

Pink Tax: Existence, Awareness and Impact

Ishita Sharma

Student, Goldcrest School

ABSTRACT

This paper examines Indian consumer awareness, knowledge, attitude, and behaviour regarding Pink Tax. Pink Tax means more costs on products sold to women compared to men.

It uses primary data collected through research to understand consumer awareness and behaviour and correlated analytics to assess demographic factors that affect the same. With the help of an experiment, we were able to identify gender-based pricing strategies prevalent in the market. We observed higher prices for women and tried to find the reasons behind such differences. With the help of hypothesis testing, we wanted to show how knowledge, behaviour, and attitude are exhibited by the selected population. In addition, the analysis is in line with the myth and shows that women are more aware of the existence of the Pink Tax and have strong opinions and beliefs about the topic. Many consumers, male or female, young or old, look bad on Pink Tax. It is a marketing ploy that can be overlooked, but that should be stopped early.

Keywords: Pink Tax; Gender-based pricing; Consumer awareness; Price discrimination; Gender disparity; Women's products; Men's products; Marketing strategy; Demographic factors; Buying behavior; Gender-based marketing; Hypothesis testing; Price comparison; Gender equality; Consumer behavior; Product pricing; Awareness survey; Gender stereotypes; Cost analysis; Economic inequality; Consumer Packaged Goods (CPG); Price premium; Personal care products; Clothing pricing; Gender wage gap; Retail pricing; Pricing strategy; Gender-based tariffs; Consumer perception; Social issue.

INTRODUCTION

Have you ever noticed items and services for females are priced higher than for males and wondered why this happens? How many times have we looked at a supermarket and seen the huge difference in packaging for the opposite gender? While men's products should convey a strong and fearless man, women's products wrapped in femininity emphasize femininity and flexibility. Even today, when men and women constantly debate the age-old ideology of sexuality, the stark contrast of commercialism underscores the fact that we continue to exist in the male world. Gender discrimination continues in society as a result of the deep-seated acceptance of cultural norms. Cultural expectations are disseminated to the media and sold directly to women. It might not be easily noticeable on the surface but when tried to dig deeper we can understand its impact in today's world. In the following paper, we will be highlighting a very important topic called "Pink Tax". I am sure many of you might be unaware of this particular term. So, let's try to understand more about it.

"Pink Tax" isn't actually a tax, but a discriminatory pricing practice against women. It is not levied by the government but is basically a marketing tactic used by sellers to earn profit. To understand this better let's look at an example. When you visit any retailer or drugstore online or offline, you'll find different products for males and females. Let's say you want to purchase shampoo. You will be able to find a variety of

shampoos with different purposes for both men and women. But the shampoo curated mainly for will be marketed at a higher price. The difference between both the products could be as simple as packaging in a feminine colour or unnecessary ingredients which are marketed to attract women and force them to purchase it. Many everyday products are priced higher in spite of having the same use as any ordinary product marketed for men. This makes it more expensive for women to buy whatever they need for their daily lives as well.

Through this research paper, we mainly want to explore more about the prevalence of this tax and its awareness amongst people of different ages, income levels, and gender. This would help us understand the buying behaviour of the customers as well. With the use of experiments and hypothesis testing, we want to provide evidence against such biased practices and its great impact on lifestyle especially of women. Rights of females have been violated through this practice and such unfair practices shall not be entertained by anyone. This “hidden” tax needs to be understood by the people so they can take measures to eradicate it so that females can enjoy the same benefits as males.

LITERATURE REVIEW

1) Topic: The Pink Tax: The Persistence of Gender Price Disparity

Objective: This paper mainly throws light upon the unfair price standards subjecting towards products and services targeted for women. In this study, women's products are usually labelled "all products" campaigning to ‘help’ women. As the pink colour on the outside is considered in the community as a feminine colour, most of these products include pink packaging and / or features. The concept of Pink Tax is explained in detail since many people are unaware of its prevalence. The question of discussion that is, “Why is the pink tax continuing to persist within society and contributing to gendered price disparity?” is covered in the research paper. Solutions to curb the tax have been discussed as well.

Research Method:

First a background study was conducted to understand what is pink tax, how is it different from luxury tax, why the tax exists and various areas where such discriminatory practices are prevalent were identified. The research continues by defining parameters of societal persistence of pink tax. Second part of the research consists of various arguments helped to identify factors responsible for persistence of the tax. These contributors included the historical bias of pink colour and the history of economic inequality between those related to the females, laws and court decisions, and gendered tariff rates. This section will also consider the causal analysis, which is also considered in the case analysis. Current cases under consideration include “BIC For Her” pens, sexually explicit cleaners, and looking to buy ‘blue’ products to try to avoid the pink tax as a woman.

Third part of the research will include the future of this tax including suggestions, possible solutions the importance of communicating personal experience with pink tax.

