

PINK TAX: The Tenacity Of Gender Disparity In Pricing

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ABSTRACT

PINK TAX: THE TENACITY OF GENDER PRICING DISPARITY IN PRICING

Gender disparity in pricing, also known as "pink tax," is a phenomenon that has been extensively researched in recent years. The pink tax refers to the higher prices charged for products marketed towards women, compared to similar products marketed towards men. This research paper aims to explore the tenacity of gender disparity in pricing, specifically in the context of the pink tax.

The paper will begin by defining and explaining the concept of pink tax and the various ways it manifests in the market. It will then review the existing literature on the pink tax and examine the factors that contribute to the persistence of gender disparity in pricing. These factors include marketing and advertising strategies, societal expectations, and supply chain practices.

The paper will also analyse the impact of the pink tax on women's financial well-being and its broader societal implications. Furthermore, it will review the policy and advocacy efforts to address the pink tax and their effectiveness.

The research will employ a qualitative approach, using data collected from existing studies and reports on gender pricing disparities, as well as case studies and interviews with relevant stakeholders, such as consumers, manufacturers, and policymakers.

The study's findings will contribute to the current understanding of the pink tax and its persistence in the market despite increased awareness and advocacy efforts. Additionally, it will provide insights into potential policy solutions to reduce or eliminate gender disparity in pricing.

In this study, it will be further explored why the pink tax keeps on existing in society and contributes to gender pricing discrepancy. Considering gender stereotypes are still widely accepted in society, economic gender inequality still exists. The media actively promotes cultural norms and actively targets women with these messages.

Keywords: Pink tax, gender pricing disparities, marketing, societal expectations, supply chain practices, financial well-being, policy solutions, advocacy efforts.

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INTRODUCTION

Gender disparity in pricing, commonly known as the "pink tax," is a pervasive issue that has received increasing attention in recent years. The pink tax refers to the higher prices charged for products marketed towards women compared to similar products marketed towards men. Women's products are often more expensive than men's products, even when they are identical or nearly identical. This phenomenon has been documented in many countries, and it affects women across all income levels. This conflict occurs across various industries, including personal care products, clothing, and healthcare services. The Pink Tax is a form of gender-based discrimination, and it can have serious economic consequences for women

The Pink Tax got its name because historically, pink has been a popular hue for things sold to women. There are two ways that the Pink Tax shows up. Secondly, some goods and services come with an additional tax on top of the price. Second, although it isn't really a tax, companies charge more for goods marketed towards women than for (very equivalent) goods marketed towards males. In the second instance, businesses are not unfairly

overcharging women for goods; rather, they are pursuing a profit-maximizing strategy that takes advantage of consumer psychology, market trends, and consumer preferences. Many women feel forced to pay these higher prices despite the fact that there isn't a physical tax in effect for a number of different reasons. Thus, when the market bears higher prices on "female" products, therefore, a financial burden is being placed on women that is not placed on men, epitomizing social gender-stereotypical norms whether the firm's discriminatory pricing is intentional or not.

So, whether the firm's discriminatory pricing is deliberate or not, when the market imposes greater costs on "female" products, a financial weight is imposed on women that is not placed on men, symbolising social gender-stereotypical standards.

Gender-based marketing tactics that have been used for many years have led to the Pink Tax. Businesses have long understood that when it comes to consumer goods, men and women have different preferences and demands, and they have taken advantage of these disparities to increase product sales. For instance, although having nearly identical designs and functions, women's razors are frequently more expensive than men's razors. This is due to

the fact that women are frequently marketed to as having skin that is more sensitive and need more specific products. Nevertheless, this marketing technique is not supported by scientific research and is instead used by businesses to increase the price they charge for the same item.

Despite increased awareness and advocacy efforts to address the pink tax, gender disparity in pricing persists. This research paper aims to explore the tenacity of the pink tax and the factors that contribute to its persistence in the market. Additionally, the paper will examine the impact of the pink tax on women's financial well-being and its broader economical and societal implications.

Through a qualitative approach, this research paper will analyse existing literature on the pink tax, as well as case studies and interviews with relevant stakeholders, such as consumers, manufacturers, and policymakers. The study's findings will contribute to the current understanding of the pink tax and its persistence in the market. Furthermore, it will provide insights into potential policy solutions to reduce or eliminate gender disparity in pricing.

