female consumers in Kerala, encompassing a wide age range of 15-40+ years old. The ages 15- 40+ is categorised into four as (15-18, 19-23, 24-40, 40+ This sample size allows for statistically significant conclusions while maintaining manageable data collection. To represent this target population, we utilize a sample of 100 participants and 25 responses were collected from each age category. This sample size allows for statistically significant conclusions while maintaining manageable data collection.

1.6.5 Tools for Analysis

The collected data from participant responses were meticulously analyzed using a combination of statistical tools and visual representations. To delve deeper into quantitative responses, percentages were calculated, offering clear insights into the prevalence of various beliefs and experiences

related to the pink tax. Additionally, to analyze responses measured on five-point, four-point, and three-point scales, appropriate statistical methods will be employed.

Moving beyond numerical analyses, the research utilizes tabular and graphical presentations to effectively communicate key findings. This includes bar charts, pie charts, and potentially other relevant visuals, chosen to illuminate important trends and patterns in a clear and engaging manner. By combining these diverse analysis techniques, the research aims to provide a rich and comprehensive understanding of female consumer perceptions towards the pink tax.

1.7 LIMITATIONS

- The project focuses on female consumers in Kerala alone this restricts the generalizability of findings as pink tax might exist differently across regions with different culture and economic factors.
- Surveys conducted rely on self-reported information which can be biased due to social desirability or memory lapses. Women might underestimate overestimate their awareness or price sensitivity.
- This study does not capture pink tax across all product categories. This might result in missing potential variations in pricing across different items.
- While the research design can identify correlations between age groups, perceptions of the pink tax, and spending habits, it is limited in establishing causal relationships. In other words, the survey can show connections, but it cannot definitively prove that one factor, like age, directly causes another, like a stronger perception of the pink tax.
- The research does not account for external factors such as income levels or individual finance situations. These can also influence the perceptions of pink tax.
- While study acknowledges gendered marketing a deeper dive into specific marketing tactics that contribute to the pink tax perception could be beneficial.
- The suggestions for minimising pink tax might benefit if a more thorough examination is done of existing and potential policy and the regulatory framework.

Chapter – 2
REVIEW OF LITERATURE

This chapter provides a summary of the studies that have been conducted based on Pink Tax and reports prepared by several notables in and outside India.

2.1 International Studies on Pink tax- Causes and Effects

New York City Department of Consumer Affairs. (DECEMBER 2015) It is the first ever published report based on gender pricing strategies and its effects on women. It analysed an average price for 35 different product types based on an analysis of 794 individual items and compared the prices of the analogous men's and women's products. Selected products had similar male and female versions and were closest in branding, ingredients, appearance, textile, construction, and/or marketing. On average, across all five industries, DCA found that women's products cost 7 % more than similar products for men. That is 7 % more for toys and accessories, 4 % more for children's clothing, 8 % more for adult clothing, 13 % more for personal care products, 8 % more for senior/home health care products. In all but five of the 35 product categories analysed, products for female consumers were priced higher than those for male consumers.

Mackenzi Lafferty The study was conducted to access the existence of pink tax in society and the reasons behind such existence which was published in Midwest Journal of Undergraduate Research 2019. The researcher Mackenzi had conducted the study citing the examples of "BIC For Her" pens and women hygiene products like tampons. She points out that women hygiene products are being taxed under luxury category. With a view to throw light into the unnoticed 'Pink tax' she had conducted a research based on secondary data available from other researchers. She also states that many a producers target women consumers more because men when charged would stop purchasing where women do not a habit of doing so. Also, women are taught believe that their natural appearance will not be good enough and the only way to be accepted is to purchase these pink products branded to them. one of the main citations she mentioned is. The pink tax has popular root in the notion, 'shrink it, pink it and women will buy it at a higher price' stated by Yazıcıoğlu.

Sunyang Park (1 June 2023) The aim of this study was to investigate the "pink tax" phenomenon in the South Korean fashion industry. The researcher conducted the study as part of a Postdoctoral Fellowship Program in the Department of Textiles at the Merchandising and Fashion Design Department of Seoul National University in Seoul, South Korea. The study relied solely on available secondary information obtained from the Naver News Tab, with the data collected pertaining to the preceding five years, from January 2018 to March 2023. The analysis focused on whether articles addressed pink tax in fashion consumer goods and services. The researcher placed greater emphasis on the reasons behind the occurrence of the pink tax. One of the technical reasons behind the indifferent pricing is the complexity and meticulousness in women's products. Additionally, gender expectations, stereotypes, and media reinforcement in the sociocultural background were found to be major reasons behind this phenomenon. Sociocultural gender norms and the ideal gender image familiarized from early childhood influence purchasing decisions. From an individual's perspective, women's clothing reflects normative femininity and design, while men's clothing focuses on functionality and value for money. The study also cited examples of gender stereotyping in children's clothing, where girls' products emphasize "girly" and "tender" features.

However, the investigation could not categorize clothing products based on their functions and compare their prices at the same level, except in cases of personal care products or cosmetics. Hence, a complete enumeration or comparison of prices could not be conducted.

Natasha Vajravelu Sarah Moshary Anna Tuchman (July 7, 2021) The study examines the prevalence of gender-based pricing in the market for personal care products. The research demonstrates that gender-based segmentation is pervasive in the market for personal care products. Differentiation is the rule among gendered personal care products, with manufacturers often choosing different leading ingredients for men's and women's products. The study found economically and statistically significant price differences across gendered products, with women's products being, on average, more expensive. However, the difference in prices is driven by a comparison of differentiated products, and price differences shrink or even reverse when looking within substantially similar products.

The study shows that the strategy of offering differentiated products based on gender is successful, with a high percentage of exclusive purchases of gender-targeted items. On a per-unit basis, women's products are more expensive in five of nine categories. The study concludes that gender-based pricing is prevalent in the market for personal care products, but the price differences are driven by differentiation in product attributes rather than discrimination. The study suggests that policymakers should focus on promoting transparency in pricing and product attributes to help consumers make informed purchasing decisions.

Maja Eriksson & Elina Magnusson 2020-05-31(31 May 2020) conducted a consumer study for their bachelor's thesis in Business Administration on the perception of the Pink Tax. The study was titled "Willing to Shop Like a (Wo)Man?" In Sweden, women are paid less than men on average, despite being better educated. Unfortunately, products used by women are priced higher than those used by men.

Previous studies have shown that women face pricing discrepancies in 42% of situations, whereas men face them in 18% of situations. Producers may use price discrimination based on the willingness of consumers to pay. Age-based discounts are generally accepted, but gender-based discounts are often viewed negatively. Companies may justify gender-based pricing by citing production costs, but they are often criticized when customers don't find it legitimate. For instance, researchers cite an example of Burger King conducting a social experiment.

Market research has revealed that colour plays a huge role in parents' purchasing decisions for their babies. A study conducted by Duesterhaus et al. (2011) suggests that a person's identity is deeply rooted and is expressed even through the purchase of basic products and services.

To better understand the perceptions of the Pink Tax, semi-structured interviews were conducted to understand the respondents' experiences and views. A qualitative comparative design was used to compare men and women's perceptions of the Pink Tax. The authors argue that an abductive research approach with semi-structured qualitative interviews is the best way to find out the differences in price, gender, and purchase perceptions of Swedish men and women regarding the Pink Tax.

Due to COVID-19, respondents were given the option to interview via Zoom or phone to ensure their comfort. However, female participants were less accepting of companies giving different pricing based on gender. Respondents 1, 2, and 3 recalled situations where women were charged more for products like personal care. Respondent 4 noted that men's clothing is often more expensive. The male respondents strongly believed that they would not notice price discrimination. As the respondents speak Swedish as their native language, the interview was given in Swedish, and the empirical data collected was later translated to English.

Kayleigh Barnesy Jakob Brounstein (Oct 31, 2022) This document examines the pricing of personal care products for different genders, specifically looking at the "pink tax" phenomenon where women's products are priced higher than men's. The study notes that the demand for women's brands is generally less elastic than for men's brands. However, Degree men's deodorant is an exception, with a mean and median elasticity that is less elastic than four of the five women's brands. Additionally, the researchers found that men's products command higher prices in seven of the ten categories studied.

The document explores potential explanations for the documented differences in demand elasticities and price gaps. It considers the role of assortments, economies of scale, and differences in manufacturing costs. Economies of scale in deodorant manufacturing should result in lower prices for women's products, which refutes a cost-based explanation for price differences.

The research was conducted using a dataset of prices and sales at a panel of 39,697 national grocery, convenience, drug, and mass merchandise stores. The data includes product characteristics, prices, and quantities sold, etc...

In summary, the document provides a thorough analysis of the pricing of personal care products targeted at different genders, challenging the idea of a systematic price premium for women's products and delving into the drivers of price differentials and demand elasticities. The findings contribute to a nuanced understanding of pricing dynamics in the consumer-packaged goods industry.

Laura Nataly Barrera Bello the document is a master's thesis titled "How Do Female and Male Consumers Respond to a 'Pink Tax'?" written by Laura Nataly Barrera Bello. The thesis explores the concept of the "Pink Tax" and its impact on consumer behaviour. It delves into the background and justification for studying this topic, including an examination of gender marketing and pricing strategies. The author also discusses the concepts of price fairness and willingness to pay, which are important factors in understanding consumer behaviour.

Based on the study, both female and male consumers find the "Pink Tax" to be unfair. When presented with scenarios of gender-based price differentiation, respondents, particularly women, expressed negative perceptions of price fairness. The findings suggest that women are more affected by the "Pink Tax" regarding their perception of price fairness. However, it is proven that both female and male consumers are less willing to pay for products that are priced higher for women, reflecting a potential impact on purchasing decisions and consumer preferences.

Understanding the reaction of women and men to price differences through the "Pink Tax" is essential for developing effective marketing strategies.

The research provides a starting point for businesses to consider the impact of gender-based pricing on consumer behaviour and preferences. Overall, the major findings of the thesis shed light on the impact of the "Pink Tax" on consumers' perceptions of fairness, gender differences in response to gender-based price differentiation, and the implications for consumer behaviour and marketing strategies.

Mariele van der Tas The article "The Pink Tax: Marketing Strategy or Gender Discrimination? Comparing Female and Male Consumers' Price and Packaging Preferences" delves into the concept of the Pink Tax, which refers to the price difference between products and services marketed to women compared to those marketed to men. The study aims to understand the Pink Tax and the perception of gendered packaging and price discrimination in the market. It explores whether the Pink Tax is simply a marketing strategy or if it raises ethical problems such as gender discrimination. The research methodology involves measuring the value female and male consumers attribute to gendered packaging and price discrimination. The article highlights the importance of gendered packaging and its impact on consumer perception and purchasing decisions. It is noted that female and male products are often presented on separate shelves in stores, reinforcing market segmentation and differentiated consumption by gender. The study also discusses the legislation behind the Pink Tax and its implications for consumer behaviour and perception. The research findings reveal that personal care products marketed towards women are 13.0% more expensive than those marketed towards men. This price disparity has significant implications due to the high purchase frequency of these products by both gender groups. The study raises questions about the ingrained integration of the Pink Tax in female consumption habits, making it difficult to draw real price preferences for female consumers. It also suggests that future research could make use of the data collected to apply a choice-based conjoint analysis to measure feature preferences regarding packaging and price for each consumer segment. In conclusion, the article provides valuable insights into the Pink Tax, gendered packaging, and price discrimination. It also acknowledges the need for further research to address the complexities and implications of the Pink Tax on consumer behaviour and preferences. This detailed summary provides an overview of the key points and findings from the article, offering insights into the Pink Tax and its impact on consumer preferences and perceptions.

Brena Paula Magno Fernandez The article "PINK TAX: WHY DO WOMEN PAY MORE THAN MEN FOR THE SAME SERVICES? AN EXPLORATORY STUDY IN THE FIVE LARGEST METROPOLITAN REGIONS OF BRAZIL" explores the phenomenon of Pink Tax in Brazil, which refers to the practice of charging higher prices for products and services targeted at women compared to those targeted at men. The study begins with a review of international and Brazilian literature on the Pink Tax, highlighting the limited existing research in Brazil, which has mainly focused on product prices. The authors then present their own research results, which investigated the existence of Pink Tax in laundry and beauty salon services in the five largest metropolitan regions of Brazil. The study found that prices for services targeted at women were generally higher than those for services targeted at men across all categories analysed, indicating the presence of

Pink Tax in the Brazilian market. The article also discusses the relationship between gender and economic space, the economic nature of the Pink Tax from the perspective of traditional economics, and women's consumption in the face of stereotypes attributed to women in contemporary society. It emphasizes the need for further research on this topic in Brazil and calls for a revaluation of the results of the Pink Tax considering the structural inequalities that mark the treatment of men and women in the economy. Overall, the article provides valuable insights into the existence of Pink Tax in Brazil, its implications for gender inequality in the market, and the need for further investigation and action to address this issue.

Allaine Bernadette S. Chua Alyannah M. Hidalgo Joshua James D. Huyo-a Alain Jomarie G. Santos. The article "Pink Power: The Extent of Awareness, Driving Factors, and Overall Perception of Filipina Youth Consumers in Metro Manila, Philippines on Pink Tax Caused by Pink Marketing Strategy" explores the awareness and perception of Filipina youth consumers regarding the pink tax and pink marketing strategy. Conducted by researchers from the University of Santo Tomas, the study employed a qualitative descriptive research design and thematic analysis to uncover the driving factors and overall perception of the pink tax among Filipina youth consumers. The findings revealed that Filipina youth consumers are aware of the pink tax, albeit to a limited extent, primarily understanding its definition and observed practice in various products. The study identified several driving factors contributing to the pink tax, including the societal concept of equality and breaking down stereotypes, the high cost of products and services, and the portrayal of social class through gender-based pricing. Additionally, the research highlighted the negative views of Filipina youth consumers on the pink tax, emphasizing its role in promoting inequality, discrimination, and unfairness to women. Furthermore, the study uncovered the perception that the pink tax is disadvantageous for consumers but advantageous for business owners seeking higher profits by capitalizing on the purchasing power of women. The implications of these findings extend to businesses and marketers targeting the Filipina youth consumer market, shedding light on the need to address the negative perceptions and driving factors associated with the pink tax. By understanding the awareness and perception of Filipina youth consumers, businesses can adapt their marketing strategies to align with consumer values and mitigate the impact of the pink tax on purchasing behaviour.

Matilda Kardetoft This thesis by Matilda Kardetoft that investigates the existence of the pink tax in the Swedish market for personal hygiene products. The study aims to fill the research gap on gender-based price discrimination in the Swedish market and estimate the magnitude and implications of the alleged price discrimination across different hygiene product categories and suppliers. The study uses quantitative data manually gathered from 16 different locations and performs two different regression models, a t-test, and a correlation matrix to withdraw the largest amount of information possible. The findings show that women tend to pay 4.1% more than men for personal care items, and the study concludes that there is a possibility of a pink tax existing in the Swedish market. The article includes a literature review, methodology, data collection, empirical results, and discussion. The study sheds light on the prevalence of the pink tax and the inequality of prices of hygiene products by gender in Sweden. The article also provides recommendations for further research and suggests that the laws concerning price discrimination need clarification to reinforce the possibility of comparison between products. Overall, this PDF file provides valuable

insights into the pink tax phenomenon and its impact on women's purchasing power in the Swedish market.

2.2 Indian Studies on Pink tax- Causes and Effects

M. JEEWEETHA DR. J. GAYATHIRI The document provides a comprehensive analysis of the pink tax, The document introduces the concept of the pink tax and its impact on consumer products, highlighting the disparity in pricing based on gender. It aims to examine the price disparity among consumer products with special reference to the pink tax, emphasizing the need to understand and address this form of gender-based pricing. It aims to analyse the price disparity among consumer products with reference to the pink tax, focusing on the unequal pricing of products based on gender. It seeks to understand the implications of the pink tax on women's purchasing power and financial burden, emphasizing the need for awareness and action to address this pricing disparity. The document presents findings that highlight the pervasive nature of the pink tax, affecting a wide range of consumer products such as jeans, razors, deodorant, shampoo, and menstrual products. It concludes that the pink tax is a burden to women of all classes, leading to financial strain and reduced savings, and emphasizes the need for awareness campaigns and social media initiatives to address this issue .The study suggests that supporting unbranded products and services can help in charging equally for genders, thereby mitigating the impact of the pink tax on women consumers. The study utilizes primary data analysis through questionnaires to collect public perceptions of the pink tax and gender-based pricing, employing statistical methods such as Chi-Square analysis to understand consumer attitudes towards pricing disparity. It presents data analysis and interpretation to support the findings, providing quantitative insights into the impact of gender on the perceived price of products. The document emphasizes the need for government intervention to address gender-based discrimination in pricing and promote equality in society, suggesting that policymakers should make changes to increase women's economic power. It provides recommendations for consumers to mitigate the impact of the pink tax, such as raising awareness, purchasing unisex products, and challenging gender-specific pricing practices.