Conclusion:

Persistence of consumer price disparities for women has been the identified but not corrected. Now, with the spread of education and awareness, real change can begin to take place and promote gender equality. Sexual discrimination in the pink tax begins with the absence of a horrible law that fully protects the opportunity for gender-based pricing. The use of broad-based advertisements and media outlets that dictate the physical fate of women throughout history and today, has left society with a sexually explicit view of women and consumers. In addition, trade policy and high prices for women's exports compared to men's exports should be clearly mentioned as the leading reason for the persistent economic inequality of

women. To ensure this doesn't continue, strict trade policies need to be laid down by the legislation. Buying from gender neutral brands could be a step to refuse paying unnecessary taxes. Reduction of price severity due to marketing and packaging requirements will help eliminate the pink tax.

2) Topic: UnPinking Discrimination: Exploring the Pink Tax and its Implications

Objective: Through this paper, the author aims to increase awareness about the pink tax and to initiate discussions about combating it. The author also aims to identify the causes and effects of the "Pink Tax", as well as to evaluate the response of companies and governments about it.

Research Method:

Firstly, the potential factors responsible for existence of pink tax have been identified. These include difference in production of goods as well as services for different genders, price discrimination, profit making mechanism and gender-based tariffs.

The prevalence of Pink Tax across different sectors has been examined. Personal care products, clothes, toys for kids and various services were compared for men and women.

Responses of various corporations are discussed in support for "The Pink Tax Revolution". These include 'Chick Tax' by Burger King, 'Ax the Pink Tax Campaign' by EWC and '#Rethink Pink' - Boxed.

Case analysis of GAP was done to understand hypocrisy in the operations.

Government response to the prevalent tax been mentioned in the latter part of the research paper.

Conclusion:

The pink tax levied on women hurts them as they are already earning less than men. Women are still fighting the gender pay gap on all sides. Of course, not all women know that they are being pressured to pay more. Gender-based discrimination affects everyone differently as it exists in many industries, including personal care products, clothing, toys, resources and services such as insurance, hairdressing, and laundry. The pink tax continues with the gender marketing of products and services, especially through the modification of packaging. Many countries including India, Australia and Kenya already have abolished taxes on products for women's hygiene. However, government policies or guidelines regarding the pink tax do not exist, except in certain parts of the US. There is a need companies that have adopted transparent pricing policies and are accountable for their actions. The abolition of the pink tax will be a step towards gender equality.

3) Topic: Investigating the Pink Tax: Evidence against a Systematic Price Premium for Women in CPG

Objective: The goal of this paper is to assess the prevalence of gender-based pricing for CPG (Consumer Packaged Goods). It is troubling because it will add to the well-written gender inequality in the labour market. Investigative journalists and government agencies report that gender differences in the CPG are more pronounced in the personal care categories, such as deodorants and razors, and the difference in the price of nails in this category is 13% (e.g., Bessendorf 2015; Consumer Reports 2010; Duffin 2019).

Research Method:

The author begins by evaluating existence evidence on Pink Tax legislation and its related literature. (Evidence is collected from Bessendorf (2015), a New York City Department of Consumer Affairs)

Then data is collected from various sources such as Nielsen Retail Scanner data from 2015 to 2018, Nielsen brand and product module descriptions, Walgreens.com, Differential purchasing by all-male and all-female households in the Nielsen Consumer Panel dataset, Label Insight and Hand-coding Label Insight product images Hand-coding Label Insight product images.

The authors have constructed their own measure of price differences to provide systematic evidence on gender-based pricing. This is done by estimating the difference between the average pricing of men's and

women's products within store and over a period of time.

The further part includes duplication and testing of pink tax evidence from NYC DCA.

The authors then describe the preferred estimates on Pink Tax from the study. Lastly, Policy Implications have been discussed.

Conclusion:

It is observed that women's products are more expensive in some categories (e.g., deodorant) but less expensive in others (e.g., razors). In addition, in comparing apples to apples of female and male products with the same ingredients, the female variation costs less than three-fifths. The results cast doubt on the need and effectiveness of the recently enacted legislation that mandates price equality for all gender products.

4) Topic: Gender-Based Price Discrimination: The Cost of Being a Woman

Objective:

In the research paper above, we aim to understand more about the Red Tax tax - the challenge we are currently facing as a society. It affects both men and women at the end of the day. There are various strategies that can reduce or eliminate the pink tax, which is much needed. This article explores the complexity of the pink tax and how it affects various things such as personal care, clothing, and even car insurance. In the paper, the author intends to discuss and explore the following: a) The Role of

News

b) Gender Wage Gap

c) Economic effects of pink tax

Research methodology:

The author has made a comparative analysis between similar and similar gender based objects. He used a method of measuring where all the points highlighted by him were supported by the relevant statistics. The author was able to effectively and clearly point out not only the gender pay gap but also the existence of the pink tax and its impact on a woman's health.

Conclusion:

Based on the research method used in the paper, the persistence of the pink tax, is most evident. Likewise, vicious monitoring of the gender pay gap, which has far-reaching consequences for women's lives, requires a legal solution. In order to finally be able to control and punish traffickers who abuse their power, the government must first implement these cruel acts. These findings will also highlight the importance of customer engagement and publicly available data on gender disparities. Public awareness works really well, and is very likely to result in real price and policy changes.