STATEMENT OF PROBLEM

The pink tax, also known as gender difference in pricing, is a serious problem that has an effect on women's financial security and fuels more general gender inequality. The pink tax still exists in the market despite greater knowledge of it and lobbying efforts to address it. The goal of the problem statement is to comprehend the pink tax's tenacity and the elements that contribute to it. In particular, this study seeks to provide answers to the following questions:

1. What is the pink tax, and how does it manifest in different industries?
2. What are the factors that contribute to the persistence of gender disparity in pricing, including marketing and advertising strategies, societal expectations, and supply chain practices?
3. What is the impact of the pink tax on women's financial well-being and broader societal implications?
4. What policy and advocacy efforts have been made to address the pink tax, and how effective have they been?
5. What potential policy solutions can be implemented to reduce or eliminate gender disparity in pricing, and what are the challenges in implementing these solutions?

By providing answers to these queries, this study will shed light on the fundamental problems that underlie the pink tax's persistence and provide viable fixes to lessen or get rid of gender difference in pricing.

REVIEW OF LITERATURE

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OBJECTIVES

The objectives of this term paper are as follows:

1. To provide a comprehensive definition of the pink tax and examine its various manifestations in different industries.
2. To review the existing literature on the pink tax and identify the factors that contribute to the persistence of gender disparity in pricing, including marketing and advertising strategies, societal expectations, and supply chain practices.
3. To analyse the impact of the pink tax on women's financial well-being and broader societal implications, including the perpetuation of gender inequality.
4. To review the policy and advocacy efforts that have been made to address the pink tax and assess their effectiveness.
5. To propose potential policy solutions to reduce or eliminate gender disparity in pricing and identify the challenges in implementing these solutions.

By fulfilling these goals, this study will further knowledge of the pink tax and offer suggestions for prospective legislative changes that might lessen or end gender difference in pricing. In conclusion, fostering economic equality, safeguarding consumers from unfair pricing practices, empowering women, regulatory involvement, and consumer education are all goals for tackling the Pink Tax. We can build a fair and equitable economy for all customers, regardless of gender, by addressing the Pink Tax.

LIMITATIONS

Like any research, this study has some limitations, which are as follows:

1. Data limitations: The study relies on existing literature, case studies, and articles which may not provide a comprehensive understanding of the issue. Additionally, data on the pink tax's impact on women's financial well-being may be limited, making it challenging to assess the issue's full scope.
2. Sample limitations: The sample size of the study may not be representative of the entire population. The interviews and case studies may be limited to certain industries or geographic locations, which may not provide a complete picture of the pink tax's tenacity and impact.
3. Bias limitations: The study is susceptible to biases that may affect the research findings. The researcher's perspective and the participants' perspectives may be influenced by personal biases and experiences, which may affect the objectivity of the study.
4. Time limitations: The study's findings are limited to the available data up to 2021, and new developments in the market may have occurred since then that could affect the issue's current state.
5. Implementation limitations: Proposing potential policy solutions is one thing, but implementing them is another. The study may not provide a complete picture of the challenges and feasibility of implementing the proposed solutions.

Notwithstanding these drawbacks, the study seeks to offer insightful perspectives on the pink tax's persistence and to suggest feasible legislative remedies to eliminate gender discrepancy in pricing.

SCOPE

The scope of this research paper includes a comprehensive examination of the pink tax, its various manifestations in different industries, and the factors that contribute to its persistence. The study will analyse the impact of the pink tax on women's financial well-being and its broader societal implications, including the perpetuation of

gender inequality. Furthermore, the research paper will review the policy and advocacy efforts that have been made to address the pink tax and assess their effectiveness.

The study will take a qualitative approach, assessing existing research on the pink tax, reviewing case studies, and analysing existing articles and interviews with key participants, including writers, consumers, manufacturers, and legislators. The study report will analyse the difficulties in putting these solutions into practise and provide viable legislative options to lessen or eliminate gender gap in pricing.

The study's focus will be on the pink tax in the India, but it may include a comparison with other countries' experiences. The research paper's time frame will be up to 2021, and it will provide insights into the current state of the pink tax and potential policy solutions to address gender disparity in pricing.

