

Pink Tax: Do women pay more ?

INTRODUCTION

We chose to do our statistical investigation based around pink tax to highlight the economic disadvantages women face in the 21st century. The pink tax phenomenon is a gender based price discrimination problem where similar products marketed for women cost more than the equivalent product marketed at male consumers. This is particularly apparent in, but not limited to, the cosmetics industry.

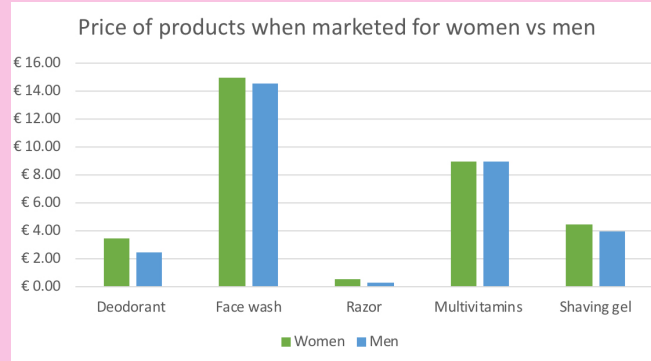
PREDICTION

We postulate that the pink tax will demonstrate a noticeable gender price discrimination and would show a increased tax on products marketed towards women. If this hypothesis is true it would be a regressive tax on women who already experience a gender imbalanced income.

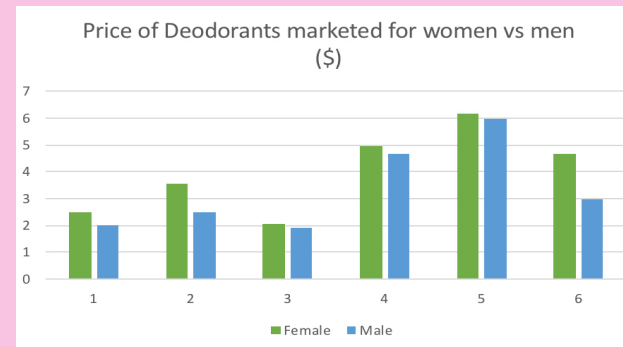
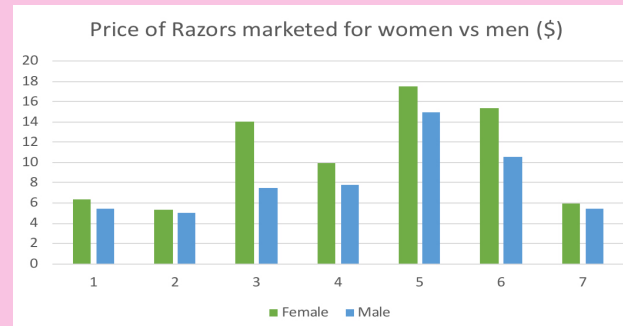
DATA COLLECTION

In our project we collected both primary and secondary data. To collect our primary data we researched the retail price of products using the Boots website. We looked at equivalents products from the same brand, aimed at both male and female consumers and we repeated this with 5 different products. We then recorded the product's price, found the price difference and subsequent percentage differential, calculated the measures of centre and spread for the products marketed at men, women and the percentage difference. We then found the best visual representation for our data which in this case was a bar chart. To collect our secondary data we researched reliable case studies done on pink tax in America and calculated the price differences and then we calculated the measures of centre and spread for the products marketed towards men and women and then the percentage difference.

NUMERICAL AND GRAPHICAL ANALYSIS



Product	Female	Male	Price difference
Razors	\$6.39	\$5.40	\$0.99
	\$5.39	\$4.99	\$0.40
	\$13.99	\$7.48	\$6.51
	\$9.99	\$7.79	\$2.20
	\$17.49	\$14.99	\$2.50
	\$15.39	\$10.59	\$4.80
Deodorants	\$5.97	\$5.47	\$0.50
	\$2.50	\$2.00	\$0.50
	\$3.55	\$2.49	\$1.06
	\$2.08	\$1.91	\$0.17
	\$4.99	\$4.66	\$0.33
	\$6.20	\$5.97	\$0.23
	\$4.69	\$2.99	\$1.70



CONCLUSION

The conclusion we have come to from looking at both our primary and secondary data is that typically the version of the same product from the same brand marketed for women, if not the same price, is more expensive. For instance in the primary data we collected the versions of the products marketed for women were on average around 17% more expensive than the version of the same product for men. The product that stood out for us was the face wash as the ingredients were exactly the same and the packaging identical apart from one having 'for men' printed on it, yet that version was 3% cheaper than the normal one whose target market is typically women. In our secondary data the price of razors advertised as being for women were on average 24% more expensive and the deodorants 18% more expensive, reinforcing our prediction.

NEXT STEPS

To take this project further we would like to collect more data, particularly primary data from more than just one retailer to have a more accurate overall result of the price differences between various products marketed at men vs women. To actively make use of our findings we think it would be a good idea to contact these companies and question them as to why a version of a product they produce specifically marketed at women costs more than the equivalent of that product marketed for men. Another thing that would be interesting is to research the following : why are products marketed separately at men and women in the first place, why can't we market these products for what they are without attaching a gender label to them and how companies get away with the price this discrepancy. We think it would also be interesting to take a look at the gender pay gap this is another financial injustice between men and women and the overall financial impact women generally earning less whilst also paying more for certain products can have on their financial wellbeing. Also related is the additional expense of sanitary products which are necessary items for women all around the world, yet there are millions of women and girls who still don't have access to these products. We think it would be interesting to research and carry out a statistical investigation on period poverty on a local and global scale.

REFERENCES

New York City Department of Consumer Affairs (DCA), Harvard business publishing education
, Lake Forest collage and case centre
The Boots website