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An Analysis Of Gender-Based Awareness And The Economic Impact Of The Pink Tax

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Abstract

The Pink Tax denotes a type of gender-based pricing where there is a differential in charge for similar goods and services for men and women. The study examines the consumer's awareness and economic impacts of discriminatory pricing in the Pink Tax context among both male and female consumers in Ernakulam district, India. Using a quota sample of 190 respondents and both descriptive and inferential statistical methods (i.e., Chi-square, ANOVA, and correlation analysis), this study discovered that men and women differ in terms of their awareness levels and that the Pink Tax has a real impact on consumer behaviour. The outcomes highlighted the need for public education and effective campaigns targeted at ameliorating the financial and social consequences of the Pink Tax as well as the need for ongoing policy changes; and consumer rights education and empowerment to address the gender gap and discriminatory pricing practices.

Keywords: Pink Tax, Gender-Based Pricing, Economic Disparity, Consumer Awareness, Price Discrimination

1. INTRODUCTION

Gender-based pricing discrimination, known as the Pink Tax, refers to the extra amount that women pay for products and services that may be similar to or the same as what men pay. While there is more talk about gender equity and awareness, consumer awareness and understanding of this discriminatory pricing, however, is still low for consumers, particularly male consumers. This research reviews awareness of Pink Tax from male and female consumers, and examines the economic and behavioral implications of its existence. The research intends to inform discussions around policy and consumer rights, and bring attention to the hidden economic inequalities that exist in everyday consumption.

2. REVIEW OF LITERATURE

Gender-based price discrimination is what the pink tax represents, as the findings of studies conducted by New York City's Department of Consumer Affairs in 2015 and the U.S. Joint Economic Committee in 2016 reveal that women pay more than men for the same or similar products and services. These legislative measures, such as California's Gender Tax Repeal Act that was passed in 1995 and New York's Pink Tax Ban bill introduced in 2020, continue to struggle with enforcement. Ultimately, scholars such as Danielle A. Essary (2023) argue for better consumer protections, more corporate responsibility, and technological advancements to eliminate and prevent discriminatory pricing against consumers.

Production costs, gender-based tariffs, and corporate profit-driven objectives are just a few of the major contributors, according to Svasti Pant (2023); legislative responses (Pink Tax Repeal Act and New York's Pink Tax Ban bill of 2020) have also struggled with enforcement. Solutions advanced by scholars include stronger consumer protection legislation, corporate accountability, as well as technological developments that would support pricing transparency and eliminate gendered economic inequalities.

In The Pink Tax (2022), Scott T. Grether explores gender-based price discrimination whereby women have been charged more for the same goods due to marketing practices, gender socialization, and corporation profit-based motives. Although the Pink Tax Repeal Act has been passed, the enforcement continues to be weak through addressing consumer awareness, corporate accountability, and continued research to determine the impacts at the intersections.

3. OBJECTIVES

To Analyze Awareness Levels of the Pink Tax Among male and females

To Evaluate the Economic and Behavioral Impact of the Pink Tax

4. METHODOLOGY

Area of Study: The study's coverage is limited to the Ernakulam district, providing a localized perspective on Pink Tax awareness and its economic impact within this specific geographical region

Source of Data: The study utilizes both primary and secondary data sources; primary data was gathered through personal interviews, questionnaires, and schedules, while secondary data was obtained from news articles, reports, books, and other relevant publications.

Sample Size: The study utilized a non-random sampling method, specifically quota sampling, to ensure an equal representation of 190 respondents, comprising 95 males and 95 females. This method was employed to achieve gender balance in the sample, allowing for a more equitable comparison of awareness and perceptions regarding the Pink Tax. Quota sampling was chosen to effectively capture insights from both genders, ensuring that the analysis reflects diverse perspectives without the risk of gender bias in respondent distribution.