Svasti Pant The "pink tax" is the practice of charging higher prices for products and services aimed at women. It affects a wide range of consumer goods, from personal care products to clothing and toys, and has significant implications for gender equality and consumer rights.

A survey by the Business of Fashion found that women's clothing items were more expensive than men's, despite having the same design, colour, and materials composition. Economic factors contribute to the pink tax, widening the income gap between men and women.

Corporations have taken steps to eliminate the pink tax and educate more customers about the issue. Companies like Burger King and EWC have supported the movement against the pink tax. Bringing attention to examples of products and services of companies that charge the pink tax is essential to the awareness campaign.

"UnPinking Discrimination: Exploring the Pink Tax and its Implications" sheds light on the pervasive nature of the pink tax and its impact on gender discrimination and consumer rights. The article provides valuable insights into this issue and the efforts being made to address it.

Rajat Saxena The article **A LEGAL STUDY OF THE APPLICABILITY OF PINK TAX IN INDIA** delves into the concept of Pink Tax and existence in India. This discriminatory practice has been prevalent for decades, perpetuating the distinction between products for women (often coloured pink) and products for men (often coloured blue) 3.

The history of Pink Tax dates back to the 1930s-1960s in the U.S. when legislators were deciding which products to tax. Before the Affordable Care Act in 2010, women were paying higher premiums due to higher health and reproductive costs. With the changing dynamics of households, where women are increasingly contributing to the workforce and bearing the costs traditionally managed by households, the concept of Pink Tax emerged.

In India, gender inequality is addressed under the Indian Constitution, which promises justice, liberty, equality, and fraternity for all citizens. Despite the lack of extensive research and data on gender discrimination in pricing in India, the article highlights the existence of Pink Tax in the country, with women reportedly paying more for products designed for them.

The article emphasizes the violation of fundamental constitutional principles such as equality and non-discrimination based on sex. It discusses how Pink Tax undermines the spirit of the Constitution by perpetuating gender-based pricing disparities. The study reveals significant price differences between products for men and women, indicating a form of indirect tax that disproportionately affects women 4.

Overall, the article sheds light on the need for further research and data to understand the root causes and implications of Pink Tax in India. By exploring the history, impact, and discriminatory nature of gender-based pricing, the study aims to raise awareness about the challenges faced by women in the market and the importance of upholding constitutional principles of equality and non-discrimination.

Neha Barari Ritu Makhija Joyce Prabhu Das Madhvi Sharma Amrita A. Sivasanker
(Sharda University)

The article "Pink Tax: A Price Discrimination with Unfortunate Females" explores the concept of the pink tax. The study emphasizes that the pink tax goes beyond just the cost of individual items; it can create financial burdens for women, forcing them to make difficult choices between purchasing necessities and meeting other fundamental needs like housing, medical care, and food. This economic strain can perpetuate a cycle of inequality and impoverishment among women.

The research also delves into the knowledge and attitudes regarding the pink tax among females of different age groups. It aims to assess how aware women are of the pink tax and their attitudes towards this form of price discrimination. By examining these factors, the study provides insights into the awareness and perceptions of women regarding the pink tax.

Furthermore, the article discusses the global context of the pink tax, noting that while some countries have taken steps to address the issue, many governments have not yet implemented regulations to reduce or eliminate the pink tax. The lack of uniformity in pricing practices makes it challenging to gather information on the pink tax and develop strategies to combat it effectively.

In conclusion, the article underscores the importance of addressing the pink tax to promote gender equality and reduce economic disparities between men and women. It calls for businesses to adopt transparent pricing practices and take responsibility for their pricing strategies to eliminate the pink tax and advance gender equality.

Chapter – 3
THEORETICAL FRAMEWORK

3.1 THEORETICAL FRAMEWORK

Introduction to Pink Tax

A gender-based discrimination exists in the marketplace which is known as “Pink tax”. This term refers to the phenomenon in which women are charged more than men for similar products and services which are marketed towards them. 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. The pink tax raises significant concerns about gender inequality and consumer fairness, prompting calls to eliminate this discriminatory pricing practice.

There are several factors that contribute to the existence of the Pink Tax. One of the main factors is the gendered marketing of products, which often emphasises stereotypical gender roles and creates a perception that certain products are "for women" and others are "for men." These marketing strategies can lead to inflated prices for women's products because companies assume that women are willing to pay more for items that are marketed specifically to them.

Gender Based Marketing

Gender based marketing refers to a marketing strategy that examines the actions of a targeted gender and utilizes strategies to appeal to the targeted gender. Gender marketing offers viewers a peek into the world that has become overloaded with gender relations, actions, roles, and displays. Marketing plays a key role in the socialization of modern, industrialized societies. It is largely used to uphold specific interpretations of societal norms, including gender.

Gender marketing segregates target audiences into men and women, tailoring messages to assumed gender preferences based on societal norms and assumptions about behaviour and interests. For example, young boys are typically marketed toys like robots and cars, while girls will be targeted for dolls and stuff toys.

These marketing stereotypes date back centuries to when it was believed that men and women could only fulfil specific roles. But as the world slowly shifts away from these traditional norms, markets have also shifted their approaches to cater to new needs and demands. While gender marketing can be effective, it can also be controversial, as it has been said to support gender stereotypes.

The Pros and Cons of Gender Marketing

Gender marketing can be off-putting with many modern audiences today. But there are several reasons marketing agencies continue to use these strategies. Look at the pros and cons of this approach.

Pros

- **Sells a variety of products to a specific gender** - Targeting a specific audience allows you to tap into a niche that can get your brand recognized. It can also be easier to develop a loyal consumer base where you can understand their needs more accurately.
- **Brand recognition** - Gender marketing can earn you the bias of a specific demographic. For example, Axe body spray is known to be a brand that specializes in men's deodorants and scents. While they also sell products made for women, the business has gained recognition for its experience with the niche.
- **Effective in reaching a target audience** - gender marketing is one of effective techniques for marketing their products unless and until they do not depict some gender as inferior to other. It can also help to create a more personal connection with consumers. Some of the company still use these tactics to maintain a good position in market.
- **Targets the needs of the consumer** - Some brands specialize in providing products and services to a specific gender need. A few examples can include different types of medicines, hygiene products, and even support tools. In this case, people are more likely to buy from businesses with expertise in the issue.

Cons

- **Perpetuates limiting gender roles, ideals, and stereotypes** - Those that don't agree with gender stereotypes may not appreciate brands that make use of this tactic. It can also assume that your brand believes in certain roles and ideals that limit what a person can and cannot do based on gender.
- **Can alienate certain audiences** - Trying to appeal to a single gender can make others feel alienated. Brands that use gender marketing can also trigger an adverse reaction which can turn away potential customers.
- **Considered outdated by modern generations** - Modern audiences believe that gender marketing can be inappropriate by today's societal standards. As such, it can be considered irrelevant to what they need and want to associate themselves with.

Gender Targeted Marketing Examples

Pink clothes for girls and blue clothes for boys would be appropriate gendered marketing terms. Women's skincare products are typically packaged in lighter shades of blue, whereas men's products are packaged in deep shades of black, grey, or navy blue.

Ads targeting within specific product categories such as baby products, laundry products, and household cleaners are extremely skewed in digital ads. Despite stereotypes about female purchasing preferences, research shows that men and women work together to make purchasing decisions even in these stereotypically female categories. In some cases, gender-specific ads may be in violation of the law. Data driven decision making, according to Shane Ragiel of Chacka Marketing, should be used to prioritize ad targeting. Your agency's marketing department is likely to use ad targeting as one of the most powerful tools. Make certain that you are sending the right message at the right time. In that case, double-check that you are not excluding potential customers.

Female Workforce

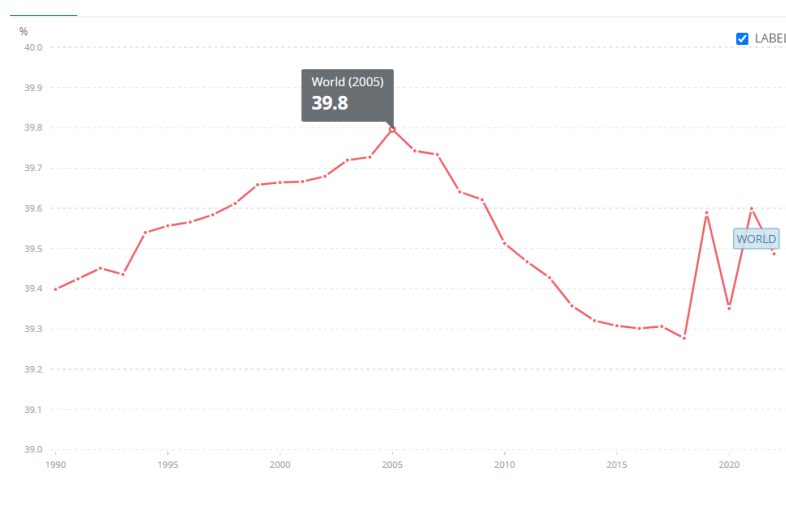
The term workforce refers to the number of people who are engaged in a specific activity or enterprise or the number of people who are potentially available for any purpose. The female labor force is expressed as a percentage to show the extent to which women are active in the labor force. The labor force encompasses individuals who are aged 15 and above and who supply labor to produce goods and services during a specific period.

Since the industrial revolution, women's participation in the workforce outside the home has increased in industrialized nations. Women who work contribute to a higher national economic output, as measured by GDP. It leads to decreased labor costs by increasing the labor supply in a society. It is largely seen as a boon for industrial society.

Previously, women's lack of access to higher education had effectively excluded them from the practice of well-paid and high-status occupations. For most of the 19th and 20th centuries, women were largely limited to low-paid and poor-status occupations or earned less pay than men for doing the same work. However, through the 20th century, women increasingly acquired higher education, which led to better-compensated, longer-term careers rather than lower-skilled, shorter-term jobs. Mothers are less likely to be employed than men and women without children. The increasing rates of women contributing to the workforce have led to a more equal distribution of hours worked across the regions of the world.

- **Female Workforce Participation in the World**

According to the gender data portal from the World Bank, the global labor force participation rate for women is just over 50% compared to 80% for men. Women are less likely to work in formal employment and have fewer opportunities for business expansion or career progression. When women do work, they earn less. Emerging evidence from recent household survey data suggests that these gender gaps are heightened due to the COVID-19 pandemic.



ID: SL.TLF.TOTL.FE.ZS

Source: World Bank, World Development Indicators database. Estimates are based on data obtained from International Labour Organization and United Nations Population Division.

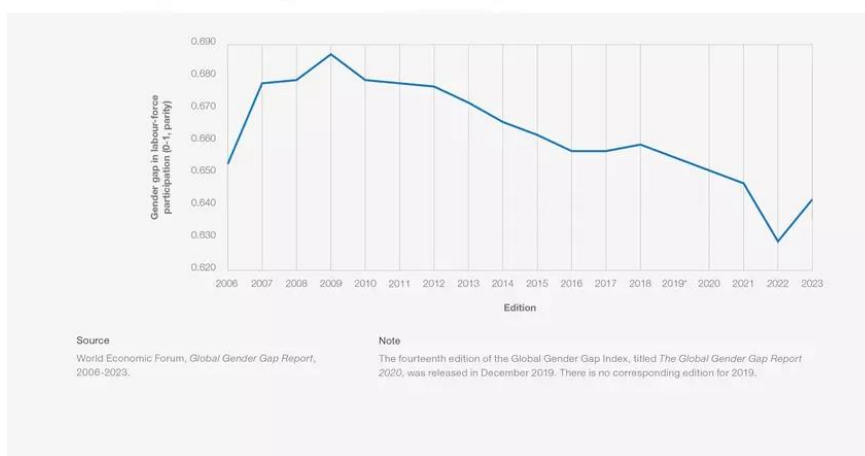
License: CC BY-4.0

Aggregation Method: Weighted average

(<iframe src="https://data.worldbank.org/share/widget?indicators=SL.TLF.TOTL.FE.ZS" width='450' height='300' frameborder='0' scrolling='no' ></iframe>)

According to the Global Gender Gap Report 2023 by the World Economic Forum, women have been re-entering the workforce at a slightly higher rate than men. This has resulted in a moderate improvement in gender equality. Between the 2022 and 2023 editions of the report, the parity in the labour force participation rate has increased from 63% to 64%

FIGURE 2.1 Gender gap in labour-force participation, 2006-2023



- **Female Workforce Participation in the India**

A report titled "Female Labour Utilization in India (Employment Statistics in Focus-April 2023)" by the Ministry of Labour and Employment Directorate has shown that over the years, there has been a steady increase in the number of women participating in the labour force. Encouraging and welcoming women's participation in the workforce is crucial for economic growth. The latest report from the Periodic Labour Force Survey (PLFS) for 2021-22 shows that there has been an increase in the Female Labour Force Participation Rate (LFPR) in India. Although the female LFPR is lower than that of men, it has been steadily increasing over the years and currently, around one-third of women have joined the labour force.

In rural areas, the female LFPR has increased to 36.6% in 2021-22, compared to 24.6% in 2017-18, showing an increase of 12.0% points. On the other hand, female participation in urban areas was significantly lower than in rural areas. Female LFPR was 23.8% in 2021-22, compared to 20.4% in 2017-18 in urban areas, showing an increase of just 3.4% points.

Although the female LFPR is still lower than that of men in India, the positive news is that it has been increasing over the years and has already crossed one quarter of the total female population and touched one-third of women.

Coming across the rates of labour force rates the participation of female is low. The reasons behind this are:

- **Patriarchal Social Norms:** Deep-rooted patriarchal norms and traditional gender roles often limit women's access to education and employment opportunities. Societal expectations may prioritize women's roles as caregivers and homemakers, discouraging their active participation in the labour force.
- **Gender Wage Gap:** Women in India often face wage disparities compared to men for similar work. According to World Inequality Report, 2022 , men in India capture 82% of labour income, while women earn just 18%. This wage gap can discourage women from seeking formal employment opportunities.
- **Unpaid Care Work:** The burden of unpaid care and domestic work falls disproportionately on women, limiting their time and energy for paid employment. Married women in India spend over 7 hours per day on unpaid care and domestic work, while men spend less than 3 hours. This trend is consistent across income levels and caste groups, leading to a significant gender disparity in domestic responsibilities. This unequal distribution of household responsibilities can be a significant barrier to women's participation in the labour force.
- **Social and Cultural Stigma:** In some communities, there may be stigma or resistance associated with women working outside the home, leading to lower labour force participation rates.
- **Safety concerns:** Migration and safety concerns further limit women's access to employment. Inadequate urban infrastructure, along with safety issues in public spaces, can discourage women from seeking and retaining jobs, particularly in urban areas.
- **Rising Household Incomes:** Rising incomes allow women to escape harsh labour on farms and construction sites and focus on their families.
- **Agrarian crisis:** Declining farm sizes, rising mechanisation and agrarian crisis are pushing women out of agricultural workforce.
- **Nuclear families:** Growing trend of nuclear families keeping childcare left to women with no support from elders of the family.

Societal Norms Affecting Consumer Behaviour

Social norms are unwritten rules that dictate acceptable actions within a community, influencing human behaviour. They consist of what we do, what we believe others do, and what we believe others approve of or expect us to do. Social norms can have positive or negative effects on people's well-being. They are essential in creating and maintaining social order in society, and they help communities function by promoting collective behaviour.