5) Topic: Exploring Pink Tax Variety and Price Discrimination

Objective:

In the paper above, the authors aim to highlight that the pink tax, a gender-based practice of price discrimination, was described and described in this study. It examines the origins and meanings of different prices and explains why it continues, especially in the field of personal care product. Pink tax, it goes on to say, can also work with taxes in poor areas.

Research methodology:

The author uses qualitative and quantitative techniques on paper to highlight the negative. Various New York City locations were selected based on previous scholarships, preliminary research, and town planning data, and many pharmacy stores in those areas were visited using the price of disposable razors as a good learning tool. The price per blade for men and women equals was compared after the various attributes of

these goods were included in the feature data panel. Pink-tax is represented by this price difference, and although there is no evidence of pink tax found in CVS or Walgreens, RiteAid has shown a clear pattern of high cost of women's items. Subsequently, the correlation between revenue and price variance was analyzed, and the correlation was shown to be a positive correlation, which meant that richer areas experienced higher price differences.

Conclusion:

Gender differences in data appear to be completely absurd and unrelated to the CD-rich affinity found in it. In a moral sense, this, of course, is a good thing. The pink tax is a bad legacy of sexism, so the fact that it is not accompanied by a tax in poor areas, although disappointing in terms of educational research and acquisition, is beneficial to society as a whole. Moreover, although this sample data is equal, it does not exempt the pink tax. Because this sample is vague, the prospect of discriminating against the pink tax is still there.

RESEARCH QUESTIONS

1. What is Pink Tax? How many people aware about the same?
2. What products are affected by Pink Tax?
3. How does it affect the buying behaviour of both the genders?
4. Which other factors affect the level of Knowledge about, the Attitude towards and Impact on Buying Behaviour of Pink Tax?

RESEARCH OBJECTIVES

1. To understand the existence of pink tax, and understand why is it prevalent and encouraged in the society.
2. To analyse how the prevalence of such a tax affects the buying behaviour of individuals.
3. To understand the effect various demographic factors such as age, gender and income have on the awareness of Pink Tax.
4. To collect evidence by conducting an experiment comparing prices of different products and services for males and females.

RESEARCH HYPOTHESIS

1. Women are more aware of the existence of the pink tax and are more sensitive towards genderbased marketing.
2. The buying behaviour of women is affected to a greater extent due to the existence of Pink Tax.
3. The income would be an indicator of their awareness and behaviour towards Pink Tax. Further, Age and Level of Education would also correlate with awareness, i.e., older and more qualified individuals would have a greater awareness of the Pink Tax due to greater experience and knowledge.

CONCEPTUAL FRAMEWORK

A conceptual framework is a written or visual representation of an expected relationship between variables. Variables are simply the characteristics or properties that you want to study. The conceptual framework is generally developed based on a literature review of existing studies and theories about the topic. The conceptual framework that we have incorporated for our study includes the following:

- Independent Variable which is taken as Age and Gender to determine the demographics of the population that eventually would be interviewed and surveyed and on what basis the research would be conducted.
- The Dependent Variable which is taken on the basis of the independent variable is the Awareness and Buying Behaviour of the respondents/existing customers which will be insightful to determine the degree of existing buying patterns and behaviours.
- Control Variables are those variables that have been assumed to be true/constant while controlling the data points and making sure that they do not affect the general study and the aim and objectives of the research study, the variables taken are Individual's education level, Income Status and Employment Stage (which includes different life stages).
- Expected Variables are those variables that actually help to determine the results the study expects to give the conclusion that tests the hypothesis and objectives of the research, the expected variables are knowing more about the Attitude and Buying Behaviour in relationship with the Awareness of the existence of Pink Tax.

DATA SOURCES

The Primary sources that have been used in this research are Survey through Questionnaire Method assessing the Knowledge, Attitude and Behaviour using a 5-point Likert Scale.

The Secondary sources that have been used while analysing the research questions are Product Prices, Cradle to Cane Study, National Longitudinal Survey of Youth (1979), Business of Fashion Survey and Sanlam Survey in South Africa.

METHODOLOGY

The objective of our research is to recognize the buying behaviour, existence and ethicality and create awareness of pink tax. This research was carried out to understand the difference in pricing of products between products for women as compared to that of men. We gathered primary qualitative data through a survey that had 15 questions, these answers were in the form of multiple-choice questions and got 320 responses that covered information related to awareness, buying behaviour, consciousness and beliefs about pink tax. We carried out an experiment where we compared prices of various products of males and females such as clothes, personal care items, toys for children, etc. This was done mainly to analyse the difference based on gender. Hypothesis testing was carried out to understand how our parameters like knowledge, behaviour and attitude are exhibited by the population.

DATA ANALYSIS

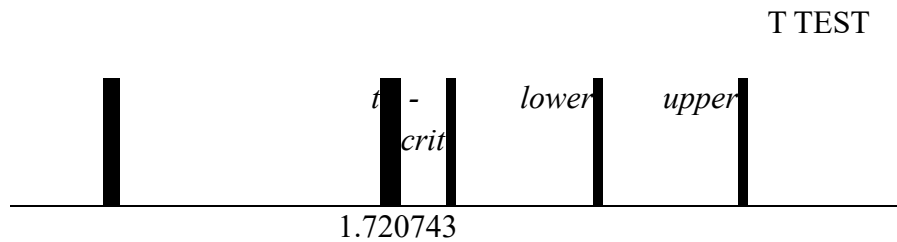
I. EXPERIMENT

What did we do?