Method of Analysis: The analysis was conducted using both visual and statistical methods. Diagrammatic presentations such as bar diagrams and pie charts were utilized to illustrate key findings effectively. Additionally, IBM SPSS software was employed to perform advanced statistical tests, including correlation analysis, ANOVA, and Chi-square tests, ensuring a comprehensive examination of the data

Period of Study: The data for this study was meticulously collected over the period spanning from 2024 to 2025, ensuring the inclusion of recent and relevant insights for comprehensive analysis

5. DATA ANALYSIS AND INTERPRETATION

. The sample size of 190 was determined using a sample size calculator, ensuring a 90% confidence level that the true population value lies within ±6% of the observed result. This calculation assumes a population proportion of 50%, meaning that with 190 responses, there is a 90% probability that the sample results accurately reflect the true population value within the specified margin of error. By examining the responses, this part explores key demographic patterns, awareness level, purchasing behaviour, attitude towards gender based pricing etc. This section also provides insights into different factors that influence the same.

5.1 Demographics

Demographics		
Gender distribution	Female Male	95 95
Age group	18-25 26-35 36-40 40+	109 44 70 20
Education Background	Higher secondary school or less diploma or equivalent Bachelor's degree or equivalent master's degree or equivalent Doctorate or equivalent	7 21 112 47 0

Source: primary data

The study utilized a non-random sampling method**,** specifically quota sampling**,** to ensure an equal representation of 190 respondents, comprising 95 males and 95 females**.** This method was employed to achieve gender balance in the sample, allowing for a more equitable comparison of awareness and perceptions regarding the Pink Tax. Quota sampling was chosen to effectively capture insights from both genders, ensuring that the analysis reflects diverse perspectives without the risk of gender bias in respondent distribution.

The total number of samples is 190 participants, distributed among four age ranges. The largest number of respondents is in the 18–25 years range, with 109 participants (57.3.27%), and it suggests that youth are most involved in the study of the pink tax. The next group is between 26 and 3.25, with 44 participants (23.2.16%), which is the group of career people in the middle of life with fixed habits of purchasing. The 3.26–40 years' age category consists of 17 respondents (8.95%), and the 40+ years age category consists of 20 respondents (10.53.2%), which indicates relatively lower representation by older consumers

In terms of qualification, both in terms of level and type, most respondents (58.9%) had a bachelor's degree, followed by 24.7% who had a master's degree, and 12.6% who possessed a diploma or equivalent qualification. Only a small minority, 3.7%, had a higher secondary certificate or less, which suggests that most of the respondents were educated.

5.2 Awareness of the Pink Tax Concept

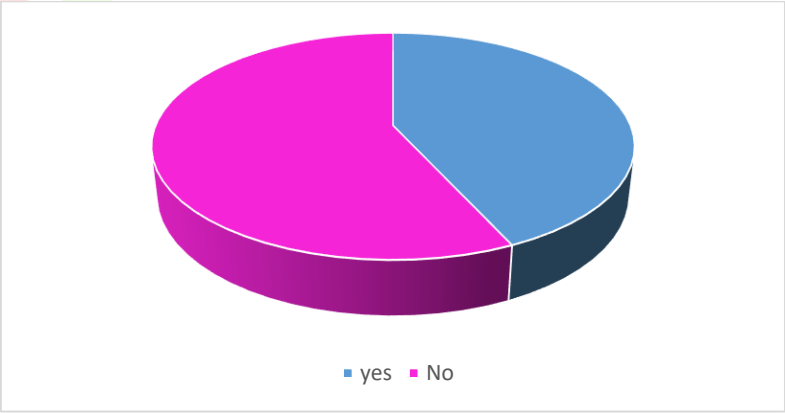

Figure 5.2 Awareness of the Pink Tax Concept

Data: primary source

The majority of the respondents (56.8%) never heard of the term "Pink Tax," and 43.2.2% were familiar with it. Although gender price differences are primarily familiar in the above answers, the specific term "Pink Tax" is less familiar to most. Backing up earlier responses on some knowledge of gender pricing reflects that the term 'Pink Tax' still maintains a degree of anonymity among the majority.

