



***The Pink Tax and the Beauty Industry: The Impact of Differential Pricing on Women's  
Purchasing Behavior***

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**ABSTRACT**

This study aims to analyze the level of awareness regarding the “Pink Tax” and its impact on consumption behavior among women from various demographic groups. The Pink Tax is defined as the price gap between products marketed to women and those intended for men, despite their similarity in function and features—a reflection of unjustified pricing practices. The study adopts a mixed-methods approach, combining both quantitative and qualitative data. Quantitative data were collected through a questionnaire measuring public awareness of the Pink Tax concept and consumer attitudes toward it. Additionally, semi-structured interviews were conducted with women who regularly purchase these products, providing an in-depth analysis of their consumer experiences

Statistical tests revealed significant differences in awareness of the Pink Tax and price discrimination related to it among employed and non-employed women, by age and education, and between income levels.

The study concludes that the Pink Tax has a direct effect on the consumer purchases of women from all social classes and makes them re-think their consumer purchases so as not to fall victim to discriminatory pricing. The study also stresses the need for awareness

among the public on the effects of the practice and advocacy for review of the pricing policies for equity and for the advancement of gender equality in consumer markets. Moreover, the study identifies the necessity of easing financial burdens on poor women and reversing stereotypical portrayals that undermine the intelligence of women as consumers.

**Keywords: Price Discrimination, Purchasing Behavior. Pink Tax , beauty industry, cost of beauty products**

## **Introduction**

The most obvious type of marketing discrimination is that in which prices of products are determined on the basis of gender (Brown, 2023). It is also known as the pink tax in the case of products for women being more expensive than equivalent products for men. Pink tax outlines the difference in price of products and services on the basis of gender. Women's products are priced higher than those for men, fueling suspicions of exploitation by certain companies, which could amount to commercial fraud. Such business practices increase the economic burden on poor families in particular, rather than supporting them. Furthermore, they have negative social impacts and undermine women's intelligence as consumers. Research indicates that this disparity reflects negative discrimination and affects women's purchasing choices (Hendrin Hussain, 2020, p. 276). Hence, the value of this research in shedding light on awareness and purchasing behavior regarding the pink tax among women of different age, educational, and economic groups.

This study, therefore, seeks to deepen understanding of this problem which appears to be widespread and deeply rooted, with women being targeted with unjustified price increases for products such as shampoo, razors, deodorants, and other basic consumer goods. This discrimination has contributed to widening the economic gender gap. Various studies (Li, F, 2025, Guittar, 2022) have shown that women pay, on average, approximately 7% more than men for personal care products in the United States. Although some states, including California and New York, have taken legal steps to limit this type of price disparity, this practice persists and continues to increase women's spending without any clear justification in terms of differences in quality or actual cost (Brockmole, 2025). Women play a major role in the consumer economy, and some official statistics indicate that they make the majority of purchasing decisions, whether regarding their own products or even family products. (Zozan, et al., 2024), and as a result, brands have resorted to allocating marketing campaigns directed specifically at this category, where products are designed in attractive

colors, and a challenge in pink, taking into account the use of advertising messages targeting values that are important to women, such as elegance, luxury, and personal care (Moshary, Guitar, 2022).

Women's purchasing behavior also reflects purchasing behavior and interaction between a range of economic, social, psychological, and cultural factors that influence the purchasing decisions women make in their daily lives, price is a major factor influencing this behavior, and women exhibit significant price sensitivity, particularly for beauty and personal care products. Therefore, higher prices resulting from the pink tax can push women to either seek cheaper alternatives or reduce their purchases (Anabi, 2003).