A paired t-test is used when we are interested in the difference between two variables for the same subject. Here we wanted to compare the prices for the same objects used by both males and females. We chose 30 products used by both the counterparts and looked up prices of the various products on different sites. We noticed the prevalence of pink tax.

Table 1- Summary Output of the Paired T Test

Hyp		SUMMARY		Alpha	0.05	Diff	0
<i>Groups</i>	<i>Count</i>	<i>Mean</i>	<i>Std Dev</i>	<i>Std Err</i>	<i>t</i>	<i>df</i>	<i>Cohen d</i> <i>Effect r</i>
MEN / BOY	22	546.2273	628.4358				
WOMEN / GIRL	22	668.5					
Mean			765.753				
Difference	22	-122.273	190.1516	40.54046	-3.01607	21	0.643028 0.549771



<i>p-value</i>	<i>sig</i>				
One Tail	0.003288				yes
Two Tail	0.006576	2.079614	-206.581	-37.9642	yes

ANALYSIS

Null hypothesis: Mean(difference)=0

Alternative hypothesis Mean(difference)≠ 0

P-value (0.0066) less than alpha, hence we can reject the null hypothesis due to the existence of Strong evidence in favour of the alternate hypothesis.

Conclusion: Hence, there's a difference in price for the same products for males and females, signifying the existence of pink tax

II. HYPOTHESIS TESTING (SURVEY)

We circulated a survey and have analysed the data from the questionnaire below. The responses to our questions of the sub categories -knowledge, attitude and behaviour have been rated on a Likert scale with 1 being Strongly Disagree and 5 being Strongly Agree. We had 3 questions under knowledge and 4 under attitude and behaviour respectively.

KNOWLEDGE BASED QUESTIONS

Table 2- Summary Output of the T -Test on Knowledge based Questions

T Test: One Sample

SUMMARY			Alpha		0.05		
Count	Mean	Std Dev	Std Err	t	df	Cohen d	Effect r
301	10.92026578	2.132358928	0.122907125	88.84973719	300	5.121213713	0.981523855

T TEST		Hyp Mean			0	
	p-value	t-crit	lower	upper	sig	
One Tail	8.1589E-218	1.649948674			yes	
Two Tail	1.6318E-217	1.967903011	10.67839648	11.16213508	yes	

Null hypothesis: mean=9

Alternate hypothesis: mean >9 P value (8.1589E-218) is less than alpha (0.05).

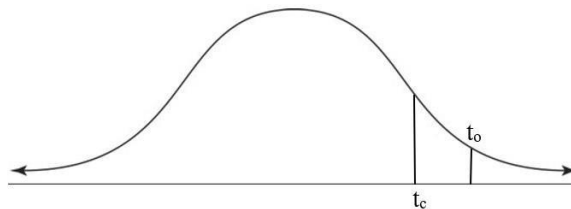


Figure 1- right tailed knowledge test

Furthermore, T0(15.62) lies to right of t-critical in the rejection region therefore reject the null hypothesis

Conclusion

The knowledge of people is significantly different from neutral at the given confidence level of 95%

ATTITUDE BASED QUESTIONS

Table 3- Summary Output of the T -Test on Attitude based Questions

T Test: One Sample

SUMMARY			Alpha		0.05		
Count	Mean	Std Dev	Std Err	t	df	Cohen d	Effect r
301	12.85714286	2.756118734	0.158860043	5.395584955	300	0.310996347	0.297417456

T TEST		Hyp Mean			12	
	p-value	t-crit	lower	upper	sig	
One Tail	6.94145E-08	1.649948674			yes	
Two Tail	1.38829E-07	1.967903011	12.5445217	13.16976401	yes	

Null hypothesis: mean=12

Alternate hypothesis: mean >12 P value (6.95145E-08) is less than alpha (0.05).

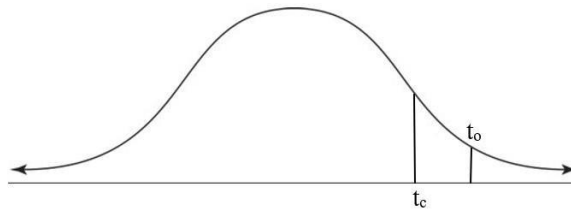


Figure 2- right tailed attitude test

Furthermore, $T_0(5.40)$ lies to right of t-critical in the rejection region therefore reject the null hypothesis

Conclusion: The Attitude of people is different from neutral at the given confidence level of 95%

BEHAVIOUR BASED QUESTIONS

Table 4- Summary Output of the T -Test on Behaviour based Questions

T Test: One Sample

SUMMARY			Alpha		0.05		
Count	Mean	Std Dev	Std Err	t	df	Cohen d	Effect r
301	15.03322259	1.8705327	0.107815712	28.13340026	300	1.621582233	0.851554995

T TEST		Hyp Mean			12	
	p-value	t-crit	lower	upper	sig	
One Tail	1.97953E-86	1.649948674			yes	
Two Tail	3.95906E-86	1.967903011	14.82105173	15.24539346	yes	

Null hypothesis: mean=12

Alternate hypothesis: mean >12 P value (1.97953E-86) is less than alpha (0.05).