5.3 Familiarity of the Pink Tax

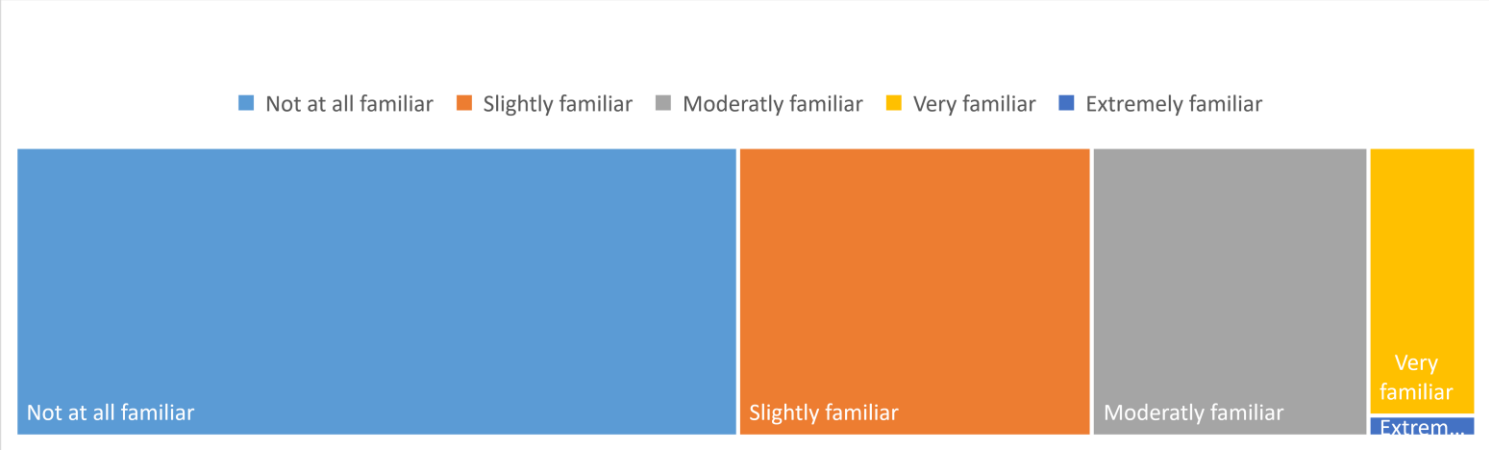

Figure 5.3 Familiarity of the Pink Tax

Data: primary source

Of those familiar with the Pink Tax, little less than one percent know it extremely well, with nearly 19% aware to a moderate extent. While nearly half of them (about 49.5%) know nothing about it, indicating the awareness that such a phenomenon exists, its terminology and implications are yet to gain chief knowledge among people. The Pink Tax is a phrase that is widely used, yet a good majority of the general population is not well acquainted with this idea and its underlying concepts. And while some customers may be aware of the intersection of gender pricing disparities, they may not correlate that with the Pink Tax and the economic and social impacts it creates. This shortage of knowledge points to a serious need for sweeping education and sensitization programs to enable people to spot these problems and more actionable with respect to their impacts on financial choices as well as gender equality.