The problem with this study relates to the unfair discrimination in pricing of some products or services offered to women compared to their counterparts for men, known as the "pink tax." This practice has been a source of discontent for many consumers (Osama Ahmed, 2013; Samia Abdel Rady, 2025). Despite the fact that many products are similar in composition or function; women consistently pay more, especially for cosmetics. This price disparity raises many questions about these characteristics and their impact on consumers (Al-Ajami, 2000), especially among women. This research primarily goals to shed light on the factors that lead to price disparities between products targeted at women and those targeted at men, by understanding how price disparities affect the purchasing behavior of women from different social classes (Al-Yamahi et al. 2025), and what strategies are adopted to deal with these high prices, including searching for alternatives or waiting for offers.

### **Theoretical Framework and Research Questions**

The subject of the "Pink Tax" is one of the socio-economic phenomena that reflects the "pricing gap" between products marketed to women and those marketed to men. Women often bear an additional financial burden when purchasing identical or equivalent products designed for men. In this context, researchers (Utami and Prastiwi 2024) confirmed that the Pink Tax is a real and persistent issue affecting Indonesian women. However, awareness of the phenomenon varies across different social groups, and current national legislation remains insufficient to address it or to ensure gender-based pricing equality.

Moreover, Moshary et al. (2023) investigated the Pink Tax in the context of packaged consumer goods, analyzing the extent to which discriminatory pricing exists against women

and whether there are clear price disparities between products targeted at men and those marketed to women. Their study found that women's personal care products are not systematically more expensive than their male counterparts, which raises important questions about whether government intervention is necessary to combat this pricing disparity.

Furthermore, a study by Li (2023) highlighted the significance of research on gender-based price discrimination, emphasizing the Pink Tax as a marketing phenomenon that results in higher prices for products and services targeting women compared to equivalent products aimed at men, despite similarities in production costs and core ingredients. This study is notable for clearly addressing the issue of the Pink Tax and shedding light on the economic impact of this phenomenon, particularly in a sector considered essential for a broad segment of women consumers. It also give consideration to a social dimension, reinforcing gender stereotypes through market behaviors , where women's products are presented as luxury or more important goods, thereby encouraging females to accept higher prices ,while the study presented by Moshary et al. (2023) believes that pricing transparency helps regulate product prices and protect consumers from exploitation across different groups, the research by Guittar et al. (2022), which analyzed the prices of over 3,000 products, conclude that price disparities between men's and women's products variegate according to the consumer's gender. The results indicate that women pay higher prices for deodorants and moisturizers. The study reveals clear price differences, but it also demonstrates that pricing does not always favor men, suggesting that the pink tax is not an absolute rule, but rather varies across categories and products *Lafferty (2019)*, which strongly concentrated on the persistence of price variance, between men's and women's manufactures regardless of comparable quality and functionality. This study emphasized the financial and social burdens borne by women due to discriminatory marketing strategies, affirming that the phenomenon is not merely a marketing practice but reflects a deeper cultural structure that contributes to entrenching the gender gap. Accordingly, our study aims to explore the concepts related to the Pink Tax and its effects on consumers, specifically women from various social groups, building upon previous research and guided by the following research questions:

1. To what extent are women aware of the Pink Tax?
2. How do women as consumers perceive price fairness and price discrimination?

3. What is the impact of the Pink Tax on women's purchasing behavior?
4. What are women's experiences with price discrimination and its effect on their purchasing behavior?
5. What psychological impressions do women have as a result of the Pink Tax's impact?

### **Study Methodology**

This study employed a mixed-methods approach by conducting a questionnaire (quantitative method) to collect data that achieves the study's objectives and answers the research questions outlined above. Through interviews (qualitative method), in-depth insights were obtained regarding participants' experiences, attitudes, and perspectives, thereby providing context and depth to the quantitative findings.

### **Study Measurement Tools**

A cross-sectional survey design was employed in this study using a questionnaire divided into four sections. The first section gathered demographic information about the participants, including gender, employment status, education level, and income. Sections two through four contained questions related to the Pink Tax. A Likert scale (ranging from 1 = strongly disagree to 5 = strongly agree) was used to measure participants' awareness and perceptions of the Pink Tax, as well as their purchasing behavior in response to the Pink Tax and the price discrimination faced by women. Notably, this questionnaire was adapted from highly reliable previous studies such as those by Ghadhban and Hossam El-Din (2017) and Nofal (2025).