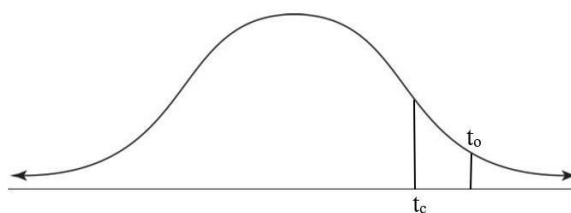


Figure 3 - right tailed behaviour test

Furthermore, $T_0(28.13)$ lies to right of t-critical in the rejection region therefore reject the null hypothesis

Conclusion: The Behavior of people is significantly different from neutral at the given confidence level of 95%

III. SURVEY ANALYSIS

We circulated a survey and have analysed the data from the questionnaire below. The responses to our questions on the knowledge, attitude and behaviour have been rated on a Likert scale with 1 being Strongly Disagree and 5 being Strongly Agree.

Initial Awareness

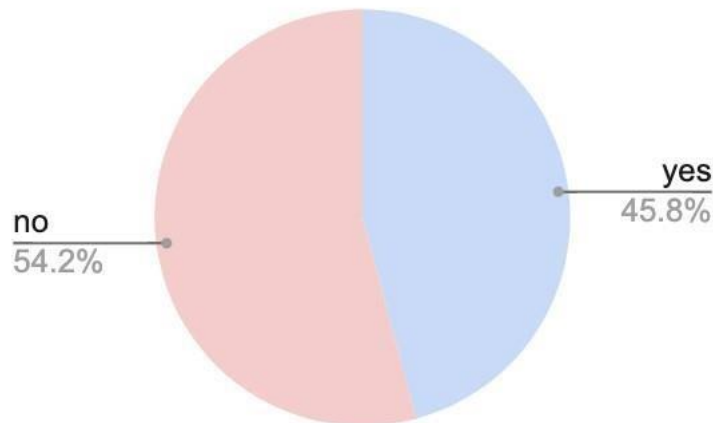


Figure 4 – initial awareness

Through our survey we saw that only 45.8% were aware about pink tax and only 21% of the respondents who voted “yes” are males.

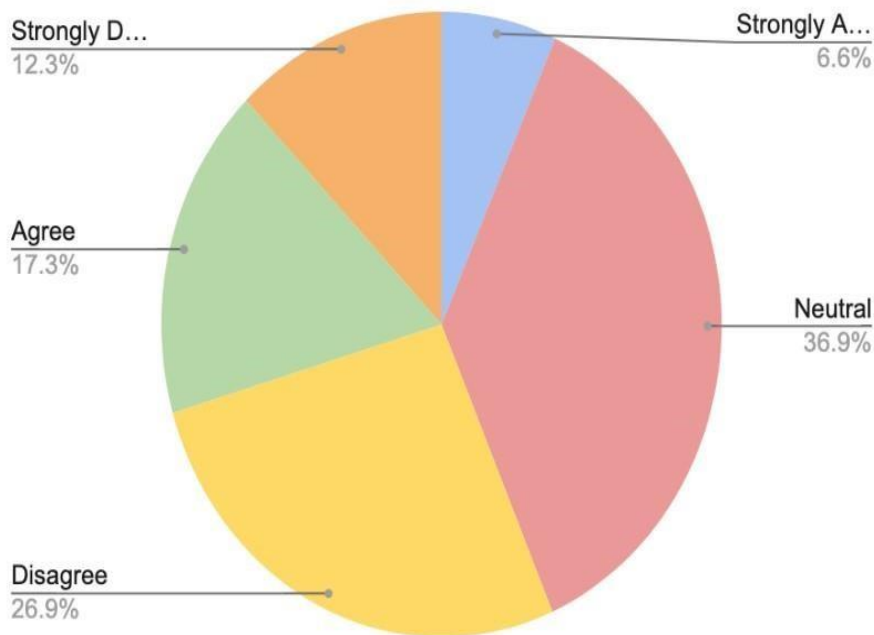


Figure 5- awareness of difference between pink tax and tampon tax

On further asking if they know the difference between pink tax and tampon tax we see that only 2.9% of the people know the difference between the two, again the majority who knew about it were females. For our study we have divided the questions of the basis of Knowledge, Attitude and Behaviour.

KNOWLEDGE

Based on Gender:

Table 5- knowledge based on gender

GENDER	TOTAL OF THE GENDER	RESPONDENTS WITH HIGHER AVERAGE KNOWLEDGE	PROBABILITY
Male	203	82	40.39%
Female	98	40	40.81%

On the basis of the knowledge about the concepts of pink tax we can see that the same percentage of both genders have high knowledge about pink tax. However average knowledge is higher in females than in males as can be seen below.