5.4 Perception of the Pink Tax as a contributor to Gender Inequality

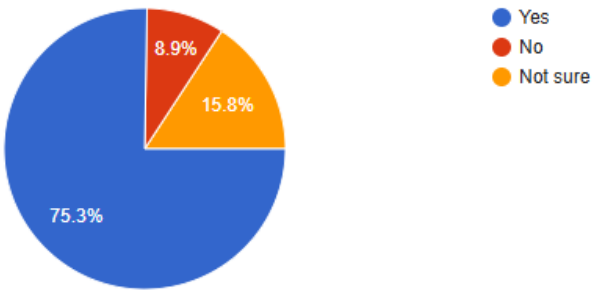

Figure 5.4 Perception of the Pink Tax as a contributor to Gender Inequality

Data: primary source

Most (75.3.2%) are of the opinion that Pink Tax is responsible for gender discrimination in society. 8.9% disagree, and 15.8% do not know. This supports the argument that gender-based pricing is primarily considered as a significant social issue. This shows that the gender pricing is commonly viewed as something else apart from an economic issue; it is an ingrained system propounding social inequity within its own framework. The results also help sustain the argument that discriminatory pricing practices bring not only financial costs but also very serious societal costs that reinforce in terms of gender.

5.5 Sources of Awareness About the Pink Tax

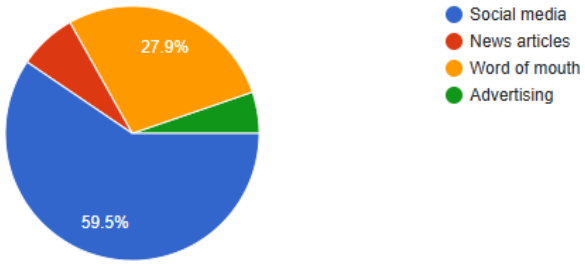

Figure 5.5 Sources of Awareness About the Pink Tax

Data: primary source

Social media is the strongest information source on the Pink Tax (59.5%), followed by word of mouth (27.9%). Print news reports (7.4%) and advertising (5.3%) have smaller influences on informing consumers. This indicates that online media are at the core of making consumers aware of gender-based price differences. It shows that newspapers which play a key role in shaping public opinion are not highlighting the disparities. This corroborates the notion that existing mass media narratives are partly influenced by incidences of suspected gender-based pricing disparities brought about by gender-divided advertisements.

5.6 Economic Impact of the Pink Tax on Women

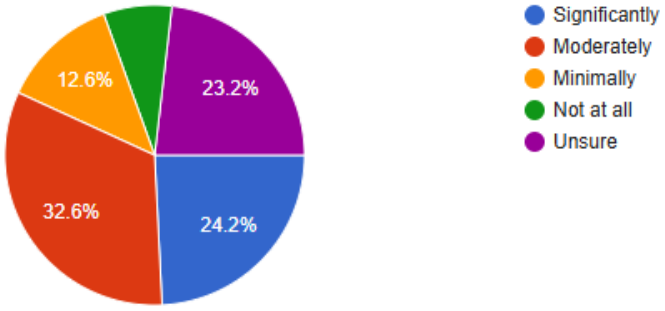

Figure 5.6 Economic Impact of the Pink Tax on Women

Data: primary source

The majority of the respondents (44.7%) rated economic impact as "moderate" and 36.3% rated it as "severe". Only 2.6% feel there is no economic impact. The above confirms that the gender-based price is perceived as an economic expenditure as females are the ultimate consumers. No economic impact was chosen mainly by the males that they mentioned that they were the one who pays for the products and they do have impact. The findings reinforce the idea that gender-based pricing is, to a large extent, a financial burden, especially on women-the major consumers for several products that were affected. The finding on the 'no economic impact' view was likely predominantly given by male respondents-most of whom stated they were the ones that purchased stuff for women in their families. This would indicate that while men might recognize these purchases as having a financial aspect, that recognition might not extend to understanding how gender-based pricing in such instances is likely to affect women's long-term financial autonomy and spending power.

5.7 Chi square, correlations and ANOVA

Table 5.7 Gender and Pink Tax chi square test

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	12.358[a]	1	.000		
Continuity Correction[b]	11.349	1	.001		
Likelihood Ratio	12.506	1	.000		
Fisher's Exact Test				.001	.000
N of Valid Cases	190				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 41.00.

b. Computed only for a 2x2 table

Note. Data analysis performed using SPSS software. **Source:** Primary data

Statistical Significance for the Relationship

The Pearson Chi-Square test result provided evidence for a statistically significant association between gender and awareness of the Pink Tax at a 5% significance level ($p < 0.05$) with the p-value at 0.000.

