

A Study on the Awareness of Pink Tax

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Introduction

- The pink tax is a supplementary cost added to products manufactured by businesses for the female population.
- In economic terms, “pink tax” refers to price discrimination strategies of firms that increase the transactional costs (usually higher taxes or higher prices) for women related products.
- Women have been subjected to unfair pricing practices, whether payment of remuneration or terms of spending. Men have easier accessibility to similar products at a less expensive rate.
- In fact, this price discrimination is followed in children’s clothing and toys.

Aim/Objectives

- This study attempts to analyze the awareness of the pink tax among the age composition of 18 to 28 years.
- To analyse if gender factor influences one's spending and saving habits.
- To analyse if age factor influences one's spending and saving habits.

Method

- The study examines the social phenomenon of the pink tax by collecting the responses of people through the questionnaire.
- The study uses different econometrics methods to evaluate the responses of the respondents.

Results

- The findings of the study support that gender does not influence individual expenditure and savings.
- Around 60% of the respondents are unaware of the Pink tax, yet 10% were willing to pay.

The association between Gender and Expenditure

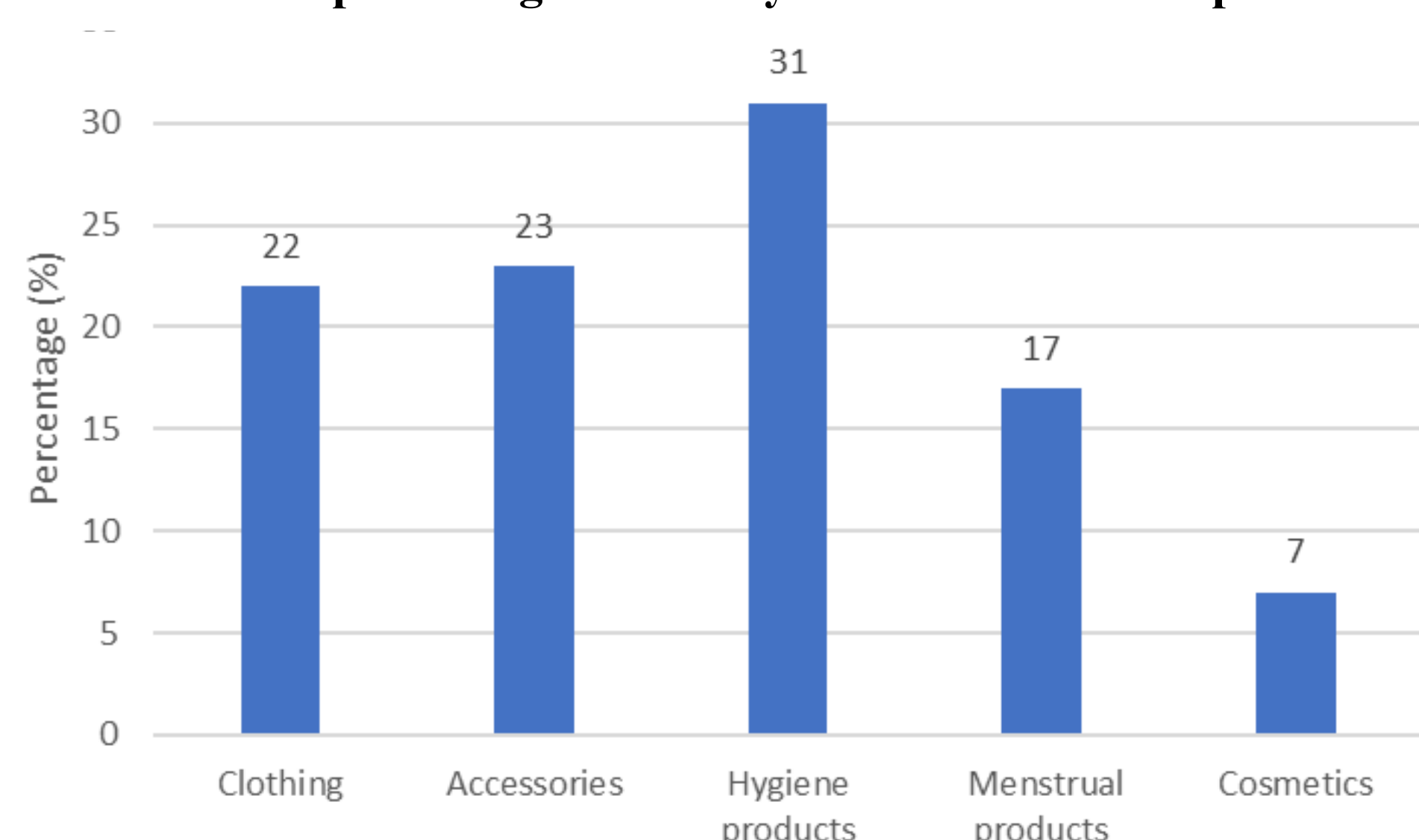
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.362	3	0.948
Likelihood Ratio	0.361	3	0.948
Linear-by-Linear Association	0.326	1	0.568

