

Binghamton University

The Open Repository @ Binghamton (The ORB)

Research Days Posters 2023

Division of Research

2023

The Pink Tax: The Widespread Impact of Capitalism

Ella Connors

Binghamton University--SUNY

Follow this and additional works at: https://orb.binghamton.edu/research_days_posters_2023

Recommended Citation

Connors, Ella, "The Pink Tax: The Widespread Impact of Capitalism" (2023). *Research Days Posters 2023*. 22.

https://orb.binghamton.edu/research_days_posters_2023/22

This Book is brought to you for free and open access by the Division of Research at The Open Repository @ Binghamton (The ORB). It has been accepted for inclusion in Research Days Posters 2023 by an authorized administrator of The Open Repository @ Binghamton (The ORB). For more information, please contact ORB@binghamton.edu.

Research Question

How does capitalism take advantage of systems of inequality, specifically misogyny, that already exist in order to maximize profit and continue exploitation?



My Findings

Pink Tax: Women paying more for the same services and goods as men.

Tampon Tax: A legitimate tax that is imposed by any state on female hygiene products.

“Women’s products cost **7%** more than products advertised towards men, **13%** more for personal care products, **8%** more for adult clothing, and **8%** more for senior/home health care products.”

Gender Specific Items: Women also pay more for items specifically marketed towards them like makeup and nail polish. They feel they need these items despite high mark ups due to societal standards set by sexist expectations.



Introduction

Women are exploited by our economic system. The color pink has become synonymous with the anyone who identifies as a woman. Thus, the term the “Pink Tax” is correlated to this economic exploitation.



Conclusion

Capitalism allows privatized institutions to set their prices and make profits by whatever means they seem fit, despite certain checks and balances that are in place. When certain groups are already taken advantage of, nobody questions these price discrepancies leaving more room for a cycle of exploitation.

The Pink Tax