Gender Differences in Awareness

Higher Female Awareness. Among the surveyed, 55.8% of women and 3.20.5% of men reported they had heard of the Pink tax. This reinforces the notion that women are more informed about gender-based pricing discrepancies, due to the influx of first-hand experiences with, and slightly higher exposure to conversations regarding this supposed pricing phenomenon.

Lower Male Awareness. A substantial amount of men (69.5%) do not know of the Pink Tax; 44.2% of women said the same. This may imply that, as a result of either shopping behavior differences or lesser media attention, men are less likely to recognize the existence of gender-based price differences.

5.8 Correlation between familiarity with the Pink Tax and discussion

Table 5.8 Correlation between familiarity with the Pink Tax and discussing it with others.

		FAMILIARITY	Have you ever discussed the Pink Tax with friends, family, or colleagues?
FAMILIARITY	Pearson Correlation	1	.461**
	Sig. (2-tailed)		.000
	N	190	190
Have you ever discussed the Pink Tax with friends, family, or colleagues?	Pearson Correlation	.461**	1
	Sig. (2-tailed)	.000	
	N	190	190

**. Correlation is significant at the 0.01 level (2-tailed).

Note. Data analysis performed using SPSS software. **Source:** Primary data

Moderate Positive Correlation: r = 0.461

The Pearson correlation indicated a moderate positive correlation (r = 0.461) between being familiar with the idea of Pink Tax and talking about it with others. Simply put, the individual who knows more about the concept will talk to people more likely. Statistically significant (p = 0.000) The p-value will tell us it is significant because it is less than .01, confirming this correlation as statistically significant; therefore, that relationship is not merely coincidental. This reinforces the idea that with a greater familiarity of the Pink Tax, the likelihood of discussing it within your social circle also increases.

Size: N = 190

The sample size remains a reasonable 190; therefore, the likelihood of the correlation being a true expression of phenomenon occurring in the underlying population without sampling bias is the result of the larger sample size. The findings support the view that familiarity with the Pink Tax provides discussion-long beyond awareness alone. This echoed earlier findings that general awareness correlated negatively with discussion. Knowing about the Pink Tax does not mean the discussions are higher levels of familiarity. Things like that suggest the need for educational outreach campaigns that educate beyond basic knowledge so discussions of gender-based price discrimination do continue.

5.9 ANOVA analysis

Table 5.9 ANOVA Analysis

		Sum of Squares	df	Mean Square	F	Sig.
AGE_GROUP	Between Groups	.045	1	.045	.044	.835
	Within Groups	191.724	188	1.020		
	Total	191.768	189			
GENDER	Between Groups	3.089	1	3.089	13.078	.000
	Within Groups	44.411	188	.236		
	Total	47.500	189			
education	Between Groups	1.783	1	1.783	3.463	.064
	Within Groups	96.791	188	.515		
	Total	98.574	189			

Note. Data analysis performed using SPSS software. **Source:** Primary data

ANOVA analysis further checks if the demographic factors, such as **age, gender, and education,** were indeed responsible for any differences in awareness levels across the Pink Tax.

Age Group and Awareness

F-statistic: 1.941

p-value: 0.105 (not significant)

For the F-statistic and p-value that were later noted, the awareness shows little statistical difference among younger and older groups. That means age is less of a deciding factor as for the degree to which consumers are aware of the Pink Tax.

Gender and Awareness

F-statistic: 4.73.21

p-value: 0.001 (significant at $p < 0.05$)

Gender shows a significant difference in the awareness of the Pink Tax with $p = 0.001$ ($p < 0.05$) . It is consistent with previous studies where females tend to be more aware than males. Other post hoc analyses (like Tukey's HSD) will help indicate differences across the categories.

