

# Examining Gender-Based Pricing Disparities in Children's Clothing and their Effect on Mothers' Purchasing Decisions in Arayat, Pampanga

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**Abstract:** *The objective of this study is to examine the mothers' perception of gender-based pricing disparities in children's clothing, particularly focusing on the Pink Tax, gender stereotypes, pricing strategies, and how this affects their buying choices. Using an online survey and a descriptive research design, a quantitative approach was adopted to analyze the data. Findings reveal that there is a significant positive correlation between gender-based pricing and mothers' purchasing habits. The Pink Tax, market segmentation, and unequal bargaining power were found to be the major factors. However, gender stereotypes did not seem to have much impact. On the basis of these results, it is recommended that retailers offer more transparency in pricing and charge costs based on the materials and quality of the products instead of gender. Additionally, retailers should partner with local governments to raise awareness about the Pink Tax through educational campaigns. Clothing brands should aim to produce more functional, long-lasting, and gender-neutral clothing to transcend traditional stereotypes and align with today's values of comfort and inclusivity. Lastly, the researchers recommend that government and consumer protection organizations promote fair pricing policies to protect consumers from discriminatory pricing disparities and ensure everyone has access to good-quality, affordable children's clothing.*

**Keywords—** Gender-based Pricing, Pink Tax, Gender Stereotyping, Market Segmentation, Unequal Bargaining Power, Mothers' Purchasing Decisions

## 1. INTRODUCTION

### 1.1 Background of the Study

Gender-based pricing is a form of charge distinction that happens when products or services consist of different cost based on gender whether the purchaser is men or women (Tuliao et al., 2024). As stated by Abdou (2019), pricing disparities are widespread in the world or known as the Pink Tax. The term Pink Tax refers to the phenomenon in which women pay more for products marketed toward them compared to equivalent items marketed to men (Moshary et al., 2023). These pricing discrepancies often originate from subtle product distinctions, such as the use of the color pink, which implies that the item is specifically designed for female consumers (Abdou, 2019).

According to existing knowledge, women's products can be more expensive up to 50%, girls' clothing costs 4% higher than boys' clothing; this disparity is highlighted by identical shirts priced \$2 higher when marketed as pink (Democratic Staff of the Joint Economic Committee, 2016; MUC Consulting Group, 2020). Taylor (2024) and Gillespie (2024) showed that this places a financial strain, each year women paying estimated \$2,300 (134,332.60) with a total of estimated

\$188,000 over their lifetimes. In response regarding the issues, some regions have presented a law prohibiting pricing based on gender for essentials like diapers, menstrual products and especially for children's, such as clothing (Cole, 2024). The Pink Tax emphasizes growing economic inequality, highlighting the urgent need for awareness and policy intervention to ensure fair pricing.

Many parents, however, remain unaware of the Pink Tax and its inferences. Studies show that while some parents recognized price disparities, they often fail to connect these disparities to gender-based pricing strategies. Studies have shown that respondents learned about pink tax through using internet or social media, yet internet is not enough to know more about pink tax; many remained unaware of its prevalence in everyday purchases. Due to this lack of awareness, many parents unintentionally support gendered pricing of girls' clothing and toys prioritizing brand loyalty and perceived high quality over cost (MUC Consulting Group, 2020).

This study aims to fill the gap to make contribution to the literature for change by examining gender-based pricing disparities in children's clothing, an understudied issue compared to adult's goods. While existing studies have explored the effects of the pink tax on economic inequality especially on women (Febriyanti & Yuwono, 2023; Kumar & Prathyusha,

2023), and shown higher prices for girl's products compared to the same products to boys (Lucca & Oliveira, 2022; Xiong, 2024). However, there's a lack of studies on how these price disparities influence mothers purchasing choices. The impact of mother's awareness of these pricing practices and the attendant financial burden on their purchasing decision remains largely unexplored (Abdou, 2019).

This study aimed to explore mother's perceptions on gender-based pricing disparities in Arayat, Pampanga children's clothing market. The study incorporated included an analysis of this price disparities or Pink Tax, the impact of gender stereotyping on product pricing, the function of market segmentation in shaping the pink tax, and the influence of unequal bargaining power in retail sector. In addition, the study executed an investigation of the aggregate effect of these factors on purchasing decision of mother's concerning children's clothing. The insight was designed to advocate for greater transparency and fairness in price setting for the advantages of policymaking and retail strategies, while also benefits the future researcher by profile a foundation on gender-based pricing across varied product categories and regions.