Additionally, interviews were conducted with ten women from the study sample to perform a thematic analysis of the research questions, providing a more structured and analytical approach to the study. The questionnaire's validity was reviewed by two business administration academics from the Middle East University and two marketing experts, all of whom confirmed that the questionnaire comprehensively addressed the research topic and was appropriate for the study's objectives. Furthermore, a pilot test was conducted by distributing the questionnaire to 50 participants (10% of the sample), all of whom affirmed the questionnaire's clarity and suitability for use.

## **Study Population and Sample**

The study population consists of the group “Ladies” available on the social media platform Facebook. This group is widespread and active on social media, with more than one million members. The group includes women from various age groups and different regions. The study sample comprised 1,067 participants, determined based on a 95% confidence level and a 3% margin of error. A random sampling method was used to select participants. The questionnaire was distributed to the group via the social media platform after obtaining approval from the group administrator. In total, 812 questionnaires were retrieved; after reviewing the responses, only 500 questionnaires were deemed valid and eligible for inclusion in the study.

## **Statistical Analysis and Study Results**

### **Demographic Analysis of Participants**

**Table 1** presents the demographic distribution of the study participants according to their gender, with a total of 500 individuals. The data indicate that all participants in this study were female, which aligns with the study’s objectives and confirms the accuracy of the chosen population. The table shows that the most represented age group is 30 to 39 years, with 210 participants, accounting for 42% of the total sample. This is followed by the 21 to 29 age group, comprising 120 participants, or 24% of the sample. The 15 to 20 age group included 90 participants, representing 18% of the total sample. Despite the relative youth of this group, their participation reflects an increasing awareness of social and economic issues, such as price disparities.

The results also revealed that 23% of the women in the sample are employed, while 36% hold a university degree or higher. Finally, **Table 1** shows the income distribution of the participants: 28% earn less than 500 \$, 58% have an income between 500 and 1000 \$, 10% earn between 1000 and 2000 \$, and 4% earn more than 2000 \$.

**Table 1: Participant Demographic Analysis**

<b>Item</b>		<b>Number of Participants</b>	<b>Percentage %</b>
<b>Gender</b>	Male	0	0
	Female	500	100%
<b>Work</b>	work	115	23%
	doesn't work	385	77%
<b>Age Group</b>			
	Over 22 years	90	18
	23-40 years	120	24
	40 +	80	16
	Total	500	100
<b>level of Education</b>	General Secondary School and below	320	64%
	Baccalaureus	130	26%
	Postgraduate education	50	10%
	Total	500	100
<b>Income Level</b>	Less than \$500	140	28%
	Less than \$500-1000\$	270	58%
	Less than \$1,000-2,000	50	10%
	Above \$2,000	20	4%
	<b>Total</b>	<b>500</b>	<b>100</b>

## Descriptive Statistics of the Results

The study tool was subjected to a reliability test, and all Cronbach's alpha values for the measurement tool exceeded (0.80), indicating a high level of reliability. Additionally, the mean and standard deviation for the measurement items were examined. The results show that the mean values for the study's Likert scale exceeded (3.5), while the standard deviation values were less than (1.5), indicating their close proximity to the mean and the absence of any outliers. Table (2) illustrates these results.