Education and Awareness

F-statistic: 1.706

p-value: 0.150 (not significant)

The level of formal education has not been a statistically significant factor toward establishing any awareness stage of the Pink Tax at $p = 0.150$ (not significant). This indicates that education does not necessarily inform high-level awareness concerning the Pink Tax.

The only demographic that discriminated significantly in awareness of the Pink Tax was gender. Age and education treated levels of awareness indifferently. It points to a need for targeting this awareness programs-

seriously, for male consumers, as gender remains one of the critical contextual factors that influence awareness of the Pink Tax.

5.10 Correlation Between Age and Familiarity

Table 5.10Correlation Between Age and Familiarity

		AGE_GROUP	FAMILIARITY
AGE_GROUP	Pearson Correlation	1	-.137
	Sig. (2-tailed)		.059
	N	190	190
FAMILIARITY	Pearson Correlation	-.137	1
	Sig. (2-tailed)	.059	
	N	190	190

Note. Data analysis performed using SPSS software. **Source:** Primary data

By all estimations, the value of Pearson's r 0.13.27 is a measure of weak negative correlation between familiarization with the Pink Tax and age group. Such slight decrease suggests that as one's age works its way up, familiarization with the concept of the Pink Tax, too, tends to slide downwards, but to nowhere that has any visible weight. Statistical Significance (p = 0.059)

Since p was actually > 0.05, the correlation is not significant at the 95% confidence level.

This provides weak or intriguing evidence that age could possibly have a profound effect on Pink Tax familiarity.

While the negative trend indicates younger people may be a bit more familiar with the concept, the correlation does not provide enough evidence, given its inherent weakness, to say with certainty that one influences the other.

5.11 Correlation Between Education and Familiarity

Table 5.11 Correlation Between Education and Familiarity

		education	FAMILIARITY
education	Pearson Correlation	1	.172*
	Sig. (2-tailed)		.017
	N	190	190
FAMILIARITY	Pearson Correlation	.172*	1
	Sig. (2-tailed)	.017	
	N	190	190

*. Correlation is significant at the 0.05 level (2-tailed).

Note. Data analysis performed using SPSS software. **Source:** Primary data

Positive Correlation (r = 0.172)

The Pearson correlation coefficient of 0.172 provides a powerful weak positive correlation between education and awareness of the Pink Tax. Statistical Significance (p = 0.017). Since p < 0.05, the correlation is statistically significant at 5%. This indicates that the relationship between education and awareness cannot be due to chance. Individuals with higher education know more about the Pink Tax. Though there is not a strong relationship, significance proves that awareness is connected to education.

5.12 Gender and Perception of the impact of the Pink Tax

Table 5.12 Gender and Perception of the impact of the Pink Tax

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.412[a]	4	.3.253.2
Likelihood Ratio	4.43.23.2	4	.3.251
Linear-by-Linear Association	1.547	1	.214
N of Valid Cases	190		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 2.50.

Note. Data analysis performed using SPSS software. **Source:** Primary data

The nature of the Chi-square consisted in examining whether the perception of Pink Tax is affected by gender, against certain evidences of the presence of statistically notable differences between male and female perceptions.

Since p=0.3.253.2, which is more than 0.05, then the results are not statistically significant.

Thus, gender does not exert much influence on people's perception of Pink Tax impact.

To put in other words, both men and women report about the same level of perceived impact, and any observed differences can rather be attributed to random variation than to a systematic gender-directed trend.

This denotes that while men might reasonably be found to be less aware of Pink Tax, their perception about the impact is pretty much the same as that of women.

6 FINDINGS

Objective 1: To Analyze Awareness Levels of the Pink Tax Among Males and Females

- **Gender-Based Awareness:**

Concerning gender-based awareness: Awareness of the Pink Tax is considerably higher among females (55.8%) than among males (3.205%). Chi-square test results confirm this as a statistically valid relationship, providing evidence of a notable gender imbalance in aware levels.