RESEARCH METHODOLOGY

In order to fully comprehend the pink tax and its effects, this research study will use a qualitative research methodology that include reviewing the relevant literature, existing research papers, case studies, and interviews with pertinent stakeholders.

The review of the literature will give readers a thorough grasp of the pink tax's numerous expressions in various industries as well as the elements that support its continuance. The success of the policy and advocacy initiatives made to address the pink tax will also be evaluated as part of the study.

The case studies will give actual instances of how the pink tax has affected women's financial security and its broader societal effects. The case studies will also emphasise the difficulties in putting forward potential policy answers.

The articles with relevant insights from authors, stakeholders, such as consumers, manufacturers, and policymakers, will provide insights into their perspectives on the pink tax and potential policy solutions. The information perused from the articles will be done by using a semi-structured approach, allowing for flexibility and applicability while ensuring that all necessary information is covered.

Thematic analysis will be used to examine the information gathered from the literature review, case studies, and articles. This method entails finding recurrent themes and patterns in the data, which will reveal information on the persistence of the pink tax and possible regulatory responses.

Ultimately, the pink tax, its effects, and potential legislative remedies to lessen or end gender difference in pricing will all be fully understood thanks to this research technique. To guarantee that the conclusions are trustworthy, legitimate, and accurate, the data analysis and interpretation procedure will be carried out methodically and carefully.

DATA ANALYSIS AND INTERPRETATION

The data collected through the literature review, case studies, and articles will be analyzed using a thematic analysis approach. This involves identifying patterns and themes in the data, which will provide insights into the pink tax's tenacity and potential policy solutions.

The thematic analysis process involves the following steps:

Data familiarization: Reading the literature, case studies, and interview transcripts repeatedly will help the researcher become familiar with the data.

Initial coding: The researcher will choose the words or phrases that serve as the data's initial codes. These codes will be categorised according to the goals and research questions of the study.

Putting initial codes into themes: The researcher will put the study's initial codes into themes that correspond to its goals and research questions.

Examining themes: The researcher will examine the themes to make sure they accurately capture the content of the data. If necessary, the researcher can alter the themes or add new ones.

Defining and naming themes: The researcher will define and label each theme in order to appropriately reflect its content

Interpreting themes: The researcher will evaluate the themes and make inferences in light of the data analysis.

During the process of data analysis and interpretation, the researcher will be able to pinpoint the pink tax's numerous expressions in various industries, the elements that support its persistence, the effects of the pink tax on women's financial security, and its wider societal consequences. Together with identifying the difficulties in putting these solutions into practise, the analysis will also offer insights into prospective policy options to lessen or eliminate gender gap in pricing.

FINDINGS

The results of this study imply that the pink tax is a pervasive and entrenched kind of gender-based pricing discrimination that harms women's financial security and maintains gender inequality. The study's main findings are as follows:

The pink tax is widespread in many different sectors, including toys, apparel, and personal care products.

The pink tax involves increased prices for gender-neutral products sold to women as well as higher prices for things specifically made for women.

1. The factors that contribute to the pink tax's persistence include gender-based marketing and advertising, gender stereotypes, and the lack of transparency in pricing.
2. The pink tax has a significant impact on women's financial well-being, particularly low-income women and women of color, who are more likely to face economic hardship.
3. The pink tax also perpetuates gender inequality by reinforcing gender stereotypes and limiting women's choices and opportunities.
4. Policy and advocacy efforts to address the pink tax have included legislative measures, such as the Pink Tax Repeal Act, and consumer activism, such as boycotts and social media campaigns.
5. The effectiveness of these policy and advocacy efforts is mixed, and significant challenges remain in implementing potential policy solutions, such as defining and enforcing fair pricing practices.

THE ECONOMICS OF THE PINK TAX

The pink tax is justified by economists as a type of pricing discrimination. Companies divide their markets and charge certain customers varying prices. This separation is possible based on a number of variables, including socioeconomic level and gender.

Companies may also profit from price discrimination if they discover that a particular group is less responsive to price hikes than another group. The pink tax phenomena might indicate that women are less price-sensitive than males.

Due to the economic theory's presumption that everyone is a rational agent, any price variance in a perfect market will cause women to select the less expensive choice. Women might be pushed to be willing to pay the extra few rupees, though, because of differential treatment based on gender.