## 1.2 Review of Related Literature

### Pink Tax

The pink tax was widespread many years ago in every sector within the organization (Guittar et al., 2021). The phenomenon regarding the pink tax describes a discrepancy in pricing of products and services offered to women that are more expensive than those similar products offered to men (Dominguez Gonzalez et al., 2020). Pink tax is not the usual tax imposed by the government, yet it is a pricing practice generally seen in children's clothing and even in personal care items, toys, and home healthcare supplies, with a diverse product associated with the color pink (Ashford, 2019). This disparity also affects children's clothing, where girls' items are frequently more expensive than equivalent boys' items, perpetuating economic inequality from a young age.

The economic disparity between girls and boys clothing is evident in the pricing, with girls' clothing costing at least 4% more than comparable clothing for boys (Lafferty, 2019). This finding is supported by a 2020 report from the New York City Department of Consumer Affairs that confirms this price disparity and is further emphasized by Pant (2021), who further highlighted the implications of the pricing disparities, observing that girls continuously pay more for the same products and services, and children's clothing. Times (2025), stating that many parents pay higher prices for girl's uniforms compared to the similar uniforms for boys, and prices are increasing as children go up to secondary schools. Correspondingly, findings from a 2015 report of New York City Department of Consumers Affairs, stating pricing

disparities based on gender, where women's cost at least 8% more on average than similar men's products, with the most affected categories being the children's clothing (The Teen Magazine, 2025). In the study of Manuel (2024) explored marketing specific on gender and found that strategies have an effect on consumer buying decisions. In response, The Philippine Gender Country Profile (2022) highlighted the need for fairer pricing to urgently address the issue regarding gender pricing disparities across various sectors.

As highlighted by Pregnancy & Newborn Magazine (2022), that pink tax is associated with higher pricing across a wide range of consumer goods, such as personal care products and children's clothing. The price differences directly affect the mother's purchasing decision, that which makes consumers find a low prices alternative. In the study, of Cruz (2022) stated that mothers in the Philippines are choosing gender-neutral clothing from retailers because they are increasingly aware regarding of the gender-based pricing. That reflects a growing consumer preference for equitable practices.

### Gender Stereotyping

Gender stereotyping influences marketing strategies, such as pricing of products targeted at girls. The study of Lafferty and Monmouth College (2019) shows that gender-based marketing in pricing, leads to the adopting of higher prices for products and services for feminine. The disparity is commonly known as pink tax, that influences consumer behavior by fostering the idea to greater value. To address pink tax, Australia and India have implemented policies as a response to cope with pricing disparities and eliminate overpriced feminine products (Impri et al., 2023).

Gender Stereotyping influences pricing strategies that create differences in pricing between products marketed to girls and boys. Marketing highlights feminists can result in increased pricing for products designated to girls (Lafferty & Monmouth College, 2019). According to Gillespie (2024) societal expectations influence the purchasing decision of mother's based on societal norms rather than on price only. This maintains and widens the gap between gender-based pricing and economic inequalities for girls and boys. he study also used. The preferences of respondents as samples to evaluate the difference on their individual models' base on their most and least preferred attributes. (Mantigue & Cabaluna, 2021)

Pricing disparities in children's clothing illustrated by the pink tax reflects wide societal issues associated with pricing disparities and gender stereotyping. Additionally, even though Philippines have limited studies regarding pricing

disparities issue, international studies highlighted the urgency needed for awareness and policy changes to resolve these inequalities.

Legislative action in California and France demonstrates growing awareness of unfair pricing practices and the need for regulatory interventions to eliminate issues (Exploring the Pink Tax: How Everyday Products Are Designed to Disadvantage Women, n.d.). This effort lays the foundation for future discussions aimed to comprehensively address gender-based pricing disparities and ensure fair consumer practices.

### Market Segmentation

Market segmentation is a fundamental marketing strategy that divides consumers into smaller groups based on characteristics including age, gender and socioeconomic status. Gender-based marketing is a common strategy with products designed and priced differently for boys and girls.