**Table 2: Descriptive Statistics of Results**

Cronback 'alpha	Standard deviation (Maths.)	Average	ITEM	Number
<b>0.84</b>	1.22	3.7	<b>Awareness</b>	1
	0.98	4.1	I am aware that there is a pink tax imposed on women's goods	1.1
	1.1	3.9	I think pink tax is a common practice	1.2
	1.5	3.5	I can easily identify products subject to pink tax	1.3
	1.3	3.4	Companies intentionally use pink tax to increase profits	1.4
<b>0.82</b>	1.4	3.8	<b>Purchasing Behavior</b>	2
	1.4	3.8	I avoid buying pink tax products	2.1
	1.7	3.1	I compare prices of products by gender.	2.2
	1.3	3.7	I am looking for unisex products as they are provided	2.3
	1.2	4.4	I changed my buying habits and became	2.4



			more focused on the type of product and not its color.	
<b>0.85</b>	1.1	3.6	<b>Price discrimination</b>	3
	0.89	4.6	I think the pink tax is unfair	3.1
	1.04	1.5	I think the price difference is justified	3.2
	1.5	4.2	I feel that the pink tax is a gender discrimination	3.3
	1.05	4.0	Companies imposing pink tax should be held accountable	3.4

Awareness, Purchasing Behavior, and Pricing Discrimination were tested among employed and non-employed women using a comparison test (t-test: 2.80,  $p = 0.005$ ). The study revealed that employed women are more aware of the pink tax than non-employed women, as shown in Table (3).

Furthermore, the results indicate that employed women are more knowledgeable about pricing discrimination than non-employed women, and that they are more likely to modify their purchasing behavior, as statistically demonstrated in Table (3).

**Table 3: Comparison between working and non-working women**

Item	Class	N	Mean	SD	Value	Df	P- value	Cohen, S.
<b>Pink tax awareness and awareness</b>	<b>Working women</b>	115	4.3	0.75	2.50	498	0.013	0.28
	<b>Non- working</b>	<b>385</b>	4.1	<b>0.80</b>				
<b>Customer Buying Behavior</b>	<b>Working women</b>	115	3.8	1.20	1.80	498	0.072	0.18

	<b>Non- working</b>	<b>385</b>	<b>3.6</b>	<b>1.25</b>				
<b>Price discrimination</b>	<b>Working women</b>	115	4.6	0.70	3.20	498	0.002	0.32
	<b>Non- working</b>	385	4.3	<b>0.85</b>				

### Awareness and Perception of the Pink Tax

To determine awareness and perception of the pink tax, a post-hoc analysis was performed following the ANOVA test ( $p = 0.00$ ). The purchasing behavior and pricing discrimination were also examined in relation to the demographic variables of age group, education level, and income among women. The statistically significant results, as shown in Table (4), indicate that women under 22 years of age are less aware of the pink tax than women in older age groups. Furthermore, as demonstrated in the table, women with less than a high school education are less aware of the pink tax than women with a university degree or higher. Additionally, women with low income (less than 500\$) are less aware of it than all other income groups, while a significant difference in awareness favors the higher income group (above 2000\$) over the (500–1000\$) income group.

**Table 4: Examining comparisons between different groups of women**

Compression	Difference	P-value
<b>Age Group</b>		
<b>Less than 22 years old vs. (23-40)</b>	- 0.40	0.05
<b>Less than 22 years old vs. (more than 40)</b>	- 0.35	0.05
<b>From 23-40 vs. (more than 40)</b>	0.20	0.3
<b>Academic Qualification</b>		

<b>High school or not for a bachelor's degree</b>	-0.30	0.05
<b>General Secondary and below for postgraduate studies</b>	-0.40	0.05
<b>Income Level</b>		
<b>Less than 500 \$ for 500- 1000 \$</b>	- 0.45	0.05
<b>Less than 500 \$ compared to (1000-2000 \$)</b>	-0.40	0.05
<b>Less than 500\$ for (1000-2000\$)</b>	0-50	0.05
<b>Less than 500 \$ for (more than 2000 \$)</b>	-0.60	0.05
<b>From 500-1000\$ vs (1000-2000\$)</b>	0.30	0.15
<b>From 500-1000\$ for (more than 2000\$)</b>	0.40	0.05
<b>1000-2000\$ vs (&gt; 2000\$)</b>	-0.55	0.2

The statistically significant results presented in Table (5) indicate that women under 22 show less change in their purchasing behavior in response to the pink tax, in comparison to older age groups. Furthermore, as shown in the table, women with less than a high school education demonstrate less change in their purchasing behavior than those with a bachelor's degree, while there is no significant difference in behavioral change among women with a university degree or higher. Additionally, women with low income (less than \$500) show less change in their purchasing behavior in response to the pink tax than all other higher income groups, while the highest income group (above \$2000) shows greater change in their purchasing behavior in response to the pink tax.