Consumer behaviour, on the other hand, refers to the actions and choices that individuals or households make when they select, buy, use, and dispose of a product or service. Social norms heavily influence consumer behaviour in various ways. Conformity is one way that social norms impact consumer behaviour. Conformity refers to the tendency to adjust one's behaviour or beliefs to match those of a group. When consumers are exposed to social norms that promote certain products or behaviours, they may feel pressure to conform and adopt those norms themselves.

Another way that social norms influence consumer behaviour is through social identity. Social identity refers to how individuals define themselves in relation to others. When consumers

encounter social norms that align with their self-concept, they are more likely to adopt those norms and behave accordingly.

A prime example of social norms influencing consumer behaviour is the fashion industry. Social norms surrounding fashion can be highly influential. Social norms are unwritten rules that dictate acceptable actions within a community, influencing human behaviour. They consist of what we do, what we believe others do, and what we believe others approve of or expect us to do. Social norms can have positive or negative effects on people's well-being. They are essential in creating and maintaining social order in society, and they help communities function by promoting collective behaviours.

Consumer behaviour, on the other hand, refers to the actions and choices that individuals or households make when they select, buy, use, and dispose of a product or service. Social norms heavily influence consumer behaviour in various ways. Conformity is one way that social norms impact consumer behaviour. Conformity refers to the tendency to adjust one's behaviour or beliefs to match those of a group. When consumers are exposed to social norms that promote certain products or behaviours, they may feel pressure to conform and adopt those norms themselves.

Another way that social norms influence consumer behaviour is through social identity. Social identity refers to how individuals define themselves in relation to others. When consumers encounter social norms that align with their self-concept, they are more likely to adopt those norms and behave accordingly.

A prime example of social norms influencing consumer behaviour is the fashion industry. Social norms surrounding fashion can be highly influential.

Women and Colour Pink

- **History**

Pastel colours for baby clothing—including blue and pink—were introduced in the mid-19th century, and they didn't become sex-specific colours until the 20th century. A couple of different aspects affected the ultimate designation of pink for girls.

Back before pastels were popular for babies, most parents dressed their kids in white dresses until they were about six. Then pastel colours became a fad for babies. These pastels weren't marketed to a certain sex: both boys and girls were dressed in a wide array of pastels, including blue and pink.

At the beginning of the 20th century, some stores began suggesting “sex-appropriate” colours. In 1918 the trade publication *Earnshaw's Infants' Department* claimed the “generally accepted rule is pink for the boys, and blue for the girls. The reason is that pink, being a more decided and stronger colour, is more suitable for the boy, while blue, which is more delicate and daintier, is prettier for the girl. The baby boomers in the 1940s were the first to be dressed in the sex-specific clothing that Americans are familiar with today. Boys and girls were dressed like miniature men and women instead of uniformly in children's dresses. Pink became the girl's colour, blue the boys.

- **Reference Across the World**

In the East, the colour pink is considered feminine and often symbolizes marriage. In Korea, it is associated with trust. China did not recognize the colour for several years but has now welcomed it into their culture due to Western influence. In North America and Europe, pink is often associated with femininity and the birth of a daughter. It also represents fun, childhood, and sweetness. Additionally, pink is sometimes used in architecture, and it is a popular colour for buildings in Latin America.

- **Coloured Items**

TOYS - In the United States, GIRLIE culture developed in 1990s in the wake of a series of successful Disney animated films, starting with (1989). These animated films were heavily marketed to girls, especially, and pink was everywhere in marketing campaigns. Eighty-six percent of pink toys were marketed as "girls only", and a similar percentage that were bold red, black, brown, or gray were for "boys only". Pink became a strong signal to girls and their parents about which products were being marketed to The Little Mermaid (1989). These animated films were heavily marketed to girls, especially, and pink was everywhere in marketing campaigns. Eighty-six percent of pink toys were marketed as "girls only", and a similar percentage that were bold red, black, brown, or gray were for "boys only". Pink became a strong signal to girls and their parents about which products were being marketed them.



AWARENESS RIBBON - pink awareness ribbon is used as a symbol for breast cancer awareness, and are commonly seen in October during Breast Cancer Awareness Month. The colour pink was chosen for the ribbon in 1992 to promote breast cancer awareness, and to support fundraising. Pink evokes traditional feminine gender roles, caring for other people, being beautiful, being good, and being cooperative.



ACCESSORIES- Gender reveal parties use props or accessories of various kinds to reveal to invited guests the sex of an expectant mother's baby before it is born. In such parties normally colour pink is used

to denote that the expected baby is a girl. Moreover, most of baby accessories like little, bow dress, cradle are in pink to denote that it is a baby girl.

VARIOUS IMPACTS THAT PINK TAX HAS ON THE ECONOMY

1. **Gender Inequality:** The pink tax perpetuates gender inequality by placing an additional financial burden on women. It reinforces the idea that products associated with femininity are less valuable and can contribute to disparities in purchasing power between genders.
2. **Economic Impact on Women:** Since women typically earn less than men on average, the pink tax disproportionately affects their ability to afford essential items. This can lead to financial strain, especially for lower-income women, and restrict their ability to spend on other necessities or investments.
3. **Product Accessibility:** The higher prices of products targeted towards women can limit their access to essential goods and services. This can have implications for health and well-being, as women may be forced to forgo certain products or opt for lower-quality alternatives.
4. **Perpetuation of Gender Stereotypes:** The pink tax reinforces traditional gender roles and stereotypes by assigning higher value to products and services associated with femininity. This can contribute to societal perceptions that women's needs and preferences are inherently less important or worthy of investment.
5. **Impact on Consumer Behaviour:** The pink tax may influence consumer behaviour by discouraging women from purchasing certain products or opting for cheaper alternatives. This can hinder market competition and innovation, as companies may prioritize profit margins over addressing gender-based pricing disparities.

Overall, the pink tax contributes to broader issues of gender inequality and economic disparity, highlighting the need for systemic change to create a more equitable society.

CONSUMER BEHAVIOUR

By understanding these theories of consumer behaviours, marketers and businesses can develop more effective pricing strategies.

Prospect Theory: Developed by Kahneman and Tversky, prospect theory suggests that individuals make decisions based on potential gains and losses rather than absolute outcomes. When evaluating prices, consumers are more sensitive to perceived losses than gains. This asymmetry in decision-making can lead to different perceptions of value and willingness to pay, depending on how prices are presented or framed.

Perceived Value Theory: According to this theory, consumers assess the value of a product by considering its perceived benefits relative to its cost. Perceived value is influenced by factors such as product quality, brand reputation, and the perceived relevance of features or attributes.

Consumers are more willing to pay higher prices for products that offer greater perceived value, even if the actual production costs are relatively low.

Price-Quality Heuristic: This heuristic suggests that consumers often use price as a cue for inferring product quality. Higher prices are typically associated with higher quality, while lower prices are associated with lower quality.

EFFECTIVE SOLUTIONS FOR ERADICATING PINK TAX

1. Legislation and Regulation: Several countries have implemented laws and regulations aimed at combating gender-based pricing discrimination. These policies may include prohibitions on price disparities for substantially similar products based on gender and requirements for transparent pricing practices. Assessing the effectiveness of such policies involves examining their enforcement mechanisms, the clarity of guidelines provided to businesses, and the extent to which they have been successful in deterring discriminatory pricing practices.

2. Consumer Awareness and Education: In addition to legislative measures, efforts to raise consumer awareness about the pink tax and its implications for gender equity can play a crucial role.

3. Industry Initiatives and Corporate Responsibility: Some businesses and industry organizations have voluntarily adopted measures to address gender-based pricing disparities and promote gender equity in their pricing strategies.

4. Monitoring and Evaluation: Finally, assessing the effectiveness of policies in addressing the pink tax and advocating for gender equity requires ongoing monitoring and evaluation of their outcomes and impacts. This may involve collecting and analyzing data on price differentials, consumer complaints, legal challenges, and changes in market behaviour. By systematically evaluating the effectiveness of policies over time, policymakers, advocates, and businesses can identify areas for improvement and refine their strategies to achieve meaningful progress towards gender equity in pricing and beyond.

5. Social Media: Social media platforms such as Twitter, Facebook, Instagram, provide powerful tools for spreading awareness, organizing campaigns, and amplifying marginalized voices. Hashtags like #PinkTax, #GenderPricing, and #AxThePinkTax enable users to share personal experiences, news articles, and resources related to the pink tax, fostering solidarity and building momentum for change. The viral nature of social media allows information to spread rapidly and reach diverse audiences, including those who may not be actively engaged in traditional activism.

CAUSES OF PINK TAX

One of the main drivers of the pink tax is ingrained societal conditioning. From a young age, girls are bombarded with messages that equate femininity with specific colours, aesthetics, and products. Pink becomes synonymous with "girl," while blue signifies "boy." This creates a market

segmentation where manufacturers capitalize on the expectation that women will be willing to pay a premium for products associated with their designated gender category.

Marketing strategies further exacerbate the pink tax. Manufacturers often employ a strategy of "shrink and pink" – offering a smaller version of a product aimed at men but decorated in a feminine way and priced higher. This reinforces the notion that the "feminine" version is somehow an enhanced or specialized product, justifying the higher cost. Additionally, marketing messages often focus on emotional appeals, associating products with concepts like beauty, confidence, or social approval. Women, socialized to prioritize these ideals, might be more susceptible to price points that promise them these benefits.

The lack of consumer awareness also plays a crucial role in perpetuating the pink tax. Many women might not be actively aware of the price disparity, or they might underestimate its extent. This is especially true for products where the functional difference is subtle, like razors or dry cleaning. Additionally, the ingrained societal conditioning might lead women to internalize the price difference as somehow justified, believing the "feminine" version offers a superior quality or experience.

AWARENESS ABOUT PINK TAX

- **Knowledge Gaps Exist:** Despite the rise in awareness, many people, particularly men, might not be fully aware of the specific examples and the extent of the price difference.
- **Regional Differences:** Awareness can be higher in countries or regions where there have been specific campaigns or legislation regarding the pink tax. Studies suggest lower awareness in some developing countries.

WHY ARE PEOPLE NOT AWARE ABOUT PINK TAX?

There are several reasons why people might not be aware of the pink tax, even though awareness is growing:

1. Lack of Transparency:

The price difference for similar products isn't always explicitly mentioned. Companies might not advertise the pink tax directly, making it difficult for consumers to identify it.

2. Social Norms and Internalized Bias:

Traditional gender roles might lead some to believe women are willing to pay more for appearance-related products. This internalized bias can blind people to price discrepancies.

3. Focus on Individual Products:

Consumers often evaluate products individually, not comparing them to supposedly similar options for the opposite gender. This makes it harder to recognize a systematic pattern of higher prices.

4. Limited Media Coverage:

While awareness is increasing, the pink tax might not receive regular mainstream media attention. This keeps the issue from staying at the forefront of consumers' minds.

5. Lack of Education and Open Discussion:

Financial literacy programs and consumer education initiatives often don't explicitly address the pink tax. Open discussions about gender-based pricing are needed to raise awareness.

FINANCIAL BURDEN

The financial burden of the pink tax falls squarely on the shoulders of **women**. Here's how it impacts them:

- **Direct Costs:** Women end up paying more for similar products marketed towards them. This applies to a wide range of items, from razors and deodorant to clothing and dry cleaning.
- **Cumulative Effect:** These seemingly small price differences can add up significantly over time. The constant stream of extra costs creates a financial burden that men typically don't experience.
- **Reduced Purchasing Power:** The pink tax disproportionately affects women, especially those with lower incomes. The extra money spent on gender-priced products reduces their disposable income and limits their ability to purchase other necessities or invest in their future.
- **Gender Pay Gap Intersection:** The pink tax compounds the existing gender pay gap. Women already earn less than men on average, so the additional cost of essential products creates a greater financial strain. It's important to note that the pink tax can also have a ripple effect.
- **Impact on Families:** If a household primarily relies on a woman's income, the pink tax can affect the entire family's budget.
- **Economic Inequality:** The pink tax can contribute to wider economic inequalities between men and women.

DOES THE PINK TAX HAVE A MORE SEVERE IMPACT ON LOWER INCOME WOMEN?

Yes, the pink tax likely disproportionately affects women of lower income categories for several reasons:

1. Limited Discretionary Income: Women with lower incomes have less wiggle room in their budgets. Even small price differences for essential items like razors, hygiene products, or clothing can have a significant impact. They might have to choose between buying a more expensive "feminine" product or a cheaper, more generic option.

2. Greater Price Sensitivity: Every rupee or dollar counts more for women with lower incomes. They are more likely to be acutely aware of price differences and the impact the pink tax has on their ability to afford necessities.

3. Limited Access to Alternatives: Women with lower incomes might have fewer options to find gender-neutral or budget-friendly alternatives. They might be more reliant on big-box stores with limited selections or struggle to afford online retailers offering a wider variety.

4. Marketing Vulnerability: Marketing strategies targeting women often exploit insecurities about appearance. Women with lower incomes might be more susceptible to these messages, feeling pressured to buy the "feminine" version of a product even if it's more expensive.

5. Debt Cycle Risk: The pink tax can contribute to a cycle of debt for low-income women. Needing to buy essential items at inflated prices might force them to rely on credit cards or loans, increasing their financial burden.

6. Lack of Awareness: While awareness of the pink tax is growing, it might be lower among lower-income demographics. They might not be exposed to the same information sources or discussions about gender-based pricing.

7. Focus on Survival: For women struggling to meet basic needs, the pink tax might become a background issue. Their primary concern might be putting food on the table and keeping a roof over their heads, leaving less mental space to analyse price discrepancies for gendered products.

AWARENESS OF PINK TAX GLOBALLY

The pink tax, while a global phenomenon, exhibits variations in its prevalence, severity, and manifestations across different regions and countries. Here are some key differences observed globally:

1. Degree of Awareness: In some countries, such as the United States and parts of Europe, there is significant awareness and discussion about the pink tax, leading to advocacy efforts and policy initiatives to address it. However, in other regions, the concept may be less recognized or discussed, resulting in lower awareness among consumers and policymakers.

2. Legal and Regulatory Frameworks: Countries vary in their regulatory approaches to pricing discrimination. Some have comprehensive consumer protection laws that explicitly address gender-based pricing disparities, while others may have limited or non-existent regulations in this area. The presence of strong legal frameworks can influence the extent to which the pink tax is enforced and challenged.

3. Cultural Norms: Cultural attitudes towards gender roles and consumer behaviour can shape the prevalence and acceptance of gendered pricing practices. In some cultures, there may be a greater

emphasis on gender differentiation in products and pricing, leading to more pronounced pink tax effects. Conversely, in cultures with stronger gender equality norms, there may be less tolerance for such discriminatory practices.

4. Economic Factors: Economic conditions, including income levels, cost of living, and market competitiveness, impact the impact of the pink tax on consumers. In regions with higher purchasing power and greater consumer choice, individuals may have more options to avoid gendered pricing differentials through alternative products or retailers.

5. Product Categories: The types of products and services subject to the pink tax may vary across regions based on consumer preferences, market trends, and cultural norms. While personal care products and clothing are commonly cited examples of gendered pricing disparities, other categories such as healthcare, insurance, and financial services may also exhibit pink tax effects in some countries.

6. Intersectionality: The intersection of gender with other social identities, such as race, ethnicity, and socioeconomic status, can influence the experiences of individuals with the pink tax. Marginalized groups may face compounded effects of discriminatory pricing practices, resulting in greater disparities in access to affordable goods and services.

7. International Trade and Globalization: With the increasing globalization of markets, multinational corporations may adopt standardized pricing strategies across countries, potentially leading to the diffusion of pink tax practices across borders. However, differences in consumer preferences, regulatory environments, and cultural contexts can also shape the degree to which gendered pricing differentials are implemented and accepted in different regions.

ANALYSIS OF SOME MAJOR COUNTRIES WHICH HAS PINK TAX

Determining which countries have the most pink tax can be challenging due to variations in data availability, methodologies used for analysis, and cultural factors influencing pricing practices. However, some countries are often cited as having significant gender-based pricing disparities:

1. United States: The U.S. is frequently mentioned in discussions about the pink tax due to widespread awareness of the issue and research documenting pricing differentials on various consumer goods and services.