Table 6 – average knowledge based on gender

gender	average
female	3.699507389
male	3.517006803

Females had a higher average than males. This can be attributed to the fact that the female consumers are the ones who must pay a significantly higher amount for a similar product. While evaluating the prices of products at the time of purchasing them, it is most probable that one would pick a cheaper option for the same product. However, due to Pink Tax and the labels ‘For Men’ and ‘For Women’ put on the products, women lose the option of picking the cheaper one. Due to the Negativity Bias, people register and remember negative stimuli more easily than positive ones. Thus, this price difference, that might be annoying to most Female Consumers, is more easily recalled by them.

Table 7- Knowledge based on age

Based on Age:

Age Group	Total Respondents	RESPONDENTS WITH HIGHER AVERAGE KNOWLEDGE	PROBABILITY
<18	8	2	0.25
18-25	189	86	0.455026455
25-35	12	0	0
35-45	30	9	0.3
45-55	55	24	0.4363636364
55-65	6	1	0.1666666667
65-80	2	0	0
>80	1	0	0

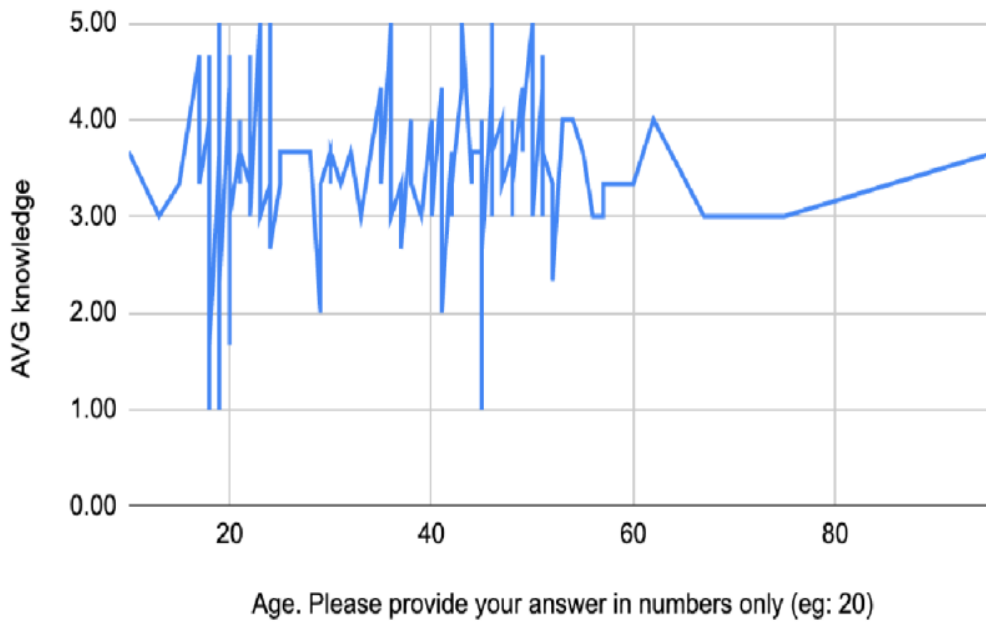


Figure 6- average knowledge based on the age

Based on our sample, the most number of people who have the highest knowledge (45%) are between the 18-25 bracket.

A positive correlation between Age and Knowledge of the Pink Tax is 0.4400640906 which indicates that as the age increases the awareness of the Pink Tax increases and more prevalently the knowledge is seen more in older age groups which could be due to shopping habits formed.

Based on Income:

Table 8- Knowledge based on Income

INCOME BRACKET	TOTAL RESPONDENTS	RESPONDENTS WITH HIGHER AVERAGE KNOWLEDGE	PROBABILITY
Less than 1 Lakh	24	9	0.375
1 Lakh - 5 Lakh	32	9	0.28125
5 Lakh - 10 Lakh	22	9	0.4090909091
10 Lakh - 15 Lakh	30	12	0.4
15 Lakh - 25 Lakh	31	10	0.32
25 Lakh - 50 Lakh	46	23	0.5
50 Lakh - 1 Crore	50	21	0.42
Greater than 1 Crore	49	20	0.4081632653

The amount of knowledge among the various income brackets has remained more or less consistent according to our sample. The most knowledgeable are the respondents within the income bracket of 2550 lakh.

UNFAVOURABLE ATTITUDE

Table 9- Attitude based on the Gender

Based on Gender:

GENDER	TOTAL RESPONDENTS	RESPONDENTS WITH STRONGER ATTITUDE	PROBABILITY
FEMALE	203	29	0.1428571429
MALE	98	14	0.1428571429