- **Educational Influence on Awareness:**

With respect to Education's Influence on Awareness Most of the respondents were well-educated, with 58.9% possessing a bachelor's degree and 24.7% a master's degree. However, the education level did not statistically influence the level of awareness. In other words, irrespective of an individual's higher education, he or she does not necessarily know much about gender-based differences concerning pricing

- **Employment and Awareness:**

Concerning Employment and Awareness of the considerable share of respondents, students were making up 46.8%, who may have likely been exposed to academic discussions on social issues, and thus became aware of greater social issues. Still, this does not show that employment status had a significant impact on the level of awareness.

- **Source of Awareness:**

On the source of awareness, it came out that social media was the primary source that drove awareness at 62.1%, followed by word of mouth at 28%. The use of traditional media outlets such as newspapers (8.8%) and advertisements (5.32%) in spreading awareness formed a scanty percentage. Such statistic shows how much digital platforms are coming to the now ready-to-be-informed consumers of the Pink Tax.

- **Awareness of the Term 'Pink Tax':**

Concerning the original terminology referred to as the Pink Tax Among respondents, 88.4% became aware of gender pricing disparities; however, only 43.22% were informed about the terminology of Pink Tax.

- **Familiarity and Discussion:**

The level of familiarity and discussion has shown a good correlation, which tells us that if someone is more familiar, then he readily engages in a discussion about the Pink Tax.

- **Demographic Variations:**

awareness patterns across different age groups remained consistent. Furthermore, there was a weak negative correlation suggesting that the familiarity with the Pink Tax slightly declines with age.

Objective 2: To Evaluate the Economic and Behavioral Impact of the Pink Tax

- **Perceived Financial Impact:**

The survey noted that 41.6% of respondents mentioned that the Pink Tax has an impact on financial status, yet an equal number, 44.7%, could not identify to what extent financial burden it imposes. This suggests a lack of thorough awareness, warranting stiffer campaigns towards ratifying more understanding of its financial effects.

- **Influence on Purchasing Behavior:**

One-third of respondents (3.24.2%) admitted that they had purchased male-targeted products for themselves or female acquaintances for the sake of lower pricing, which shows that gender-based pricing differences concretely influence consumer behavior decisions.

- **Perceived Unfairness:**

The majority, 67.9%, expressed that they strongly agree gendered price discrimination is unfair while an additional 19.5% agree to the same. Only 3.2.2% disagreed with this, thus indicating a general distaste for such discriminatory pricing moves

- **Impact on Savings:**

More than half of respondents (56.8%) believed that the Pink Tax has some effect over their saving patterns-the kinds of effects may vary but more likely point to long-term economic impact

- **Product Categories Affected:**

Product categories of gender pricing that respondents most commonly named included personal care products, like razors, deodorants, and dry-cleaning services. Clothing was also frequently mentioned as a product type exhibiting significant gender pricing difference.

❖ **Consumer Adaptation:**

The majority of 84.2% of respondents customized or intended to customize their purchasing experiences by buying gender-neutral products instead of their gendered counterparts or by seeking out lower-cost alternatives. Awareness is the main drive behind cost-effective behavioral choices.

❖ **Support for Government Regulations:**

A highly significant majority of respondents, 82.6%, support reform and government interventions targeted at addressing gender-based discrimination in pricing practices and fair price enforcement.

7. Recommendations

❖ **Awareness Campaigns**

Because males have relatively greater ignorance, awareness campaigns should focus on using both multiple media and schools for participation. Social media awareness campaigns on actual instances of pink tax typically increase recognition.

❖ **Educational Initiatives for Broadening Knowledge**

Familiarity-with-speech moderate correlation indicates that familiarity alone is insufficient. Consider a difficult frame of educational materials, policy discussions, and experts' talks as a way to increase engagement. More than half of the respondents did not know that the term Pink Tax existed-yes, gender-based pricing is known. So conversations on economic gender disparity can proceed also in schools and colleges.