2. United Kingdom: Studies in the UK have also highlighted the existence of the pink tax, particularly in areas such as personal care products, clothing, and services like dry cleaning.

3. Australia: Australia has been the subject of research on gendered pricing disparities, with studies revealing higher prices for women's products compared to similar products marketed to men.

4. Canada: Similar to other Western countries, Canada has seen evidence of the pink tax in various consumer sectors, prompting discussions about gender equality and consumer rights.

5. European Countries: Several European countries, including France, Germany, and Sweden, have also been examined for gender-based pricing differences, though the extent of the pink tax may vary across regions and product categories.

ANALYSIS OF THE PRESENCE OF PINK TAX IN INDIA

The analysis of the pink tax in India reveals several notable findings and implications:

- 1. Product Categories:** Studies have shown that gender-based pricing disparities exist in various product categories in India, including personal care products, clothing, and services such as salon treatments. For example, women's razors and shaving creams may be priced higher than similar products marketed to men.
- 2. Cultural Factors:** India's cultural norms and societal expectations regarding gender roles and beauty standards influence pricing practices. Women's products often carry a premium due to the perceived value associated with beauty and grooming.
- 3. Economic Impact:** The pink tax can have a significant economic impact on Indian consumers, particularly women who may already face income disparities and financial constraints. Higher prices for essential goods and services targeted towards women can contribute to financial burden and limit purchasing power.
- 4. Policy Implications:** While India has consumer protection laws in place, enforcement mechanisms may be limited, and regulatory oversight of pricing practices may be insufficient to address gender-based discrimination effectively. Strengthening regulations and promoting greater transparency in pricing could help mitigate the pink tax's effects.
- 5. Intersectionality:** Intersectional factors, such as caste, class, and regional disparities, intersect with gender to shape individuals' experiences of the pink tax in India. Marginalized communities, including lower-income women and those from rural areas, may face compounded effects of discriminatory pricing practices.
- 6. Consumer Awareness:** Increasing awareness among Indian consumers about the pink tax and its implications is essential for driving change. Education and advocacy efforts can empower consumers to make informed purchasing decisions and demand fair pricing practices from businesses.
- 7. Corporate Responsibility:** Encouraging businesses to adopt gender-neutral pricing policies and promote fairness and equality in their marketing and pricing strategies is crucial. Corporate social responsibility initiatives can play a role in addressing the pink tax and promoting gender equality in the marketplace.

Chapter 4

DATA ANALYSIS AND INTERPRETATION

This chapter delves into the analysis and interpretation of the key findings gleaned from our comprehensive study on female consumer perceptions of the pink tax. Our research embarked on a mission to assess the level of awareness among female consumers regarding the pink tax, investigate the factors contributing to its existence, examine how the pink tax might vary across different age groups within the female population, and ultimately identify effective strategies to minimize its impact.

To achieve these objectives, we meticulously crafted a descriptive, quantitative, and analytical research design. This involved employing a survey instrument specifically tailored to capture the perceptions and experiences of female consumers in Kerala, India.

To ensure a representative sample, we strategically utilized stratified sampling, dividing the target population into distinct age groups (15-18 years, 19-23 years, 24-40 years, and 40+ years) and collecting an equal number of responses (25) from each category. This approach allowed for a comparative analysis of the pink tax's impact across different age demographics.

The collected data from 100 female participants was then subjected to rigorous analysis using a combination of statistical tools and visual representations. This included employing statistical software to calculate descriptive statistics, identify potential correlations between variables, and generate meaningful insights. Additionally, we utilized data visualization techniques such as charts and graphs to effectively communicate the findings and enhance their comprehension for a broader audience.

This section will present the findings related to female awareness, perceptions, and experiences of the pink tax. We will utilize various charts and graphs to effectively communicate the awareness levels and perceived price differences, factors contributing to pink tax and its impact on purchasing habits, investigating pink tax variations and economic impact, variations in awareness, perceptions and purchasing habits, and economic impact and the solutions for eradicating pink tax.

By combining these diverse analysis techniques and visual representations, this chapter aims to provide a rich and comprehensive understanding of female consumer perceptions towards the pink tax. The findings will be presented in a clear and concise manner, ultimately contributing to a deeper understanding of this phenomenon and its implications for female consumers and the broader economic landscape.

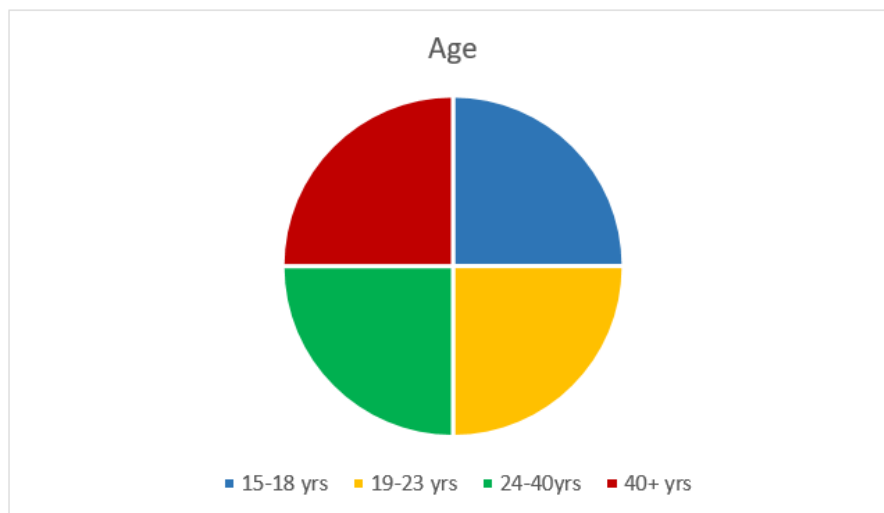
Source: Primary Data (Questionnaire)

1. AGE GROUP OF RESPONDENTS

Table 4.1 showing age group of respondents.

Age Category	No. Of responses
15-18 yrs	25
19-23 yrs	25
24-40 yrs	25
40 + yrs	25

Figure 4.1 showing age group of respondents.



Interpretation:

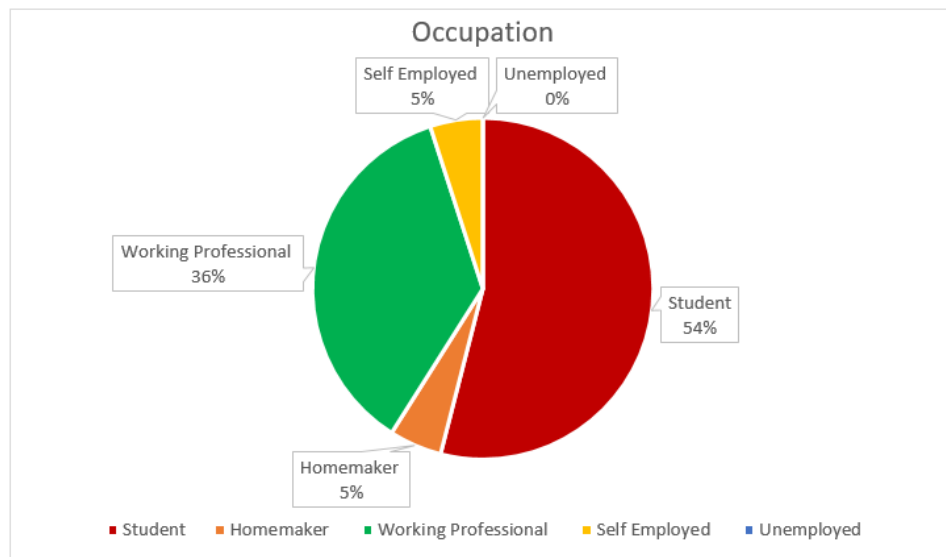
The given data shows that equal number of responses were taken from female respondents of each category. Out of the 100 people that participated the questionnaire was conducted on the basis on their age category for can analysing the data to see if there are any differences in how women from these different age groups perceive the pink tax. Each age category consists of 25 responses each.

2. OCCUPATION OF RESPONDENTS

Table 4.2 showing occupation of respondents.

Occupation	No. Of respondents	Percentage
Student	54	54%
Homemaker	5	5%
Working Professional	36	36%
Self Employed	5	5%
Unemployed	0	0%

Figure 4.2 showing occupation of respondents.



Interpretation:

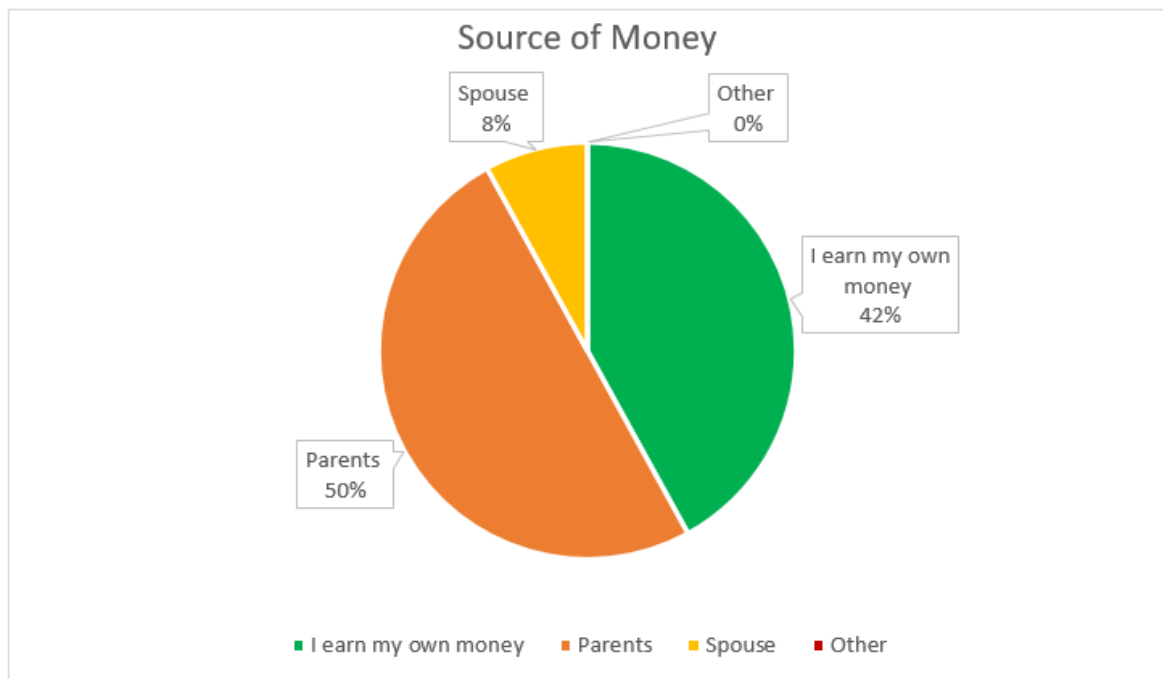
Based on the responses the majority of the women surveyed (54%) are students. This suggests that a significant portion of the sample population is likely young women who are still undergoing education. Around a third (36%) of the women surveyed are working professionals. This indicates that a substantial portion of the sample is employed. Fewer women (5%) are classified as homemakers or self-employed in the survey.

3. SOURCE OF MONEY TO SPEND FOR SHOPPING

Table 4.3 showing sources of money to spend on shopping

Category	No. Of respondents	Percentage
I earn my own money	42	42%
Parents	50	50%
Spouse	8	8%
Other	0	0%

Figure 4.3 showing source of money to spend for shopping



Interpretation:

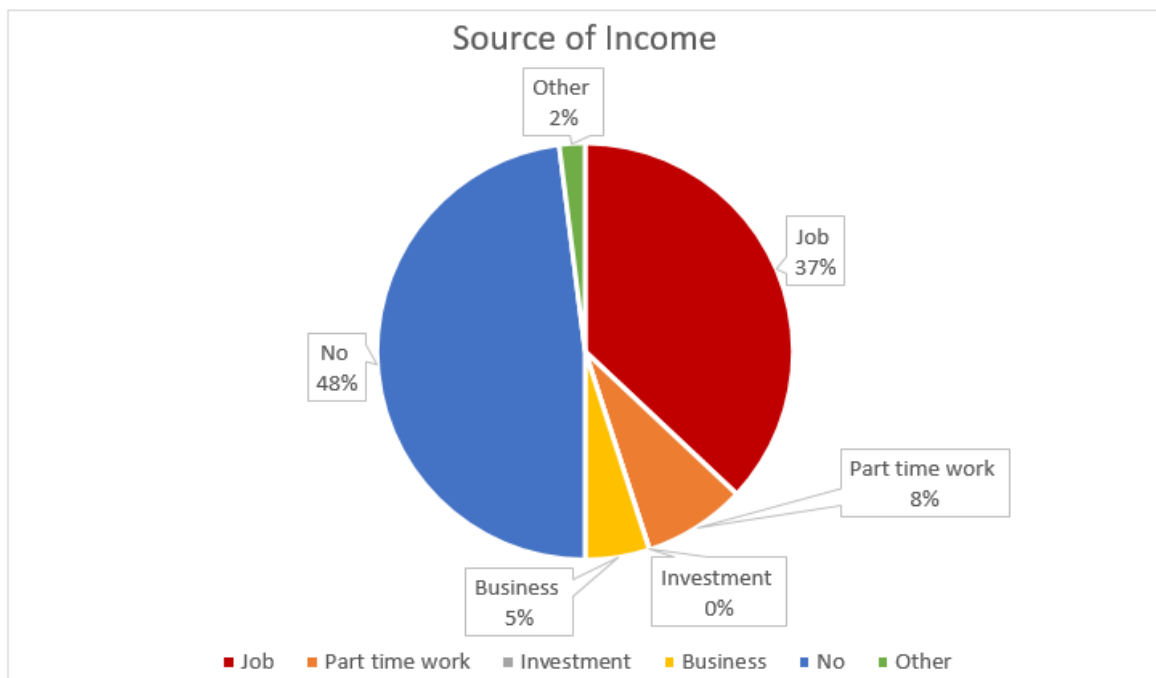
Based on the pie chart, the survey results for the 100 female participants regarding their source of money for shopping reveal three main categories: **42% of the women reported using their own money** earned from employment. **8% of the women rely on their spouse's income** to fund their shopping. **The remaining 50% of the women surveyed get their shopping money from their parents.**

4. SOURCE OF INCOME

Table 4.4 showing sources of income

Source of Income	No. Of respondents	Percentage
Job	37	37%
Part time work	8	8%
Investment	0	0%
Business	5	5%
No	48	48%
Other	2	2%

Figure4.4 showing sources of income



Interpretation:

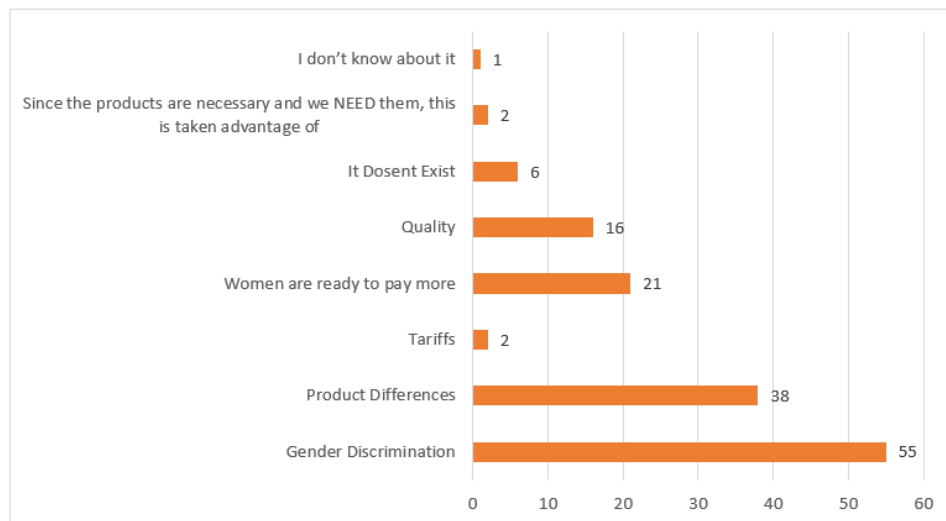
Based on the pie chart, the survey of 100 female respondents on their source of income shows a variety of income sources: **Nearly half (48%) of the women reported having no income.** This could be due to being students, homemakers, or relying on a spouse or partner's income. **Job income is the primary source for 37% of the women surveyed.** This suggests that a sizeable portion of the sample is employed full-time or part-time. **8% of the respondents rely on part-time work and 5% do business and earn their source of income.** The remaining **2%** of the population earns **their income from other sources** which as per our survey conducted responses were by *taking tuition*.