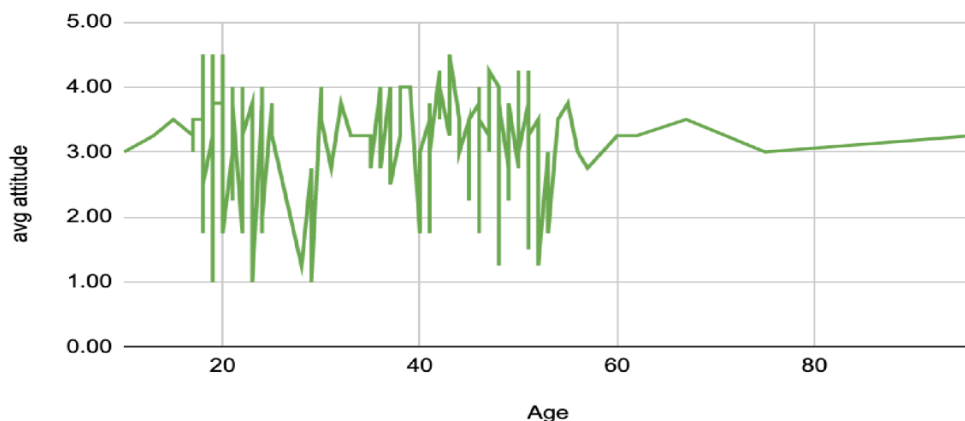
Only 14% of the respondents have a strong unfavourable attitude towards pink tax. Gender and the unfavourable opinion has a negligible correlation. One notable observation is that while 46.08% of women said that they believe the existence of the price difference affects their buying decisions, only 25.77% of the men believed that to be true.

Table 10- Attitude based on age

Based on age:

AGE GROUP	TOTAL RESPONDENTS		PROBABILITY
<18	8	5	0.625
18-25	189	73	0.3862433862
25-35	12	4	0.3333333333
35-45	30	11	0.3666666667
45-55	55	26	0.4727272727
55-65	6	4	0.6666666667
65-80	2	0	0
>80	1	1	1

Table 9- average attitude based on age



As can be seen from the graph , age does not have much effect on the attitude.

Table 10- corelation of attitude and age

	ATTITUDE
AGE	-0.04435975977

There is a low correlation between age and the attitude , the age does not have a major impact on the attitude. A negative correlation between Age and Attitude towards the prevalence of the Pink Tax is - 0.4407817364 which indicates that as the age increases the unfavourable attitude towards the Pink Tax decreases which calls for a conclusion that younger people are more likely to have positive attitudes towards equality in the pricing structure for various products than older people.

Based on income:

Table 11-attitude based on income

INCOME BRACKET	TOTAL RESPONDENTS	RESPONDENTS WITH STRONGER ATTITUDE	PROBABILITY
Less than 1 Lakh	24	5	0.21
1 Lakh - 5 Lakh	32	2	0.06
5 Lakh - 10 Lakh	22	4	0.18
10 Lakh - 15 Lakh	30	5	0.17
15 Lakh - 25 Lakh	31	4	0.13
25 Lakh - 50 Lakh	46	5	0.11
50 Lakh - 1 Crore	50	6	0.12
Greater than 1 Crore	49	10	0.20

There is no direct relation with the income and the attitude exhibited by the respondents.

BEHAVIOUR

Based on gender:

Table 12- behaviour based on gender

GENDER	TOTAL RESPONDENTS	RESPONDENTS WITH STRONGER BEHAVIOUR	PROBABILITY
FEMALE	203	86	0.42
MALE	98	38	0.38

While 38% males have a strong behavioural change ,42% of the females do . Females can be seen to act more on it more than males despite having an equal amount of knowledge because they are more affected by the tax.

Based on age:

Table 13- behaviour based on age

AGE BRACKET:	TOTAL RESPONDENTS	RESPONDENTS WITH A STRONGER BEHAVIOUR	PROBABILITY
<18	8	5	0.63
18-25	189	73	0.39
25-35	12	4	0.33
35-45	30	11	0.37
45-55	55	26	0.47
55-65	6	4	0.67
65-80	2	0	0.00
>80	1	1	1.00

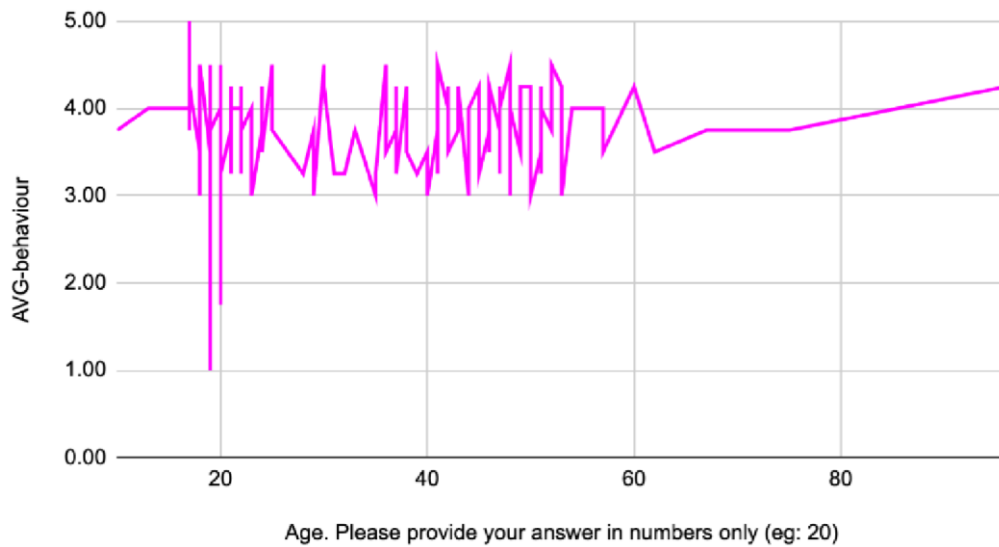


Figure 7- average behaviour based on age

Based on the sample, the strongest behaviour was exhibited by the age group 55-65. There is almost negligible correlation however between the age and the behaviour (0.008), which shows us age does not affect the behaviour.