**Table 5 : Examining comparisons between different groups of women**

<b>Compression</b>	<b>Difference</b>	<b>P-value</b>
<b>Age Group</b>		
Less than 22 years old vs. (23-40)	-0.40	0.05
Less than 22 years old vs. (more	0.30	0.16

than 40)		
From 23-40 vs. (more than 40)	0.20	0.30
<b>Academic Qualification</b>		
High school or not for a bachelor's degree	- 0.60	0.005
General Secondary and below for postgraduate studies	-0.40	0.005
Bachelor Postgraduate	0.50	0.20
<b>Income Level</b>		
Less than 500 \$ for 500- 1000 \$	-0.45	0.60
Less than 500 \$ compared to (1000-2000 \$)	-0.40	0.05
Less than 500 for (1000-2000\$)	-0.60	0.05
Less than 500 \$ for (more than 2000 \$)	-0.60	0.05
From 500-1000\$ vs (1000-2000\$)	-0.30	0.15
From 500-1000\$ for (more than 2000\$)	-0.40	0.05
1000-2000\$ vs (> 2000\$)	0.65	0.30

### Pricing Discrimination

The statistically significant results presented in Table (6) indicate that women under 22 are less able to discriminate prices resulting from the pink tax than women in older age groups. Furthermore, as shown in the table, women with less than a high school education are less able to discriminate prices related to the pink tax than women with a university degree or higher. Additionally, women with low income (less than \$500) show less ability to

discriminate pink tax prices than all higher income groups, while women with an income range of \$500–\$1,000 are less able to do so than the higher income groups.

**Table 6: PHR Comparisons**

<b>Compression</b>	<b>Difference</b>	<b>P-value</b>
<b>Age Group</b>		
<b>Less than 22 years old vs. (23-40)</b>	- 0.40	0.05
<b>Less than 22 years old vs. (more than 40)</b>	-0.25	0.05
<b>From 23-40 vs. (more than 40)</b>	0.45	0.20
<b>Academic Qualification</b>		
<b>High school and below vs a bachelor's degree</b>	-0.50	0.05
<b>General Secondary and below vs postgraduate studies</b>	-.0.60	0.05
<b>Bachelor vs Postgraduate</b>	0.55	0.20
<b>Income Level</b>		
<b>Less than 500 \$ for 500- 1000 \$</b>	-0.25	0.05
<b>Less than 500 \$ compared to(1000-2000 \$)</b>	-0.30	0.05
<b>Less than 500\$ for (1000-2000d)</b>	-0.30	0.005
<b>Less than 500 \$ for (more than 2000 \$)</b>	-0.50	0.05
<b>From 500-1000\$ vs (1000-2000\$)</b>	0.30	0.15
<b>From 500-1000\$ for (more than 2000\$)</b>	-0.40	0.05
<b>1000-2000\$ vs (&gt; 2000\$)</b>	0.80	0.25

## Thematic Analysis

In addition to examining the questionnaire data, 10 in-depth interviews were conducted with the study participants (**F**) in order to gain a deeper understanding of their awareness and the impact of the pink tax on their emotions and behavior. This thematic analysis focuses on four main themes: awareness of the unfairness of the pink tax, resistance toward products subject to the pink tax, negative emotions resulting from the pink tax, and the degree of acceptance and discrimination related to the pink tax. Table (7) presents the results of these interviews.