5. WHY DO YOU THINK PINK TAX EXIST?

Table 4. 5 showing reasons for existence of Pink tax.

Category	Responses	%
Gender Discrimination	55	55%
Product Differences	38	38%
Tariffs	2	2%
Women are ready to pay more	21	21%
Quality	16	16%
It Doesn't Exist	6	6%
Since the products are necessary and we NEED them, this is taken advantage of	2	2%
I don't know about it	1	1%

Figure4.5 showing reasons for existence of Pink tax.



Interpretation:

The survey results show that a majority of respondents (55%) believe gender discrimination is a reason for the pink tax. This was followed by product differences (38%) and a significant number (21%) felt women are ready to pay more for products marketed towards them.

It's interesting to note that a significant portion of respondents (21%) felt women are willing to pay more for products marketed towards them. This could be due to a perception that the products are higher quality or that they are designed specifically for women's needs.

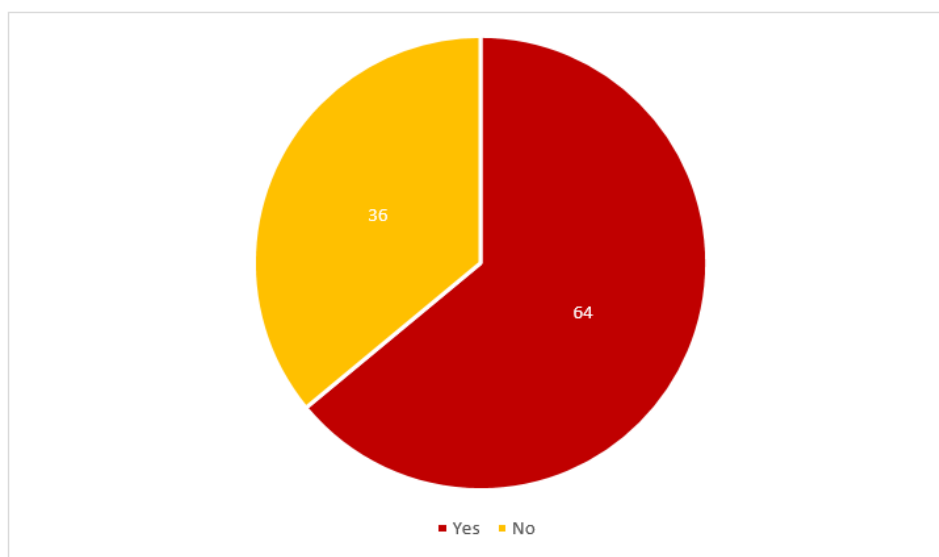
There is no single reason why the pink tax exists, and it is likely a combination of factors. Some studies have shown that companies may charge more for products that are marketed towards women because they know that women are willing to pay more for them. Other studies have found that there may be some real differences in the cost of producing products for men and women. For example, women's clothing may be more expensive to produce because it is often made in smaller sizes.

6. DOES GENDER BASED PRICE DISCRIMINATION EXIST?

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

Category	No. Of responses	Percentage
Yes	64	64
No	36	36

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



Interpretation:

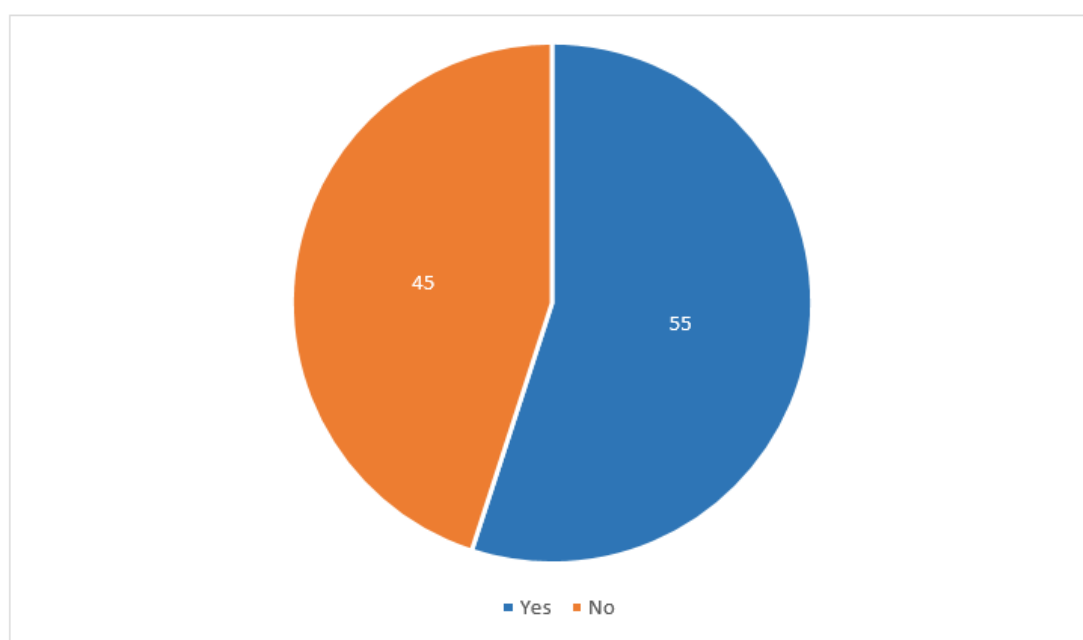
Based on the survey results as shown in the pie chart 64% of women believe that gender-based price discrimination exists and 36% of women believe that gender based discrimination does not exist.

7. RESPONSES WHEN ASKED IF THEY HAVE EXPERIENCED PINK TAX ON THEIR PURCHASES

Table 4.7 showing views on the responses of women when asked if they have experienced pink tax on their purchases.

Category	No. Of responses	Percentage
Yes	55	55%
No	45	45%

Figure4.7 showing views on the responses of women when asked if they have experienced pink tax on their purchases



Interpretation:

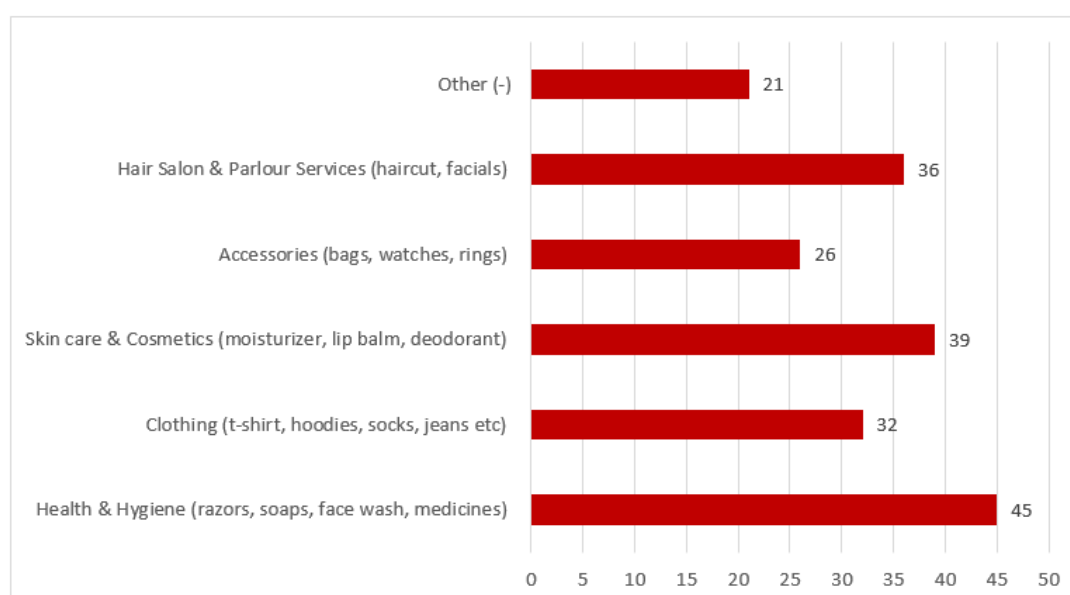
When female consumers were asked if they have experienced pink tax on purchases 55% that is more than half of the responses showed that they have experienced pink tax on purchasing products and 45% responded that they have not experienced pink tax.

8. PRODUCTS WHERE RESPONDENTS EXPERIENCED PINK TAX

Table 4.8 showing products where respondents experienced Pink Tax

Category	No. Of responses	Percentages
Health & Hygiene (razors, soaps, face wash, medicines)	45	45%
Clothing (t-shirt, hoodies, socks, jeans etc)	32	32%
Skin care & Cosmetics (moisturizer, lip balm, deodorant)	39	39%
Accessories (bags, watches, rings)	26	26%
Hair Care Products	36	36%
Other (blank)	21	21%

Figure4.8 showing products where respondents experienced Pink Tax



Interpretation:

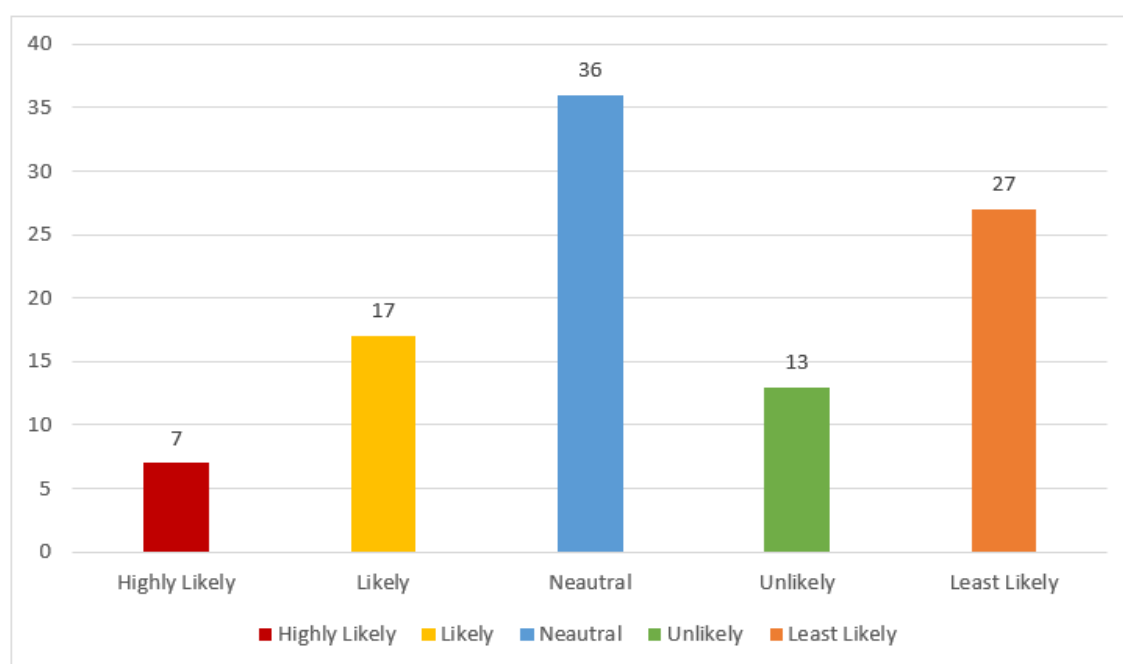
Based on the survey results when asked on what products the consumers experienced pink tax the responses showed that 45% of the consumers had experienced pink tax on purchase of Health and hygiene related products such as razors, soaps, face wash, medicines etc. and 32% had experienced pink tax on purchase of clothing items such as t-shirts, jeans etc. 39% had experienced pink tax on skin care and cosmetics products. 26% of respondents have experienced pink tax on accessories and 36% had experienced pink tax on services such as Hair care products.

9. 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	No. Of responses	Percentage
Highly Likely (1)	7	7%
Likely (2)	17	17%
Neutral (3)	36	36%
Unlikely (4)	13	13%
Least likely (5)	27	27%

Figure4.9 showing tendency of respondents to buy a costly product due to social pressure.



Interpretation:

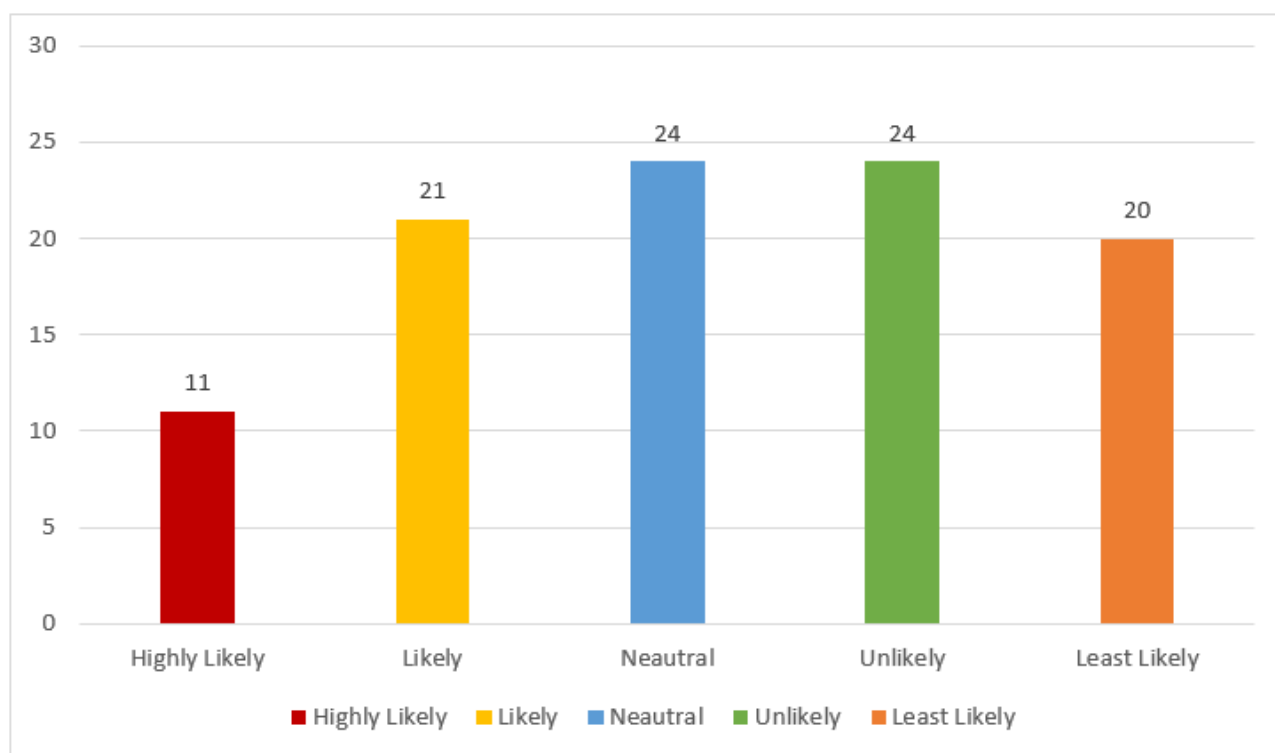
The data collected shows that 36% are impartial regarding the tendency to buy a costly product due to social pressure and 40% are unlikely to buy a costly product due to social pressure. 24% of responses shows that they are likely to buy a costly product due to social pressure.

10. TENDENCY TO BUY A PRODUCT BECAUSE OF ITS AESTHETIC APPEAL IS MORE THAN ITS UTILITY

Table 4.10 showing tendency of respondents to buy a product because its aesthetic appeal is more than its utility.

Category	No. Of responses	Percentage
Highly Likely (1)	11	11%
Likely (2)	21	21%
Neutral (3)	24	24%
Unlikely (4)	24	24%
Least likely (5)	20	20%

Figure4.10 showing tendency of respondents to buy a product because its aesthetic appeal is more than its utility.