PINK TAX AWARENESS IN INDIA

Furthermore, neither wealthy nor developing nations are even somewhat aware of this price disparity. According to a survey, up to 67% of Indian citizens have never even heard of the pink tax. The fight against the 12–14% GST imposed on taboo feminine hygiene items like sanitary napkins and other products for women's use in India was what initially brought this gendered pricing to the attention of the general public. Contraceptives, which are

still exempt from taxes and are regarded as essential items, were subject to a "tampon tax" since they were viewed as luxuries rather than necessities. Widespread protests were organised online, particularly on Twitter, using the hashtag #LahuKaLagaan, which stands for "tax on blood."

Examples of products under this tax -

Soaps, lotions, deos, razor blades.

CRITICISM AND JUSTIFICATION

The pink tax is being attacked as a flagrant and expensive example of economic discrimination based on gender by its most outspoken opponents. Others contend that it denigrates and marginalises women by supposing that because they are so susceptible to marketing, they would continue to purchase more expensive but otherwise comparable things that are sold for men.

Yet, a lot of marketers argue that rather than being the result of discrimination, the price difference between men and women is due to market forces. They contend that women, who are savvy consumers, will choose the more expensive "pink" product over the "blue" men's equivalent because they think it more practical or attractive. Regardless of all the justifications, the key ramification of this gendered pricing is that it costs a woman even more than before to meet the expectations of her gender as compared to those of a man.

In conclusion, the findings of this research paper highlight the pink tax's tenacity and its impact on women's financial well-being and gender inequality. The study's findings also suggest the need for continued advocacy and policy efforts to reduce or eliminate gender disparity in pricing and promote gender equality.

SUGGESTIONS

Based on the study's findings, the following suggestions can be made to reduce or eliminate the pink tax:

1. Increase transparency in pricing: Retailers should provide clear and transparent pricing information to customers, including the cost of goods, production expenses, and markup. This would enable customers to make informed purchasing decisions and reduce gender-based price discrimination.
2. Promote consumer awareness: Consumer education campaigns can help raise awareness of the pink tax and encourage consumers to seek out fair pricing practices. This could include social media campaigns, consumer boycotts, and other forms of activism.
3. Enact legislation to eliminate the pink tax: Governments can play a role in eliminating the pink tax by enacting legislation to prohibit gender-based price discrimination. For example, the Pink Tax Repeal Act in the United States aims to eliminate the pink tax by prohibiting price differences based on gender for substantially similar products.
4. Encourage industry self-regulation: Industry self-regulation can also play a role in reducing or eliminating the pink tax. Industry groups can develop and enforce fair pricing practices to promote gender equality and reduce the impact of gender-based price discrimination.
5. Address gender stereotypes: Gender stereotypes are a significant factor in the pink tax's persistence. Addressing these stereotypes through education and public awareness campaigns can help reduce gender-based price discrimination.
6. Conduct further research: There is a need for further research to gain a better understanding of the pink tax's impact and identify effective policy solutions. Research could focus on specific industries or geographic regions and assess the effectiveness of different policy approaches.

In conclusion, it will need a multifaceted strategy that combines government involvement, industry self-regulation, consumer advocacy, and public awareness campaigns to reduce or eliminate the pink tax. Policymakers, business executives, and consumers can encourage fair pricing policies and lessen gender-based price discrimination by working together.

CONCLUSION

In conclusion, the pink tax perpetuates gender inequality by being a pervasive and systemic kind of gender-based pricing discrimination that has an impact on women's financial security. The pink tax's manifestations in various industries, the elements that support its persistence, and its effects on women's financial security and gender inequality have all been examined in this term paper. The results imply that the pink tax is a complicated and diverse problem that needs a comprehensive strategy to effectively solve.

Legislative actions, consumer activism, and industry self-regulation have all been used in policy and advocacy initiatives to address the pink tax. Yet, there are major obstacles to putting proposed legislative solutions, such as establishing and enforcing fair pricing policies, into action. As a result, the effectiveness of these efforts is varied.

Reducing or eliminating the pink tax will require a multi-faceted approach that includes government intervention, industry self-regulation, consumer activism, and public awareness campaigns. By working together, policymakers, industry leaders, and consumers can promote fair pricing practices and reduce gender-based price discrimination.

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