The association between Age and Expenditure

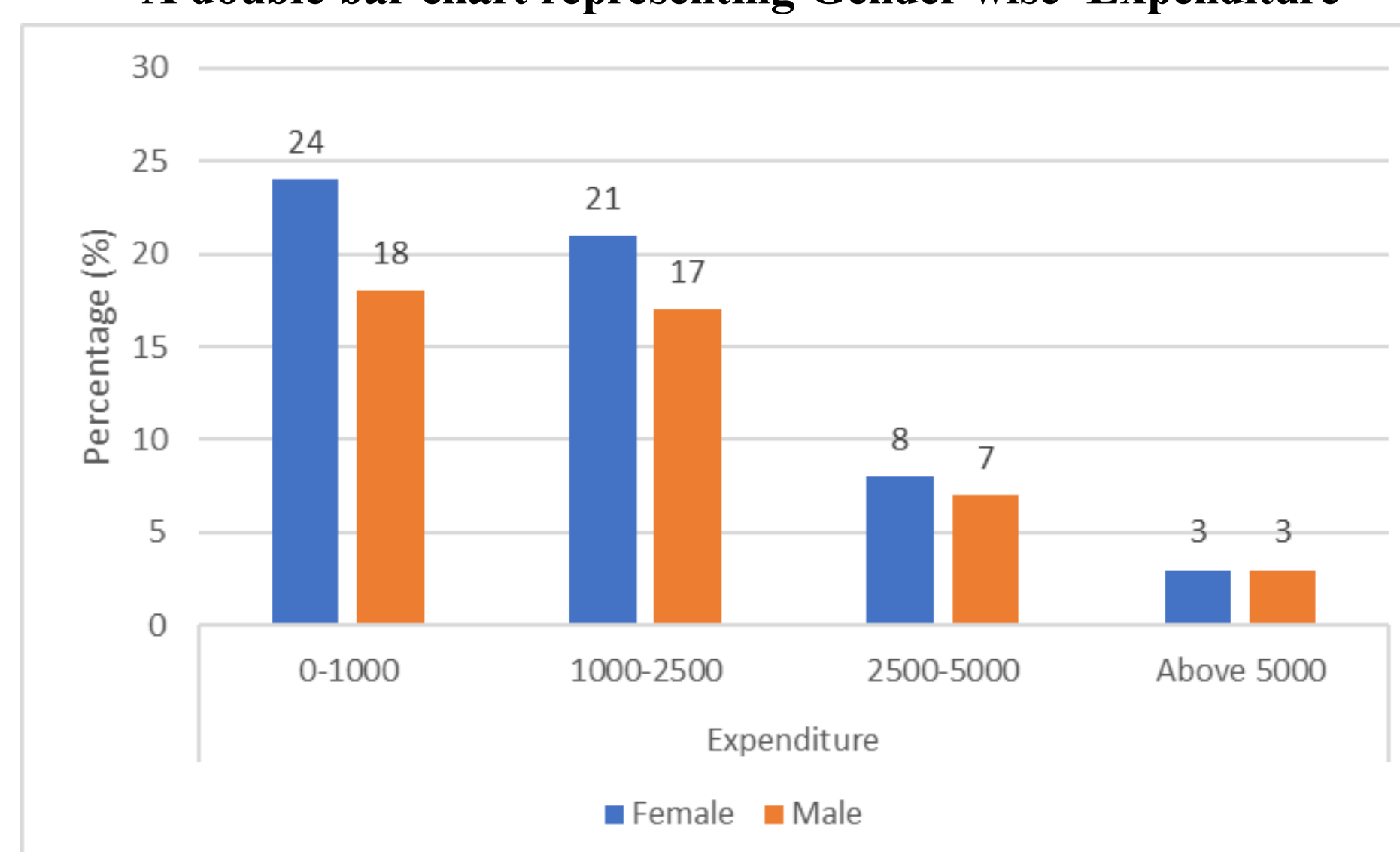
		Expenditure	Age
Expenditure	Pearson Correlation	1	0.324**
	Sig. (2-tailed)		0.000
	N	412	412
Age	Pearson Correlation	0.324**	1
	Sig. (2-tailed)	0.0000	
	N	412	412