Interpretation:

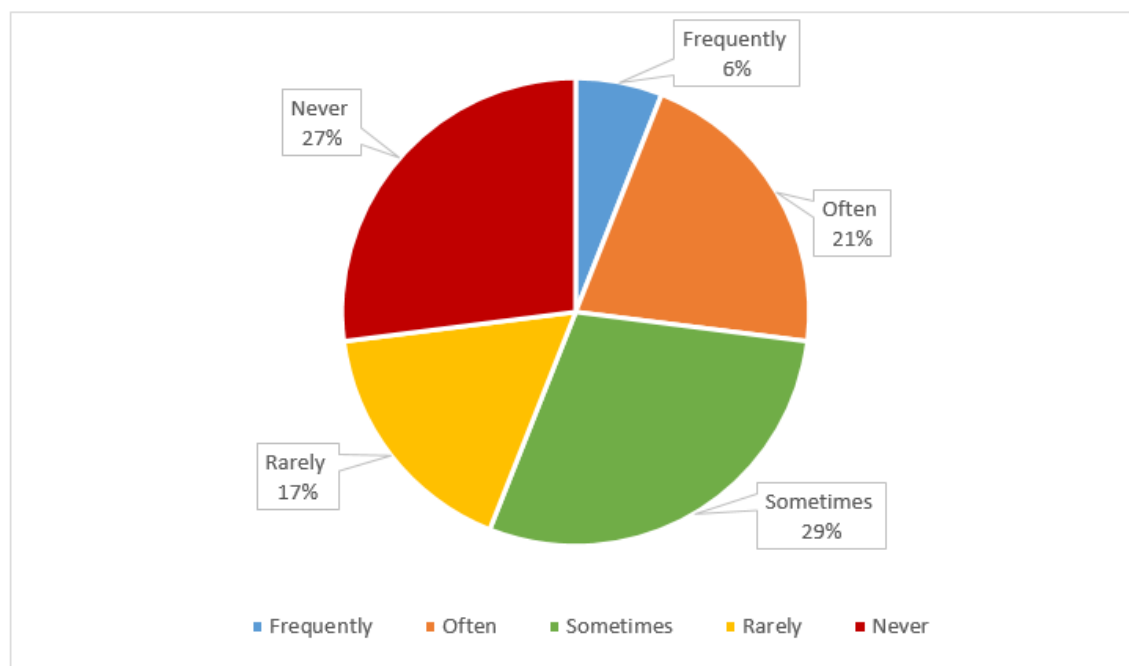
The study shows that 44% of the respondents are unlikely to buy a product because of its aesthetic appeal rather than its utility and 32% of respondents get influenced by the aesthetic appeal more than the utility of the product. 24% does not show any change in the purchase behaviour because of the aesthetic appeal of the product.

11. PROBABILITY OF WOMEN PURCHASING PRODUCTS DESIGNED FOR MEN, BECAUSE IT WAS MARKETED CHEAPER.

Table 4.11 showing probability of women purchasing products designed for men because it was marketed cheaper.

Category	No. Of respondents	Percentage
Frequently	6	6%
Often	21	21%
Sometimes	29	29%
Rarely	17	17%
Never	27	27%

Figure4.11 showing probability of women purchasing products designed for men because it was marketed cheaper.



Interpretation:

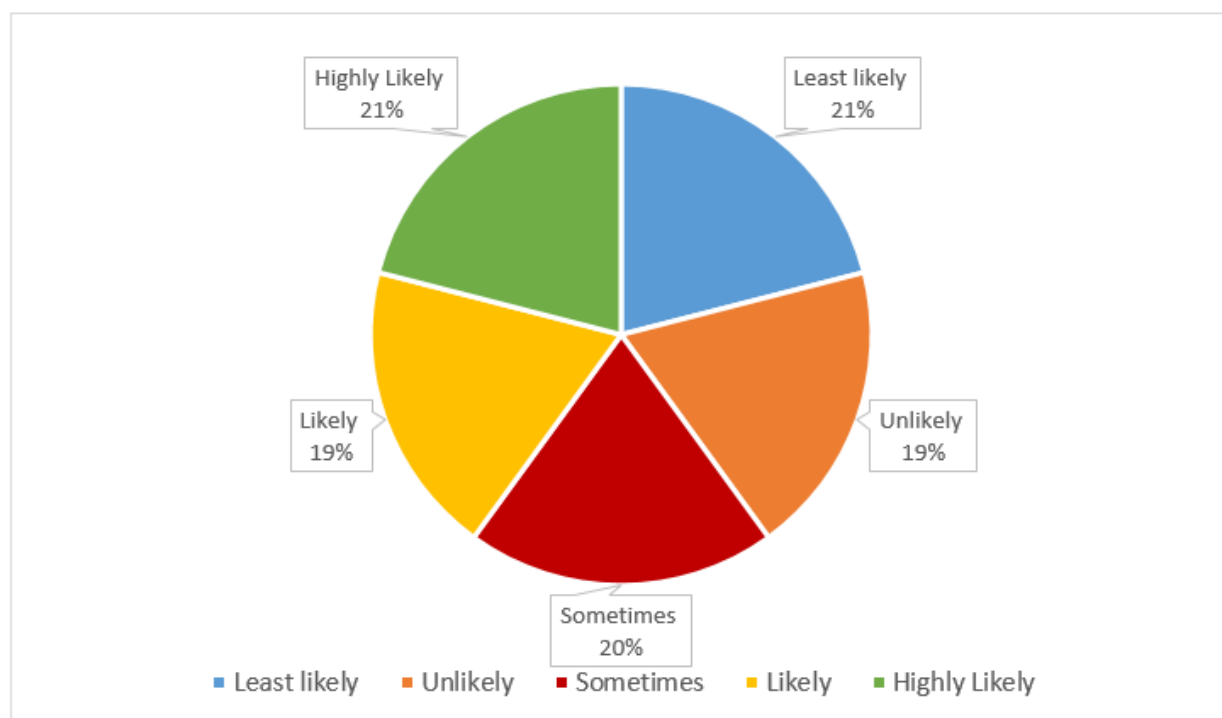
From the data collected the results show that 6% of respondents frequently buy products which are designed for men as it was marketed cheaper. Almost 21% of respondents often buy products designed for men as it was marketed cheaper. 29% of respondents sometimes buy the products designed for men and 17% of respondents rarely buy products designed for men. Compared to all the above only a 27% of female consumers never purchase products designed for men even though it was marketed cheaper.

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

Table 4.12 showing probability of women purchasing men's product if they received same result and satisfaction at lesser price.

Category	No. Of respondents	Percentage
Least likely	21	21%
Unlikely	19	19%
Sometimes	20	20%
Likely	19	19%
Highly Likely	21	21%

Figure4.12 showing probability of women purchasing men's product if they received same result and satisfaction at lesser price.



Interpretation:

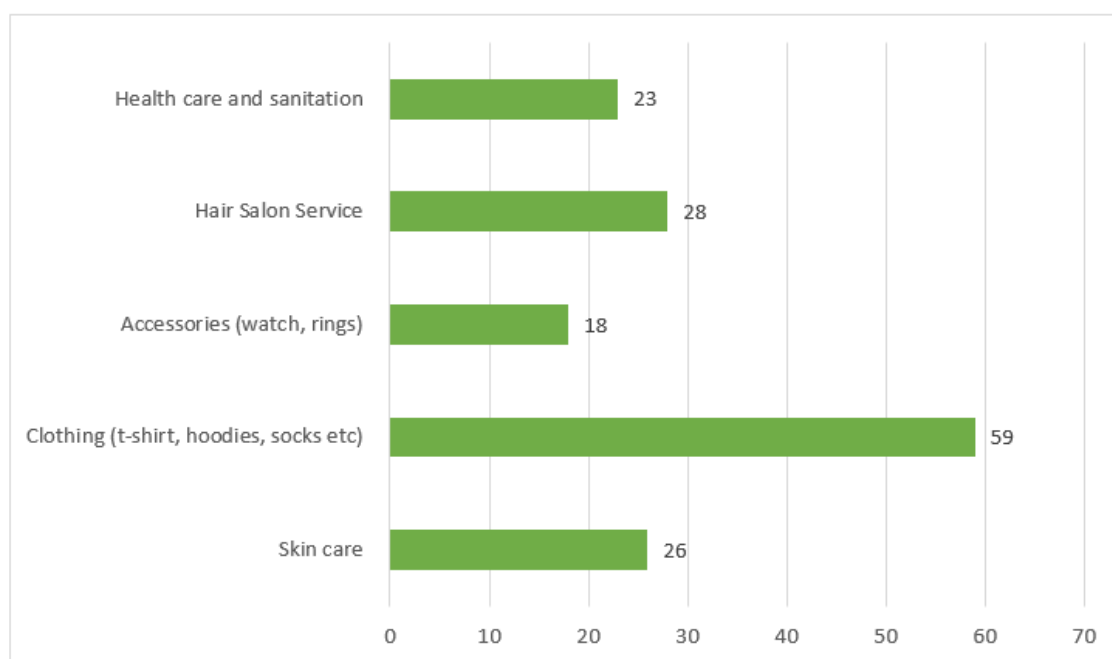
From the given data 40% of the female consumers responded that they purchase men's product if they received the same result and satisfaction at a lesser price and 40% of the female consumers responded that they only purchase products designed for women and 20% of female consumers responded that they sometimes purchase products designed for men if they recreate same results and satisfaction at a lesser price.

13. CATEGORIES OF MEN'S PRODUCTS THAT WOULD BE CONSIDERED AS A CHEAPER AN ALTERNATIVE

Table 4.13 showing categories of men's products that would be considered as a cheaper alternative.

Categories	No. Of responses	Percentage
Skin care	26	26%
Clothing (t-shirt, hoodies, socks etc)	59	59%
Accessories (watch, rings)	18	18%
Hair Care Products	28	28%
Health care and sanitation	23	23%

Figure4.13 showing categories of men's products that would be considered as a cheaper alternative.



Interpretation:

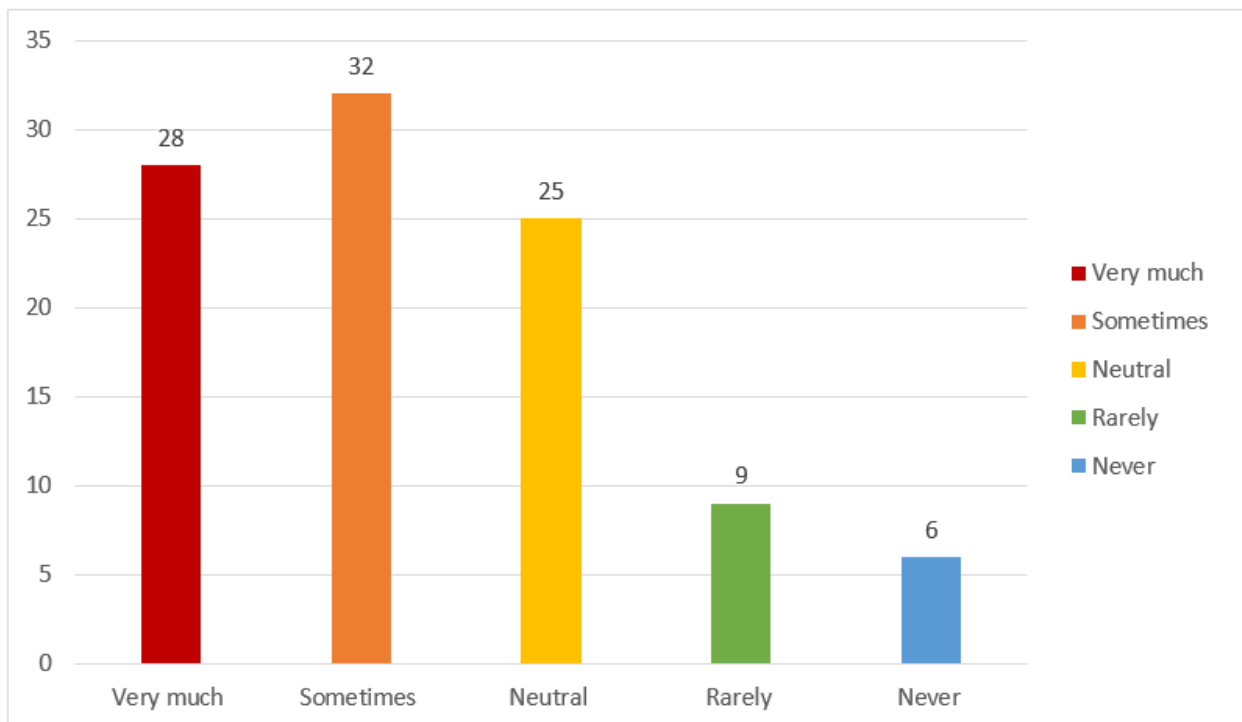
Based on the questionnaire results 59% of female consumers considers clothing designed for men as a cheaper alternative instead of clothing designed for women and 28% of respondents considers Hair care products for men as a cheaper alternative. 26% of female consumers considers skin care products designed for men as a cheaper alternative. 23% of respondents considers health care and sanitation products designed for men. 18% of female consumers consider accessories designed for men as a cheaper alternative.

14. EFFECT OF PINK TAX ON WOMENS SAVING PATTERN

Table 4.14 showing the effect of Pink tax in women's saving pattern.

Categories	No. Of responses	Percentage
Very much	28	28%
Sometimes	32	32%
Neutral	25	25%
Rarely	9	9%
Never	6	6%

Figure4.14 showing the effect of Pink tax in women's saving pattern.



Interpretation:

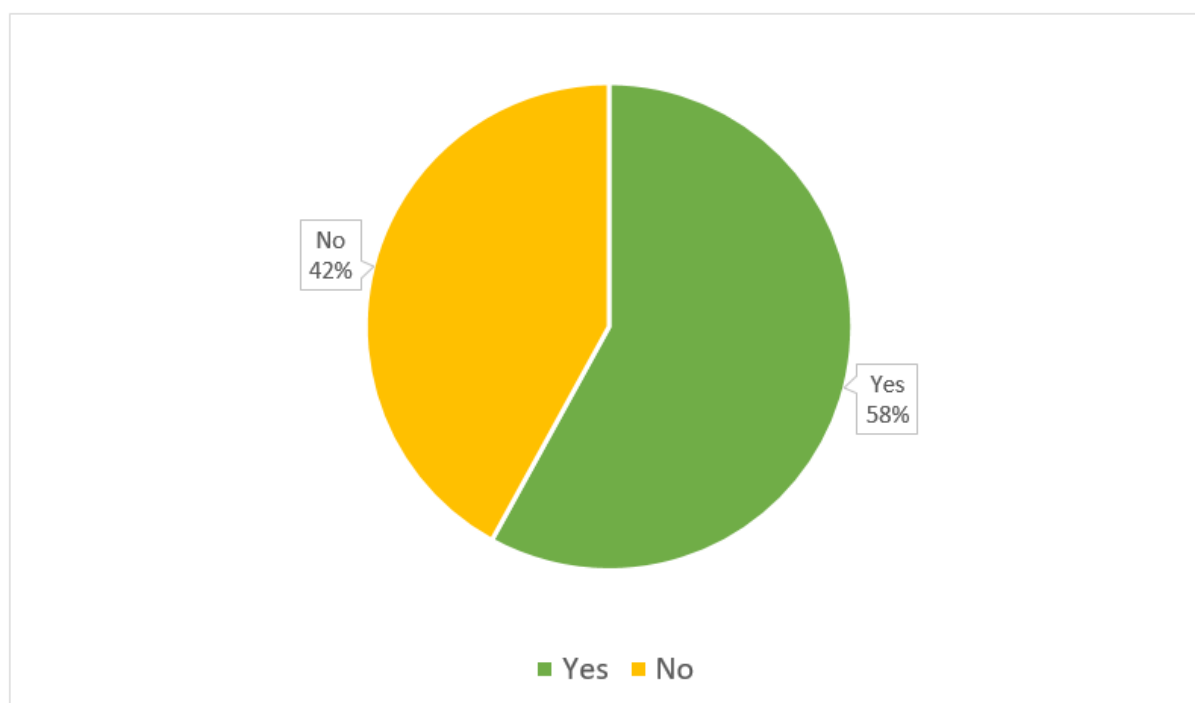
From the survey results 28 % of respondents agreed that pink tax very much affects a women's saving pattern and 32% of respondents said that pink tax affects a women's savings pattern sometimes and 25% was neutral. 9% of female consumers responded that pink tax rarely affects a women's savings pattern. Only 6% of female consumers responded that it doesn't have an effect on a women's saving pattern.