**Table 7: Thematic Analysis of Interviews**

Supporting Quotes	SUB- TOPIC	main theme
<p>F1: It seems like they think we are too stupid to notice the price difference.</p> <p>F4: I feel like I am being punished for being a woman.</p> <p>F6: It is a blatant fraud; they are exploiting us</p>	Price discrimination	1. Awareness of the unfairness of the pink tax
<p>F2: The pink packaging looks patronizing.</p> <p>F7: “It is as if they are playing on old stereotypes.”</p> <p>F9: “It is insulting to</p>	Sex-discriminatory marketing	

assume that I will pay more for something just because it is pink.”		
<p>F4: "I refuse to buy any product classified "for women" if there is a suitable alternative."</p> <p>F6 : “I started boycotting brands that I know tax pink.”</p> <p>F8: "I am actively looking for unisex products.</p> <p>F2: Wait for discounts or use coupons to justify buying pink</p> <p>F5: I often buy the men's version of personal care products</p> <p>F10: I compare prices accurately and change brands if</p>	<p>Conscious avoidance</p> <p>Purchasing Strategy</p>	<p>2. Resistance and Behavioral Adaptation</p>

necessary		
<p>F1: This makes me very angry; I feel like I am being cheated</p> <p>F3: "I am frustrated by the limited options available</p> <p>P6: It fuels my anger against consumption</p> <p>F7: "It reinforces the idea that women spend lavishly." F9: "It perpetuates the cycle of gender inequality."</p> <p>F4: "It makes me feel that my money is less valuable.</p>	<p>Frustration and anger</p> <p>Reinforcing Gender Inequality</p>	<p>3. Emotional and social impact</p>

## Discussion

The questionnaire results indicate that employed women are significantly more aware than non-employed women of the pink tax. They recognize its high prices and unfairness more than their non-employed counterparts. At the same time, there is no evidence of a change in



purchasing behavior among both employed and non-employed women in response to reducing the exploitation stemming from price discrimination related to the pink tax.

The results also show that younger women (under 22) are less aware of the pink tax than older age groups, reflecting the vulnerability of younger women due to their limited experience in purchasing. Some companies exploit this vulnerability by using the color pink in their products without adding any additional value. These results are consistent with those concerning price discrimination and behavioral change, which reveal that younger women do not exhibit behavioral changes in their purchasing habits and are less able to recognize price discrepancies resulting from the pink tax. Furthermore, the results demonstrate that education plays a significant role in awareness, price discrimination, and behavioral change, as women with a university degree are more conscious, more able to identify price disparities, and more likely to modify their purchasing behavior to avoid unfair pricing by companies.

The study's most important finding is that the most vulnerable victims of the pink tax are women with lesser incomes. Compared to women with greater incomes, the findings indicate that women with lower incomes (less than \$500) are less conscious, less able to recognize price discrimination, and less likely to alter their purchasing habits.. This illustrates the unfairness of companies' practices, as instead of supporting low-income groups, they further exploit those adding financial pressures to their already vulnerable situation which calls for the implementation of strong legislation to prohibit the pink tax.

As for the in-depth interviews, the results show that women who are aware of the pink tax consistently express a feeling of unfair additional charges on similar products due to gender-based marketing. They see this as a systematic plan to take advantage of women's shopping patterns. Aside from perpetuating outdated stereotypes, pink and overly feminine packaging is also deemed misleading, insulting, and a way of belittling women's intelligence as consumers.

As a reaction to price discrimination, women who are conscious of the pink tax claim that they intentionally avoid products that have pink or gendered packaging and opt for gender-neutral products instead (Abu Zaid, 2019). To cut down on the cost of the pink tax, some women employ tactical consumption behaviors. For instance, they postpone buying and wait for reduced prices, opt for men's equivalents of products, or carefully compare prices in an attempt to evade discriminatory pricing by companies.