Graphical Representation

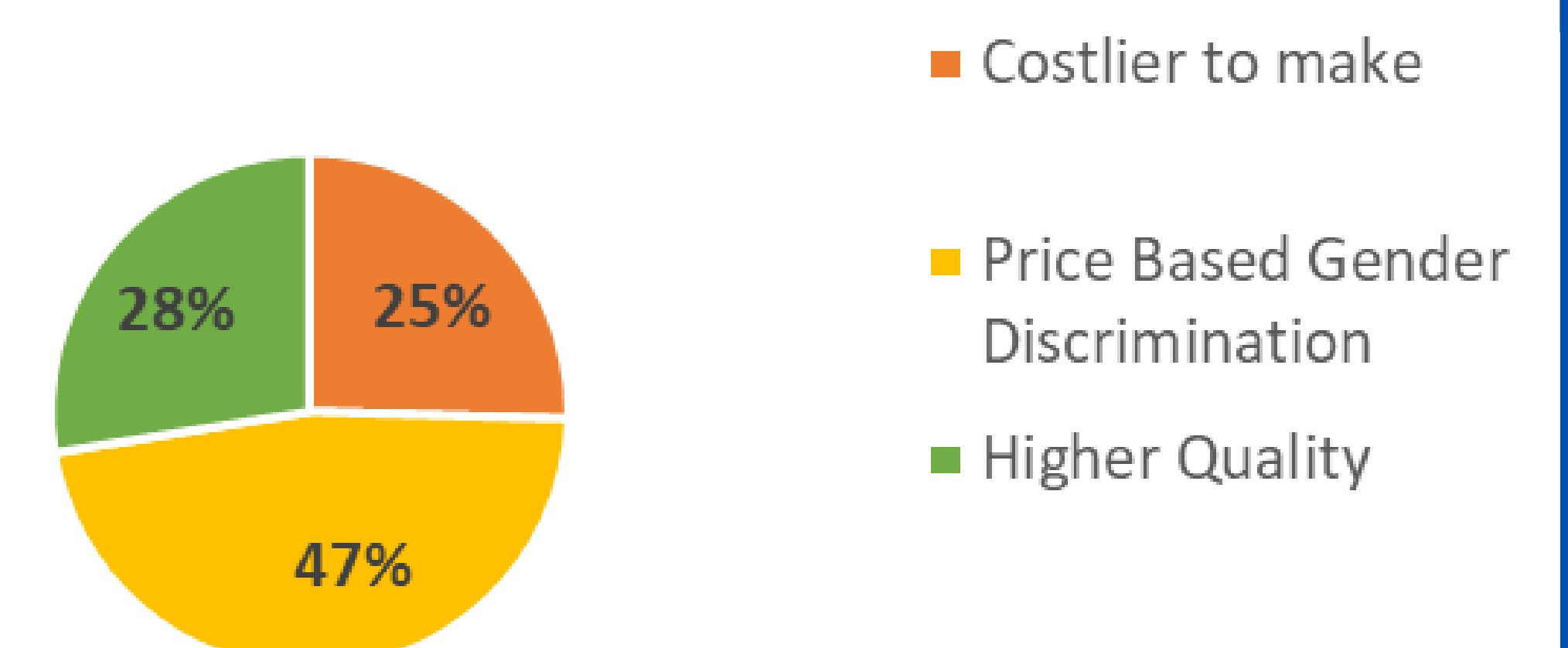
Bar chart Representing of Monthly Purchases of the respondents



A double bar chart representing Gender wise Expenditure



Pie chart Representing the Reasons for the price difference between products meant for men and women



Conclusion

- The study summed up the argument that neither gender nor age influences spending among the respondents.
- To reduce the price disparity there is a need to spread awareness and increase access to unisex products.
- Everyone deserves equal pay and the same price for the same product.

Reference

- Lafferty, M. (2019). The pink tax: the persistence of gender price disparity. Midwest Journal of Undergraduate Research, 11(2019), pp 56-72.
- Pink Tax- The Additional Cost of Being a Woman - Vidhi Damani published in GNLU Journal of Law & Economics on 19 August 2020 (Damani, 2020).
- Vermond, K. (2018). Women can beat the ‘pink tax’ by buying guys’ supplies. The Globe and Mail.