15. WILLINGNESS TO SPEND MORE TIME FOR SHOPPING TO MAKE CHANGES IN PURCHASING PATTERN

Table 4.15 showing willingness of the respondents to spend more time for shopping to make changes in purchasing pattern

Categories	No. Of responses	Percentage
Yes	58	58%
No	42	42%

Figure4.15 showing willingness of the respondents to spend more time for shopping to make changes in purchasing pattern



Interpretation:

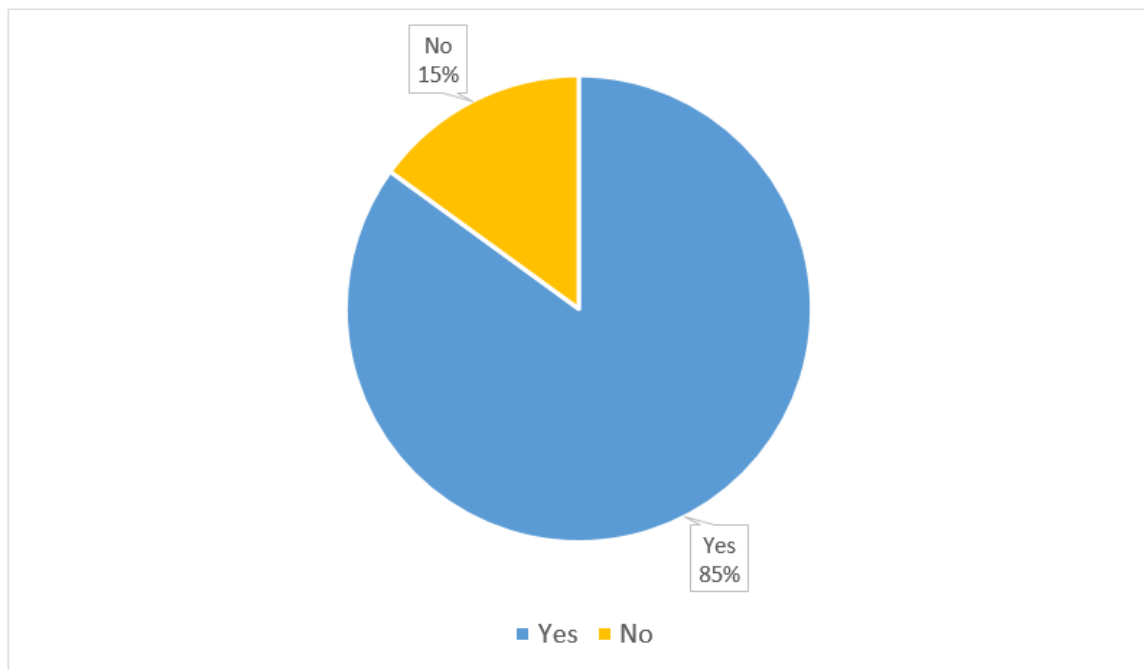
From the given data 58% that is more than half of the responses shows that they are willing to spend more time for shopping to make changes in their purchasing pattern. Only 42% of the female consumers are not willing to make changes in their purchasing pattern.

16. EFFECT OF PINK TAX ON SOCIETY

Table 4.16 showing the effect of Pink tax on society.

Categories	No. Of responses	Percentage
Yes	85	85%
No	15	15%

Figure4.16 showing the effect of Pink tax on society.



Interpretation:

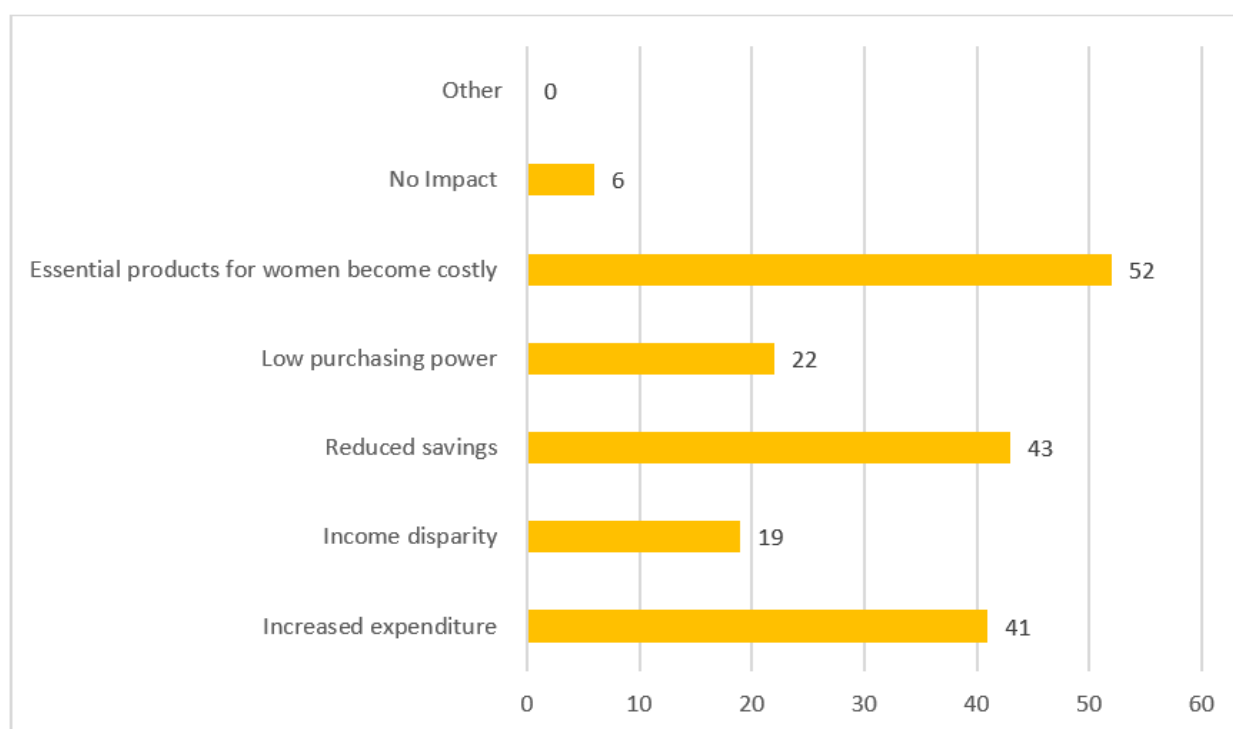
Based on the survey results 85% of women believe that there is effect of Pink Tax on society and only 15% of women believe that there is no effect of Pink Tax on society.

17. ECONOMIC IMPACT OF PINK TAX

Table 4.17 showing view on economic impact of Pink Tax

Categories	No of responses	Percentage
Increased expenditure	41	41
Income disparity	19	19
Reduced savings	43	43
Low purchasing power	22	22
Essential products for women become costly	52	52
No Impact	6	6
Other:	0	0

Figure4.17 showing view on economic impact of Pink Tax



Interpretation:

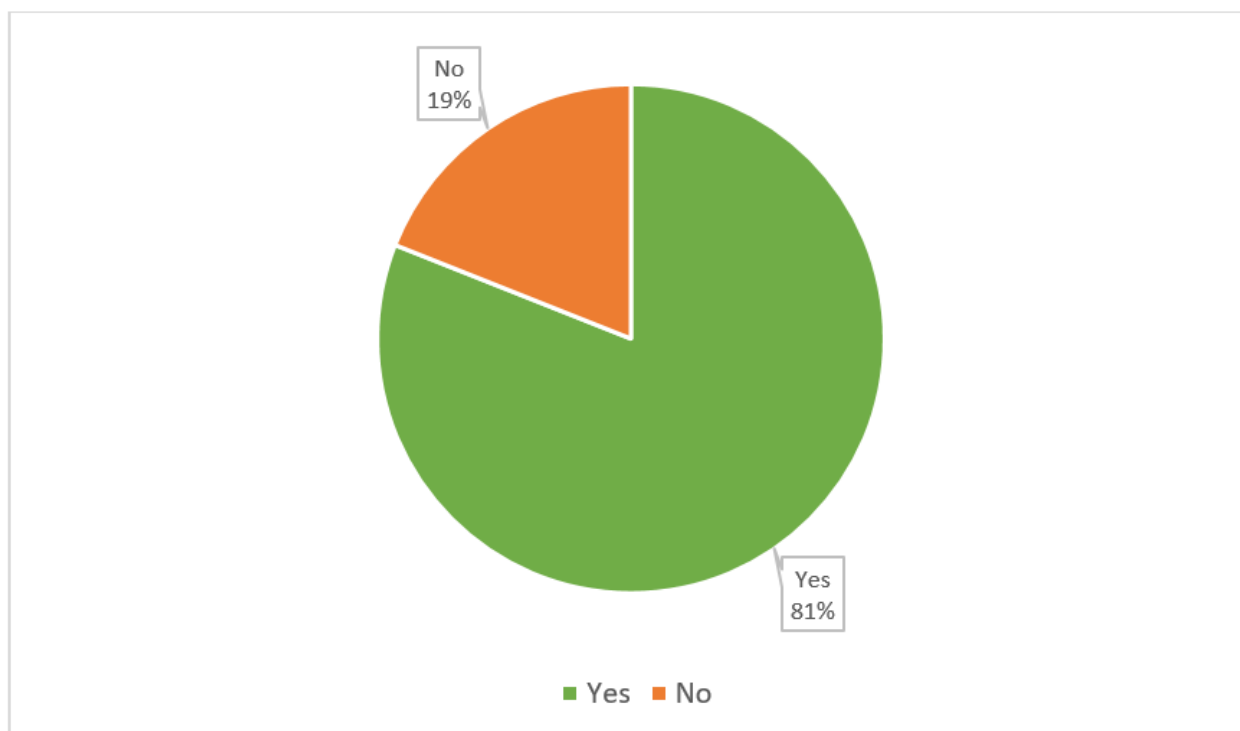
Based on the above data 52% of female consumers agree that essential products for women becoming costly could have an economic impact. 41% of female consumers responded that Pink Tax would lead to increased expenditures and 43% of women responded that it could reduce the savings of women. 22% of women feel that their purchasing power will be lower due to Pink tax and 19% of women responded that Pink tax leads to income disparity and only 6% of female consumers think that there no impact.

18. POSSIBILITY OF PINK TAX BEING ERADICATED

Table 4.18 showing the possibility bringing an end to Pink Tax.

Categories	No. Of responses	Percentage
Yes	81	81%
No	19	19%

Figure4.18 showing the possibility bringing an end to Pink Tax.



Interpretation:

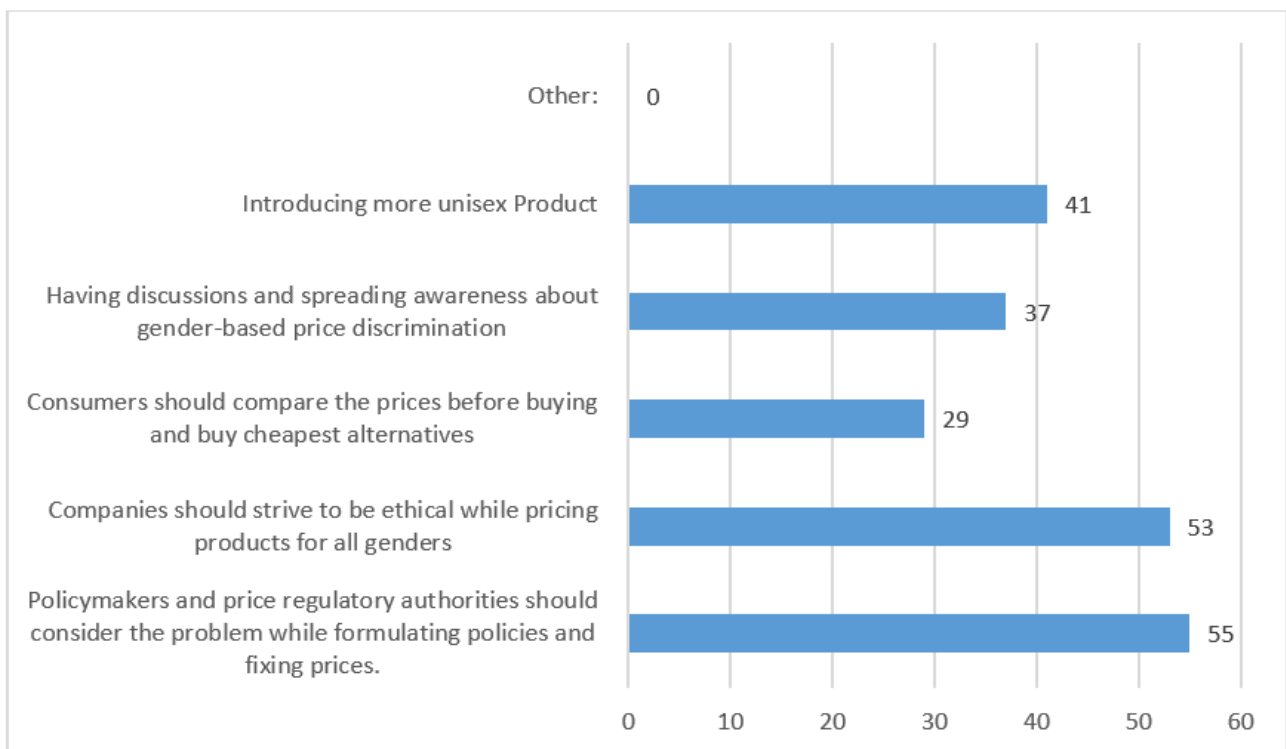
Based on the research survey conducted the responses showed that 81% of women believe that there is a possibility of pink tax being eradicated and only 19% believe that there is no possibility of eradication of pink tax.

19. SOLUTIONS FOR PINK TAX

Table 4.19 showing the solutions for Pink Tax.

Categories	No. Of responses	Percentage
Policymakers and price regulatory authorities should consider the problem while formulating policies and fixing prices.	55	55
Companies should strive to be ethical while pricing products for all genders	53	53
Consumers should compare the prices before buying and buy cheapest alternatives	29	29
Having discussions and spreading awareness about gender-based price discrimination	37	37
Introducing more unisex Product	41	41
Other:	0	0

Figure4.19 showing the solutions for Pink Tax.



Interpretation:

Based on the given data 55% of the respondents thinks that policymakers and price regulatory authorities should consider the problem while formulating policies and fixing prices in order to eradicate Pink tax. 53% of responses were that companies should strive to be ethical while pricing products for all genders and 41% of female consumers responded that more unisex products should be introduced. 37% of responses from women were to have discussions and to spread awareness

about gender-based price discrimination and 29% of responses suggested that consumers should compare the prices before buying the product and should also look for cheaper alternatives.

UNCOVERING THE TRUTH: “AN INVESTIGATION INTO THE EXISTENCE OF PINK TAX”

Our research delves into the pervasive issue of the pink tax, a gender-based pricing disparity where products marketed towards women are often more expensive than comparable products for men. This study aims to uncover the extent of this practice in the Indian market by utilizing existing information and conducting a focused analysis.


To gain a comprehensive understanding of the pink tax's presence and impact, we will analyse existing research, reports, and consumer data. This includes scholarly articles, government reports, industry analyses, and consumer surveys that shed light on the prevalence and economic implications of gender-based pricing. By drawing upon this wealth of information, we hope to shed light on the extent of the pink tax within the Indian context and its contribution to gender inequality.

Furthermore, to quantify the pink tax's presence in the market, we will conduct a comparative price analysis. For this, we selected three companies and their three goods from the footwear section, four companies and twelve products from the top wear section, three companies and seven products from the bottom wear section, and two companies and five products from the beauty care section, respectively. This data-driven approach will reveal potential discrepancies in pricing strategies and provide concrete evidence of the pink tax's presence within the Indian market.

SHOES

Table 4.20 showing the existence of pink tax in footwear of Reebok, Red Tape and Campus shoes.

