

## Chapter 21

# A Study on Pink Tax Price Disparity of Gender Variation With Specific Reference to Comestible Goods

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### **ABSTRACT**

*The Pink Tax is an additional sum of money that is paid daily by women for comparable or comparable-in-value edible products. Specifically, the Pink Tax is a tax on pink products. There are a lot of people who either don't comprehend the justification for the presence of this tax in society or have a limited awareness of it. It is often referred to by the name "hidden tax." While the Pink Tax is not a legitimate form of taxation, it does still exist. The regulations that prevent price discrimination based on gender are only present in a select number of state and municipal governments, but the federal government does not have any such laws. The objective of this study is to bring attention to a tax that frequently isn't focused on within the day-to-day activities of women, to investigate the price differences between commodities in which women pay a higher amount compared to men for the same product, and to investigate the reason why female products are so expensive.*

## **1. INTRODUCTION**

The term “pink tax” describes gender-based price discrimination wherein women frequently pay more than males for comparable goods and services that are only distinguishable by the color of the product and its packaging (Alabdullah et al., 2021a). Knowledge of this price disparity in both wealthy and poor nations (Alabdullah & Ahmed, 2021). According to a poll, as many as 67% of Indian citizens have never ever heard of the pink tax. Gendered pricing first came to light as a result of the GST’s reduction from 18% to 12% (Alabdullah et al., 2021b). In many categories of goods and services, from toys for young children to medical assistance equipment for the elderly, this so-called tax, which causes a price difference between generic or gender products with their female-targeted counterparts, can be seen (Al-Maaitah et al., 2021a).

A razor for males costs Rs. 180, while its pink counterpart, or the female’s version, costs Rs. 250, a startling difference of Rs. 70 for just a change in the product’s colour, according to one study (Al-Maaitah et al., 2021b). Similar to this, a basic t-shirt costs Rs. 305 for males and Rs. 359 for women. Women may also pay up to 92 percent extra for the same garments to be dry-cleaned (Gupta, 2021a). A study by the New York City Department of Consumer Affairs that examined the pricing of hundreds of items from cradle to cane came to the conclusion that there is a 7% overall discrepancy in product costs and also that women consumers paid increased costs in 30 of the 35 product categories (Almaamari & Salial, 2022).

The average annual cost of the pink tax for a woman is \$2,135. A woman by the age of 35 pays an astounding sum of \$47,000 under the pretense of this “gender tax,” according to the official website of Beat the Pink Tax (Saxena et al., 2023). In addition to the gender pay difference, women also have additional financial burdens. Despite the 12% tax on feminine hygiene products being eliminated in India in 2018, Following a protest and a petition with 4,00,000 signatures against the 12% GST, temporary finance minister Piyush Goyal announced it in 2018. Similar to the pink tax, the salary disparity continued to exist even in industrialized nations like the United States as of 2018, reaching as high as 19 percent in India (Almaamari, 2022). As a result of Gupta’s (2021b) income and higher expenditure, women are doubly disadvantaged simply because of their gender.

## **2. REVIEW OF LITERATURE**

According to the information presented on NYC.gov, which was outlined by Zelniker (2018) in his research. The following table provides a visual representation of the variance in the percentages of the prices.

*Table 1. Variance in percentages of the prices*

<b>Details</b>	<b>Male (₹)</b>	<b>Female (₹)</b>
clothes cost 4% more than boys’ clothing	100	100+4=104
Women pay 7% more than men for accessories such as tote bags and watches.	100	100+7=107
13% more for personal care such as deodorant	100	100+13=113

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