Based on income:

Table 14- behaviour based on income

INCOME BRACKET	TOTAL RESPONDENTS	RESPONDENTS WITH STRONGER BEHAVIOUR	PROBABILITY
Less than 1 Lakh	24	15	0.63
1 Lakh - 5 Lakh	32	12	0.38
5 Lakh - 10 Lakh	22	12	0.55
10 Lakh - 15 Lakh	30	12	0.40
15 Lakh - 25 Lakh	31	13	0.42
25 Lakh - 50 Lakh	46	19	0.41
50 Lakh - 1 Crore	50	13	0.26
Greater than 1 Crore	49	21	0.43

Again, the income seems to have no correlation with the behaviour of the respondents as can be seen from the sample.

LIMITATIONS OF OUR STUDY

1. Respondent Can Affect Accuracy: There is no guarantee that people will respond to our survey questions honestly with the best of intentions.
2. Bias and Unintended Consequences Can Affect Accuracy: It may not even mean that people deliberately respond negatively. It could be for a reason. The range and numbers of different types of bias are huge. Most of that we have tried to overcome with a careful and thoughtful research design.
3. Surveys Provide Incorrect Sample Data: Surveys typically operate in the form of a sample size in which a small group of people in general are invited to respond. Although we tried to invite as many people as possible, we were able to get about 300 responses. This means we do not have data from everyone and that introduces the need to perform some calculations in order to analyse the data successfully.
4. Answers Are Not Natural Objective: Probably the biggest problem with surveys is that people are naturally biased, not intentional, when answering. People are not thermometers, which means they cannot give 100% logical answers to our list of questions.
5. Fatigue Reduce Response Surveillance: We have all received survey invitations and the trend of everyone using the survey responses is high. This means that a certain level of survey fatigue begins among people. How it affects your list of questions depends on you. We have tried to make it easier and quicker for people to respond to our survey. We circulated a survey and have analysed the data from the questionnaire below. The responses to our questions of the sub categories -knowledge, attitude and behaviour have been rated on a Likert scale with 1 being Strongly Disagree and 5 being Strongly Agree. We had 3 questions under knowledge and 4 under attitude and behaviour respectively.

CONCLUSION

In conclusion, we would like to answer the main questions that this paper puts forth. In terms of gender, as we hypothesised, females are more aware about the phenomenon of Pink Tax and their purchasing decisions are impacted by Pink Tax to a greater extent than that of males. Further, we inferred that although a lot of respondents have noticed a gender-based price difference between products, most of these people are unaware of the practice of Pink Tax, i.e., they do not know that it is a studied phenomenon, thus do not give it much thought or importance. Age is a negatively correlated independent variable with the dependent variables of attitude and behaviour. This is because of the changing times, where young people are more sensitised towards the social issue of gender equality. They thus have stronger beliefs and opinions and behave in accordance with those beliefs as well. Thus, while some may believe it's a management decision, others may say it's a marketing strategy, and yet others think that it's just another way to price products, the Pink Tax is based on gender stereotyping and takes advantage of consumers who may be unaware. It is an unfair price difference that acts as a 'hole' in female consumers' pockets, and must thus be curbed.

Through the experiment conducted we can infer that the products for men and women are not priced equally. Female products are priced higher which shows clear discrimination against females. Through all the three-hypothesis testing, we can say that the knowledge is not neutral. People either know about Pink Tax or don't, there is no in between. Pink tax is not a very popular topic of discussion amongst people and hence spreading the word about the same is extremely necessary in order to fight against the same to maintain equality.

References

1. Abdou, D. M. (2019, October). *Gender-Based Price Discrimination: The Cost of Being a Woman*.
2. ResearchGate. https://www.researchgate.net/publication/348074357_Gender-Based_Price_Discrimination_The_Cost_of_Being_a_Woman
3. *Assessing Pink-Tax Variations and Price Discrimination | Charles Scheland's Project | Fordham*.
4. (n.d.). Fordham University. Retrieved April 12, 2022, from https://www.fordham.edu/info/29752/ars_nova_digital_showcase_2020/11571/charles_schelands_project
5. Moshary, S. (2021, July 12). *Investigating the Pink Tax: Evidence Against a Systematic Price Premium for Women in CPG*. SSRN.
6. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3882214
7. Pant, S. (n.d.). UnPinking Discrimination: Exploring the Pink Tax and its Implications. *International Journal of Policy Sciences and Law*, 1(3).
8. https://ijpsl.in/wpcontent/uploads/2021/03/UnPinking-Discrimination-Exploring-the-Pink-Tax-and-its-Implications_Svasti-Pant.pdf
9. *The Pink Tax: The Persistence of Gender Price Disparity*. (n.d.). Monmouth College Research.
10. Retrieved April 12, 2022, from <http://research.monm.edu/mjur/files/2020/02/MJUR-i122019Conference-4-Lafferty.pdf>