Si. No.	Company Name	Products checked	Pink tax existence	If no
1		Running shoes	Yes	
		Walking shoes	Yes	
		Sandals & Slipper	No	Equally priced
2		Sneakers	No	Men`s sneakers are priced higher
		Home and beach wear	No	Men's casuals are priced higher
		Sports wear	No	Men's casual are priced higher

3	Campus shoes 	Running shoes	Yes	
		Walking shoes	Yes	
		Sneakers	Yes	


TOPWEAR


Table 4.21 showing the existence of pink tax in top wear of Puma, Adidas, Nike and Wildcraft.

Si. No.	Company Name	Products checked	Pink tax existence	If no
1	Puma 	T shirt	Yes	
		Jacket	No	Almost equal pricing for both the genders.
		Thermals & winter wear	Yes	
2	Adidas 	T shirt	Yes	
		Hoodies	Yes	
		Cricket Jersey	No	Equally priced
3	Nike 	T shirt	Yes	
		Hoodies	No	Equally priced
		Jackets	Yes	
4	Wildcraft 	Jackets	Yes	
		Hooded sweatshirt	Yes	
		T shirt	Yes	

BOTTOMWEAR



Table 4.22 showing the existence of pink tax in bottom wear of Pepe Jeans, Levis and Forever 21.

Si. No.	Company Name	Products checked	Pink tax existence	If no
1	Pepe Jeans 	Jeans	Yes	
		Joggers	No	Equal pricing
		Cargo Pants	No	Men's products are priced higher.

2	Levis 	Jeans	Yes	
		Shorts	Yes	
3	Forever 21 FOREVER 21	Jeans	No	Equal pricing
		Pants	Yes	

BEAUTY CARE PRODUCTS

Table 4.23 showing the existence of pink tax in beauty care products of Gillette and Nivea.

Si. No.	Company Name	Products checked	Pink tax existence	If no
1	Gillette 	Razor	Yes	
		Deodorant	Yes	
		Roll-on	Yes	
2	Nivea 	Deodorant	No	Men's products are priced higher
		Roll-on	Yes	

Chapter – 5
FINDINGS, SUGGESTIONS AND
CONCLUSION

5.1 FINDINGS

The provided data indicates an equal distribution of responses from female participants across various age categories. A total of 100 individuals participated in the questionnaire, with each age group comprising 25 responses. The purpose of this stratification was to analyse potential differences in perceptions of the pink tax among women across different age cohorts.

Analysis of the responses reveals that a significant majority (54%) of the surveyed women identified themselves as students, indicating a substantial representation of young women engaged in educational pursuits within the sample. Approximately one-third (36%) of respondents identified as working professionals, suggesting a notable presence of employed individuals within the sample. Conversely, a smaller proportion of respondents (5%) identified as homemakers or self-employed.

Further examination of the data through pie charts illustrates the primary sources of funding for shopping among the 100 female participants. The majority (42%) reported utilizing income earned from employment for their purchases, while 8% relied on spousal income, and the remaining 50% received financial support from their parents.

Additionally, the survey explored the sources of income among the respondents, with nearly half (48%) reporting no personal income. Of those with earnings, 37% derived income from employment, while 8% relied on part-time work, and 5% engaged in entrepreneurial activities. A small portion (2%) earned income from miscellaneous sources such as tuition.

Regarding perceptions of the pink tax, a significant majority (55%) of respondents identified gender discrimination as a contributing factor, followed by product differentiation (38%), and a notable minority (21%) believed that women are willing to pay more for products marketed towards them.

Furthermore, a considerable portion of respondents (64%) acknowledged the existence of gender-based price discrimination, while 36% held an opposing view. Regarding personal experiences, 55% reported encountering the pink tax on purchases, while 45% indicated otherwise.

Among those who experienced the pink tax, the most affected product categories were health and hygiene items (45%), followed by clothing (32%), skincare and cosmetics (39%), accessories (26%), and hair care products (36%).

Analysis of consumer behaviour revealed that a significant proportion (40%) were unlikely to purchase costly products due to social pressure, while 24% were inclined to do so. Additionally, 44% indicated that they prioritized utility over aesthetic appeal when making purchasing decisions.

Moreover, a notable percentage of respondents (27%) admitted to purchasing products marketed towards men due to perceived cost-effectiveness, and 40% indicated a willingness to switch to men's products if they provided equivalent results at a lower price.

Regarding societal impact, the majority (85%) of respondents believed that the pink tax has adverse effects, including economic implications such as increased expenditures (41%) and reduced

savings (43%). Additionally, respondents expressed optimism (81%) regarding the potential eradication of the pink tax.

In terms of addressing the issue, suggestions included policy considerations by policymakers and price regulatory authorities (55%), ethical pricing practices by companies (53%), the introduction of more unisex products (41%), awareness campaigns (37%), and consumer empowerment through price comparison and seeking cheaper alternatives (29%).

5.2 SUGGESTIONS

Proposed solutions from respondents include:

- **Legislative Action:** Activists and advocacy groups can lobby for the introduction of legislation specifically targeting Pink Tax. This legislation could include provisions mandating price transparency, prohibiting discriminatory pricing practices based on gender, and empowering regulatory bodies to enforce these regulations.
- **Data Collection and Analysis:** Policymakers can be urged to collect comprehensive data on pricing disparities across different product categories to better understand the extent and impact of Pink Tax. This data can inform evidence-based policymaking and facilitate targeted interventions.
- **Consumer Protection Laws:** Strengthening consumer protection laws to explicitly prohibit discriminatory pricing practices based on gender can provide legal recourse for individuals who experience Pink Tax.
- **Corporate Social Responsibility (CSR) Initiatives:** Encouraging companies to integrate the elimination of Pink Tax into their CSR initiatives can incentivize ethical pricing practices.
- **Voluntary Price Audits:** Companies can conduct regular price audits to identify and rectify instances of Pink Tax within their product lines.
- **Transparency in Pricing:** Companies can provide detailed explanations for any price discrepancies between similar products marketed to different genders, fostering accountability and trust among consumers. Encouraging companies to publicly disclose pricing data, including any gender-based price differentials, can increase transparency and accountability. This transparency can enable consumers to make more informed choices and hold businesses accountable for fair pricing practices.
- **Consumer Education Campaigns:** Launching consumer education campaigns aimed at raising awareness about Pink Tax and providing practical tips for comparison shopping can empower individuals to identify and avoid instances of gender-based price discrimination.
- **Online Price Comparison Tools:** Promoting the use of online price comparison tools and platforms can facilitate easier comparison shopping for consumers. By accessing these tools, individuals can quickly compare prices across different retailers and brands, enabling them to identify and choose more cost-effective options.
- **Inclusive Design Philosophy:** Embracing an inclusive design philosophy involves creating products that are accessible and appealing to people of all gender identities. Introducing unisex or gender-neutral options expands consumer choice and flexibility, allowing individuals to

select products based on personal preference rather than restrictive gender norms. Unisex or gender-neutral products can contribute to greater affordability and accessibility by offering competitive pricing and eliminating the additional costs associated with gender-specific branding and marketing. This affordability ensures that all consumers have access to quality products without being subjected to discriminatory pricing practices.

5.3 CONCLUSION

The research on consumer attitudes toward the "Pink Tax" reveals that while some may not be familiar with the term, the majority of respondents perceive a form of gender-based price discrimination. They attribute this perception to both gender biases and differences in product offerings. Interestingly, most respondents' express willingness to purchase men's products if they offer comparable satisfaction, indicating a readiness to explore different options in clothing, accessories, and skincare. Given that the Pink Tax affects women's saving habits, altering purchasing behaviours could enhance women's financial security. Notably, students, reliant on parental funds, and working respondents alike feel the weight of the Pink Tax as discriminatory. This phenomenon not only increases the cost of living for women but may also indirectly impact inflation by limiting women's purchasing power. While our examination found variations in pricing based on gender, some products showed equal pricing for both men and women. Nevertheless, many women believe in and have experienced gender-based price discrimination, yet they express a willingness to adapt their consumption habits and invest more time in shopping wisely.

QUESTIONNAIRE

Greetings! We, Ansiyah K Aboobacker, Aswathy and Carmel Heina Pinheiro, 3rd year B.com students of St. Teresa's College (Autonomous), Ernakulam, intends to conduct a comprehensive study 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. For the success of our study, we seek your active involvement in this survey.

Thank you for participating in this survey.

1) Name *

2) Age *

- ☐ 15-18 yrs
- ☐ 19-23 yrs
- ☐ 24-40 yrs
- ☐ 40+ yrs

3) Occupation *

- ☐ Student
- ☐ Homemaker
- ☐ Working Professional
- ☐ Self Employed
- ☐ Unemployed

4) Where do you get money to spend on shopping? *

- ☐ I earn my own money
- ☐ Parents
- ☐ Spouse
- ☐ Other

5) Do you earn income in the following ways? *

- ☐ Job
- ☐ Part time work
- ☐ Investment
- ☐ Business
- ☐ No
- ☐ Other...

6) Why do you think pink tax exists? *

- Gender discrimination
 - Product Differences
 - Tariffs
 - Women are ready to pay more
 - Quality
 - It doesn't exist
 - Other...
- 7) Do you believe that there exists gender-based price discrimination? *
- Yes
 - No
- 8) Have you experienced pink tax on your purchase? *
- Yes
 - No
- 9) If yes, When did you experience pink tax on your purchase? When I bought*
- Health & Hygiene (razors, soaps, face wash, medicines)
 - Clothing (t-shirt, hoodies, socks, jeans etc)
 - Skin care & Cosmetics (moisturizer, lip balm, deodorant)
 - Accessories (bags, watches, rings)
 - Hair Care products
 - Other.
- 10) How likely do you tend to buy a costly product because of social pressure? *
- 11) How likely do you tend to buy products because its aesthetic appeal is more than its utility? *
- 12) How often do you purchase products that are designed for men, because it was marketed Cheaper? *
- 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? *
- 14) Which among the following categories of men's products would you consider as a cheaper alternative? *
- Skin care
 - Clothing (t-shirt, hoodies, socks etc)
 - Accessories (watch, rings)
 - Hair Care Products
 - Health care and sanitation.

15) Would you spend more time 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 the pink tax could have an economic impact on society? *

- ☐ Yes
- ☐ No

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

- ☐ Increased expenditure
- ☐ Income disparity
- ☐ 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 a scenario? *

- ☐ Policymakers and price regulatory authorities should consider the problem while formulating policies and fixing prices.
- ☐ Companies should strive to be ethical while pricing products for all genders.
- ☐ Consumers should compare the prices before buying and buy cheapest alternatives.
- ☐ Having discussions and spreading awareness about gender-based price discrimination
- ☐ Introducing more unisex products.

BIBLIOGRAPHY

1. Anna Bessendorf, Shira Gans, (December 2015) From Cradle to Cane: The Cost of Being a Female Consumer *New York City Department of Consumer Affairs*.
2. Mackenzi Lafferty, (2019) The Pink Tax: The Persistence of Gender Price Disparity *Midwest Journal of Undergraduate Research 2019, Issue 11*
3. Sunyang Park, (30 June 2023) The Occurrence and the Background of 'Pink Tax', the Interaction between Consumers and Industries , *International Journal of Costume and Fashion Vol. 23 No. 1 2023 46* <https://doi.org/10.7233/ijcf.2023.23.1.046>
4. Natasha Vajravelu Sarah Moshary Anna Tuchman (July 7, 2021), Investigating the Pink Tax: Evidence against a Systematic Price Premium for Women in CPG, <https://ssrn.com/abstract=3882214> or <http://dx.doi.org/10.2139/ssrn.3882214>
5. Maja Eriksson & Elina Magnusson (31 May 2020) "Willing to Shop Like a (Wo)Man?" - A consumer perspective on the perception of Pink Tax , Bachelor Thesis HALMSTAD UNIVERSITY Bachelor's Programme in International Marketing, 180 credits
6. Kayleigh Barnesy Jakob Brounstein (Oct 31, 2022), The Pink Tax: Why Do Women Pay More? <http://dx.doi.org/10.2139/ssrn.4269217>
7. Laura Nataly Barrera Bello (19 march, 2021) "How Do Female and Male Consumers Respond to a 'Pink Tax'?" _ *Master Thesis Faculty of Business and Economics, European University Viadrina Frankfurt(oder)*
8. Mariele van der Tas,(June 22, 2023) Master Thesis “The Pink Tax: Marketing Strategy or Gender Discrimination? Comparing Female and Male Consumers' Price and Packaging Preferences, *Faculty of Management, Economics and Social Sciences ,Department of Communication and Media Research ,Boulevard de Pérolles 90 ,CH-1700 Fribourg*
9. Brena Paula Magno Fernandez (May 2023) "PINK TAX: WHY DO WOMEN PAY MORE THAN MEN FOR THE SAME SERVICES? AN EXPLORATORY STUDY IN THE FIVE LARGEST METROPOLITAN REGIONS OF BRAZIL" *Proceedings of the XXVIII NATIONAL MEETING ON POLITICAL ECONOMY. Maceió: Federal University of AlagoasAt: Federal University of Alagoas, Maceió.*
10. Allaine Bernadette S. Chua Alyannah M. Hidalgo Joshua James D. Huyo-a Alain Jomarie G. Santos. (Apr 2022) "Pink Power: The Extent of Awareness, Driving Factors, and Overall Perception of Filipina Youth Consumers in Metro Manila, Philippines on Pink Tax Caused by Pink Marketing Strategy" *Journal of Business and Management Studies*ISSN: 2709-0876DOI: 10.32996/jbmsJournal Homepage: www.al-kindipublisher.com/index.php/jbm
11. Matilda Kardetoft (June 2022) , The Pink Tax An investigation of gender-based price discrimination in the Swedish market for personal hygiene products, *Master Thesis in Economics JÖNKÖPING university International business school*

12. M. Jeeweetha Dr. J. Gayathiri (May 2022) Department Of Commerce ,An Analysis Of Price Disparity Among Consumer Products With Special Reference To Pink Tax *Chevalier T. Thomas Elizabeth College For Women, Chennai, Tamil Nadu*2 _022 *JETIR May 2022, Volume 9, Issue 5*
13. Svasti Pant (Nov 2018) UnPinking Discrimination: Exploring the Pink Tax and its Implications, *International Journal of Policy Sciences and Law* Volume 1, Issue 3
14. Rajat Saxena (8 August 2022) A LEGAL STUDY OF THE APPLICABILITY OF PINK TAX IN INDIA , *IJCRT* | Volume 10, Issue 8 August 2022 | ISSN: 2320-2882
15. Neha Barari Ritu Makhija Joyce Prabhu Das Madhvi Sharma Amrita A. Sivasanker (November 2023) ,PINK TAX: -A PRICE DISCRIMINATION WITH UNFORTUNATE FEMALES , *Catalyst Research* Volume 23, Issue 2.
16. <https://www.researchgate.net/>
17. <https://scholar.google.com/>
18. https://en.wikipedia.org/wiki/Gendered_associations_of_pink_and_blue
19. <https://medium.com/@mhalemohamad/the-power-of-social-norms-on-consumer-behaviour-understanding-the-impact-bc27db5774b0#:~:text=Social%20norms%20are%20defined%20as,consumer%20behaviour%20is%20through%20conformity.>
20. <https://www.unicef.org/media/111061/file/Social-norms-definitions-2021.pdf>
21. https://www.questionpro.com/blog/consumer-behaviour-definition/#why_is_consumer_behaviour_so_important?
22. <https://www.drishtiias.com/daily-updates/daily-news-analysis/barrier-to-women-labor-force-participation>
23. <https://compass.rauias.com/current-affairs/female-labour-force-participation/>
24. <https://genderdata.worldbank.org/data-stories/flfp-data-story/#:~:text=The%20global%20labor%20force%20participation,do%20work%2C%20they%20earn%20less.>
25. https://en.wikipedia.org/wiki/Women_in_the_workforce
26. <https://en.wikipedia.org/wiki/Pink>
27. <https://www.bergerpaints.com/imaginelcolours/colour-culture/colours-and-their-different-meanings-around-the-world>
28. <https://wildcraft.com/>
29. <https://www.myntra.com/>
30. <https://www.adidas.co.in/>