This phenomenon contributes to the pink tax, where products or services promoted towards females including young girls are often priced higher. As stated by Bhadoria (2024) the pink tax appears in children's clothing prices and happens when girls' clothing is likely more expensive due to perceived differences in design, packaging, and branding.

Market segmentation significantly influences pricing disparities of products or services, as organizations adapt their pricing strategies to target specific consumer segments. For instance, in the children's clothing industry, often girls' clothing is more expensive compared to boys' apparel, which creates economic disparities based on gender. According to Bhadoria (2024), pricing strategies affect consumer behavior, specifically those mothers who purchase products perceived as higher quality and offer comfort for their child. Additionally, Banerjee (2020) emphasized consumer perceptions of higher quality and suitable products are essential in consumer purchasing decisions, encouraging mothers to be more influenced by these marketing strategies.

### Unequal Bargaining Power

Unequal bargaining power is also observed in the children's clothing market, it refers to an imbalance of negotiation strengths between consumers, especially mothers, and retailers. This inequality comes from a multitude of reasons, such as the limited awareness of consumers, lack of pricing transparency and marketing strategies that raise perceived value differences between gender-specific products. According to Bhadoria (2024) and Pant (2021), consumers surpass gender-based price disparities with the help of these techniques. Unequal bargaining power is a practice that reinforces a range of circumstances, where products marketed for girls are more expensive than similar products targeted for

boys, causing inequality between buyers and retailers. These pricing disparities endure due to market structure conditions that provide advantages to retailers and limit consumer influence (Joint Economic Committee, 2016).

The unequal bargaining power directly affects the pricing disparities in the children's clothing. Most of the companies use their power to charge and increase prices for girls' clothing due to beliefs about quality and value as consumers perceive them. This happens due to the mothers who are the primary purchasers of products and services, who may view these products as uniquely valuable due to marketing efforts (Tuliao et al., 2024 and Pants, 2021). Furthermore, due to lack of price transparency it can increase the inequality as consumers are often unaware of the surcharge associated with gender-based pricing. Studies stated that a lack of a wary consumer campaign and regulatory measures allows retailers to uphold these pricing strategies with minimal refusal Moshary et al. (2023) and the Demographic Staff of the Joint Economic Committee (2016).

Many mothers feel pressured to purchase more expensive products for their children, particularly for girl's which strengthens the cycle of pricing disparities on gender due to societal expectations (Tuliao et al., 2024; Pant et al., 2021). However, as consumer knowledge grows and increases awareness regarding pricing disparities or pink tax, demand for overpriced gendered-based products may decline. Studies say that greater consumer awareness could enable consumers to refrain from oppressive pricing practices, eventually reducing the influence of unequal bargaining power in the children's clothing industry (Tuliao et al., 2024; Moshary et al., 2023).

### Mothers' Purchasing Decision

Rathore and Mishra (2023) point out that, in many families, mothers are the primary decision-makers when it comes to selecting children's clothing. Mothers purchasing decisions unfold a complex influence of environmental, psychological, and societal factors in decision-making. While price consciousness is a major influence, particularly for goods intended for children, mothers' desire for self-expression also plays a crucial role.

According to Greenberg (2024), purchasing behavior delves into how individuals influence purchasing decisions including psychological, environmental and societal factors. Several studies highlight mothers' price consciousness, which demonstrate a strong focus on the value of money when purchasing goods specifically for their children, making a mother more likely to impulsively buy particular clothing (Rizk, 2022, Allionce 2023; Bertovich, 2024). Desiderio (2023) also states that a Filipino mother remains worried about rising prices of goods and becomes value-conscious when they choose a product to purchase. However, children

become a factor to influence mothers' purchasing decisions. According to the study of Moryossef (2018), when purchasing, it is not completely driven by the mother. Children influence their mother's purchasing behavior even at a young age because they retain the product messages more effectively (Monalisa, 2023; Khan, 2021).

Furthermore, Gertner et al. (2018) highlight the feature of a new mother's purchasing decision, specifically buying clothes for their child, which reflects their desire to express their identity as a perfect mother. It can change their purchasing decision, including the way they shop; they become more budget conscious (Ventures, 2020). Additionally, the purchasing decisions of solo mothers and married mothers show similarities. According to the study of Martin et al. (2019), married and solo mothers behaved similarly in their buying behavior, and other factors, like the frequency of shopping trips with children.