Moreover, the pink assess has an effect on women's feelings in expansion to their monetary and financial troubles, causing solid negative responses like hatred, irritation, and a sense of misdirection. This emphasizes how gender-based estimating influences individuals candidly. Concurring to members, the pink assess compounds negative discernments around women's investing designs and undermines their budgetary autonomy, contributing to bigger sex aberrations. This think about bolsters prior investigate (Guittar et al., 2022) by appearing that cost contrasts in merchandise showcased to ladies result in additional, superfluous costs for them. The discoveries too illustrate that cost contrasts speak to a social system that maintains sex separation instead of being exclusively an financial or promoting wonders (Grious, 2025)..

Furthermore, the study emphasizes that raising public awareness and implementing legal measures can contribute to reducing this phenomenon. These results align with some recent studies which highlight that price disparities are often driven by cultural and social factors, as suggested by Bhargava and Tara (2022), and not by economic factors alone.

In contrast, studies by Moshary et al. (2023) and Guittar et al. (2022) indicate that the price gap may not be systematic across all product categories but instead depends on the nature of the product and its marketing strategies. Although Lau's (2024) study presented a strong analysis of the pink tax in the personal care sector, it did not address some key aspects that our current study aims to fill, particularly the psychological and social dimensions — namely, how the pink tax affects consumer behavior, whether women are aware of these price disparities, and how they respond to them, both psychologically and economically.

This study seeks to delve further into these dimensions by analyzing consumption patterns (Ubaidat, 2004) and the mechanisms of women's purchasing decisions, as highlighted in the study.

Furthermore, this study diverges from other studies, such as Moshary et al. (2023), which found no conclusive evidence that all women's products are consistently priced higher than men's, suggesting that price disparities may vary depending on the product and the target market. In contrast, this study demonstrates that women's products are overpriced according to statistical evidence and thematic analysis.

Finally, most of the previous research has been conducted in the West, with a lot of work having been done in the US, Canada, and the European nations. The current research,

however, goes beyond to include markets in developing countries where there are no consumer protection laws that prevent unfair pricing. Additionally, these countries can also have highly divergent social and economic conditions, with cultural and budgetary conditions influencing pricing and consumer choice in a way not seen in mature economies. The aim of this research is to consider the implications of the pink tax on women in developing economies, where social and economic factors interplay in a more complex manner than in mature economy countries.

## **Conclusion**

This research represents a new contribution to the study of the pink tax, through a deeper analysis of consumer behavior and expanding knowledge of this phenomenon across diverse geographic areas. The research not only confirms this phenomenon, but also creates new scientific horizons for researchers in this field to develop knowledge about the pink tax and find practical solutions that contribute to reducing its negative impact and achieving greater pricing equity in global and local markets. Subsequently, improving cost value can as it were be accomplished by embracing reasonable and evenhanded estimating approaches to dodge the negative affect. Raising mindfulness approximately cost contrasts, particularly among less taught and lower-income bunches, can offer assistance alter their acquiring behavior and offer assistance them overcome the financial burdens coming about from the pink charge. Eventually, companies must embrace reasonable and evenhanded estimating arrangements to maintain a strategic distance from the negative affect of the pink charge on buyer demeanors. Companies also have a responsibility to provide alternatives for products that are not gender-specific to meet the needs of consumers who reject price discrimination. While governments and commercial regulatory bodies should initiate and enact legislation to prevent price discrimination, this should also encourage innovation in non-gender-specific product offerings to meet the demands of consumers who reject price discrimination. Civil society organizations also have a responsibility to raise awareness and change purchasing behavior, particularly among lower-educated and lower-income groups. This can be achieved by holding courses and workshops that help these women enhance their purchasing skills so they do not fall victim to the exploitation of companies that unjustifiably impose the pink tax. Finally, this issue still requires more research and studies to understand the dynamics of price disparity, to better understand the impact of the pink tax on broader demographic groups, and to understand its economic and social repercussions for consumers.

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