❖ **Include Gender-Neutral Messages for Advocacy Campaigns**

Focusing not on gender differences in perceived impact these campaigns should eliminate the gendered messaging while calling for equality among consumers. Presenting it more as a general consumer rights issue rather than strictly for women can help in better engagement.

❖ **Discuss More About Pink Tax in Schools and Colleges**

By incorporating gendered pricing and consumer rights into the course material in a college setting, for instance, awareness can be fostered at the beginning among the students. By fostering a conversation-driven campus setting in colleges, especially within commerce, economics, or business degree holders, proactive changes may be introduced in society.

Workshops and panels organized with economists and industry professionals will give students a clearer understanding of how gender-oriented pricing makes a difference in their everyday lives.

❖ **Push for Legislative and Consumer Policy Changes**

Awareness in the public should trigger some policy discussions that encourage corporate and regulatory authorities to promote transparent pricing policies. Support advocacy for clearer price disclosure in consumer goods to phase out adult gender pricing prejudices. Government action can include requiring price transparency and regulatory oversight, which would put a damper on predatory prices. Through this groundwork, organizations and activists could get involved in the establishment of guidelines from companies regarded as just pricing systems.

❖ **Study Age and Education Issues Further**

Whereas variation between the different age groups and educational levels is not significant statistically, they are descriptive relative to options to take advantage of in future research Future studies might also investigate whether a background in education can make a difference in awareness and advocacy. More research into the ways in which socio-economic variables impact views of the Pink Tax could be invaluable.

❖ **Comparing Prices to Empower Clients**

Accurate comparisons between products aimed at men and women guarantee better purchasing decisions. These days, there are digital tools and software that may predict pricing discrepancies and assist save money. Less gendered marketing may be required as a result of choices and alternatives to gendered items.

❖ **Leveraging Social Media and Influencers**

Social media influencer marketing and reach out to social media influencers and personalities should help grow the reach of the Pink Tax message, since social media is a primary source of access.no mobilization of the general public for participation in policy debates through the use of hashtags, interactive content, and viral campaigns consumers will be able to trust brands that have made public commitments to gender-neutral pricing and transparency.

8. CONCLUSION

This research uncovers a high level of unawareness regarding the Pink Tax, despite the fact that most individuals are aware that products and services for different genders cost differently. Although many consumers have observed that products and services for different genders cost differently, most are not aware of the term "Pink Tax." This means that even though individuals are impacted by it, they might not necessarily perceive it as a systemic problem. The research establishes that gender price discrimination is most clearly seen in haircuts and dry cleaning, clothing, and personal care products. A very high percentage of respondents view the practice as being unjust, reflecting apprehension over its role in creating economic gender inequality. The social media serves as the primary source of information, which proves to be efficacious in educating consumers and encouraging debate on the matter.

Yet, the research also shows that awareness does not necessarily translate to action. Although consumers are aware of the gendered pricing differences, they do not necessarily compare prices before buying or seek information about gender inequality. Nevertheless, once individuals become aware of the Pink Tax, they are more likely to alter their purchasing behavior by opting for gender-neutral or cheaper alternatives. This emphasizes the necessity of targeted education programs to facilitate consumer decisions based on information.

In addition, the large degree of public backing for government intervention highlights the imperative of regulatory measures to halt gender-based price differentials. Better price disclosure, policy transparency on prices, and corporate accountability are pivotal to bringing these differentials to a successful end. Based on these findings, this study proposes a multi-faceted strategy, including consumer awareness campaigns among men, further intensive educational courses, gender-neutral advocacy campaigns, and inclusion of gender-based pricing subject matters in academic curricula. Further studies on how age and education level can contribute to the level of awareness can also be beneficial to combat this issue more efficiently.

Finally, this study substantiates that Pink Tax is a price disparity over and above—is a broader social and economic concern with real money consequences. Ending it requires initiative from consumer education, corporate conscience, and regulations to encourage good and fair price parity for everybody.

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