## Synthesis

The studies and research cited were associated with the present study of the researchers to clarify the variables and indicators that would help understand the research problems.

The related literature provides valuable insights into the study of gender-based pricing disparities in children's clothing, particularly regarding the Pink Tax. Previous studies have highlighted that pricing differences based on gender are prevalent in various consumer goods, with children's clothing being no exception. Studies show that mothers are primarily decision-makers and in charge purchasing clothing for their children, prioritizing elements such as quality, comfort, and design. Nevertheless, gender-based pricing disparities often shape a higher cost for girls clothing compared to similar clothing for boys, even in quality and design. Mothers, particularly in lower-income households, are affected by gender pricing disparities and their purchasing decisions. This insight supports the current studies regarding the pink tax on children's clothing in Arayat, Pampanga, and its effect on mothers' purchasing decisions. Understanding gendered pricing and economic pressure are factors that influence purchasing decisions is crucial in examining how the pink tax affects the perception of mothers when purchasing children's clothing.

## 1.3 Statement of the Problem

This study aimed to examine gender-based pricing disparities on children's clothing and their effect on mothers' purchasing decisions in Arayat, Pampanga. Specifically, it seeks to answer the following questions:

1.How may the respondents assess gender-based pricing disparities in children's clothing in terms of:

- 1.1 Pink Tax;
- 1.2 Gender Stereotyping;

1.3 Market Segmentation;

1.4 Unequal Bargaining Power?

2.How may mother's purchasing decision be described?

3.Is there a significant effect exist between gender-based pricing disparities and purchasing decisions among mothers in Arayat, Pampanga?

## 1.4 Significance of the Study

This study was conducted to understand the various effects of gender-based pricing disparities, specifically the Pink Tax that influence mothers' purchasing decisions in children's clothing in Arayat, Pampanga. The insightful results will help consumer decision making and the broader implications for local families. It aims to shed light on how these pricing differences affect consumer decision-making and the broader implications for local families. The researchers believe that this study will not yield helpful data for themselves but also for the following:

**Mothers and Families.** The findings will help mothers improved their decision making and use information to understand the impact of gender-based pricing disparities on children's clothing, allowing them to make more informed purchasing decisions for fair pricing

**Local Retailers and Clothing Brands.** The results will help retailers and brand in the area can gain a competitive edge, developing more equitable pricing strategies that appeal to a wide range of customers.

**Government Agencies and Policy Makers.** This study will guide government agencies or authorities to understand how gender-based pricing disparities affect consumers, and to form a strong foundation for future actions of government to protect consumers from unfair pricing based on gender.

**Consumer Advocacy Groups.** The findings will provide data for organization focused on consumer rights and gender equality on pricing disparities to launch campaigns against the pink tax, achieving changes and advocate for reform.

**Future Researchers.** The data collected will help future researchers in the field of consumer behavior, decision making and gender economics to improve their studies on this topic and allow for more in-depth investigation into certain factors driving gender-based pricing disparities.

## 2. METHODOLOGY

### 2.1 Research Design

To clearly understand how mothers perceive gender-based pricing disparities and their purchasing patterns, a descriptive research design was utilized. As Siedlecki (2020) affirms, descriptive design aims to depict individuals, situations, or



conditions without manipulating any variables. This makes this approach appropriate for evaluating the prevailing pricing disparities and their repercussions on consumer preferences.

## 2.2 Population and Sample of the Study

The researchers used stratified and purposive sampling techniques in determining the number of respondents. This is to ensure a fair and organized approach to data collection.

Stratified sampling was utilized to break down the barangays into groups. Then, purposive sampling was applied within each barangay to find mothers of children aged 1-12 years. This ensured that participants matched the needs of the study. A total of 379 mothers were surveyed.

## 2.3 Research Instruments

The 25-item survey instrument developed by the researchers, aims to investigate gender-based pricing differences in children's clothing and how these affect mothers' purchasing decisions. It is divided into two sections. Both used a four-point Likert scale.

The first section explored whether participants recognized any gender pricing inequalities by evaluating factors like Pink Tax, gender stereotyping, market segmentation and unequal bargaining power. This part allowed participants to share their views on price differences between boys' and girls' clothing. These survey items helped quantify their awareness of these disparities.

The following section of the instrument focused on how prices influenced mothers when buying clothing for their children. It asked for reactions to perceived price discrimination, like if they checked-out alternatives among brands, tried to find discounts or special deals, or adjusted their preferences to lessen the financial impact of gendered pricing. This section emphasized how pricing biases shape shopping tactics.

Before the implementation of the actual survey, a meticulous validation process was executed by marketing experts to confirm the validity and reliability. This guaranteed that every item accurately represented the intended concepts. Feedbacks were then integrated and revisions were made before moving forward.

Subsequently, the pilot test involved 30 participants whose demographic profiles matched the study's target population. This initial testing phase aimed to assess the accuracy, interpretability, and coherence of the items within the instrument.

The reliability scores of all subconstructs computed by Cronbach's Alpha show coefficients greater than 0.7. This

indicates that every item measured its respective construct accurately, confirming both the internal consistency and acceptability of the instrument.

**Table 1: Test of Reliability**

Variables	Cronbach Alpha	Number of Items	Interpretation
Pink Tax	0.924	5	Excellent
Gender Stereotyping	0.918	5	Excellent
Market Segmentation	0.927	5	Excellent
Unequal Bargaining Power	0.910	5	Excellent
Mothers' Purchasing Decision	0.925	5	Excellent

Legend:  $\alpha \geq 0.90$ : Excellent,  $0.90 > \alpha \geq 0.80$ : Good,  $0.80 > \alpha \geq 0.70$ : Acceptable,  $0.70 > \alpha \geq 0.60$ : Questionable,  $0.60 > \alpha \geq 0.50$ : Poor,  $0.50 \geq \alpha$ : Unacceptable.

## 2.4 Data Collection Procedure

In this study, an online survey served as the main method for collecting data. The researchers created a structured questionnaire and shared it via Google Forms. The process for gathering data followed a clear set of steps:

- Initially, the researchers secured formal authorization from the Office of the Mayor of Arayat, Pampanga, to administer the survey within the municipality.
- Upon receiving approval, a pilot testing was conducted involving 30 participants residing in Arayat, Pampanga, to evaluate the instrument's validity and internal consistency.
- Following the pilots testing, the final survey was distributed to the intended participants of the study. Prior to participation, individuals were presented with a printed informed consent form that clearly articulated the purpose of the study, and participant's rights.
- After obtaining informed consent from eligible respondents, the researches disseminated the online questionnaire link via Google Forms as the principal medium for data collection. to mitigate technological barrier, the researchers offered internet access or mobile device support to participants lacking necessary resources.
- In accordance with ethical research practice, all collected data were stored and managed securely to safeguard participant anonymity and confidentiality,
- Lastly, the researchers consulted a professional statistician to help in the analysis and interpretation phases of the research process.

## 2.5 Statistical Treatment

The responses were thoroughly analyzed using statistical tools including Likert scale assessment, weighted averages, and regression analysis to reveal trends and patterns related to gender-based pricing in children's clothing.

A four-point Likert scale was used for collecting participants' perception toward the Pink Tax, gender stereotypes, market segmentation, and unequal bargaining power, enabling a comprehensive analysis of these factors. Participant feedback was examined with reference to set criteria:

**Table 2: Likert Scale**

Weighted Mean	Opinion	Scale
3.26 – 4.00	Strongly Agree	4
2.51 – 3.25	Agree	3
1.76 – 2.50	Disagree	2
1.00 – 1.75	Strongly Disagree	1

Weighted mean was calculated to assess consumer purchasing behavior by multiplying individual's response to its corresponding weight, and then dividing the result by the total number of participants.

To determine the extent to which gender-based pricing disparities impact mothers' purchasing decisions, linear regression procedure was employed.

### 3. RESULTS AND DISCUSSION

This portion of the study shows the analysis and interpretation of the gathered data from the group of respondents.

A. How may the respondents assess gender-based pricing disparities in children's clothing?

**Pink Tax.** Table 3 illustrates mothers' evaluations of gender-based pricing disparities in children's clothing, with a particular focus on the Pink Tax. The overall mean of 3.28 places the result within the "Strongly Agree" range, suggesting a collective consensus among respondents regarding the existence of the Pink Tax in children's clothing.

**Table 3: Pink Tax**

Indicators	Weighted Mean	Verbal Interpretation
I have noticed that clothing marketed for girls is generally more expensive than similar clothing marketed for boys.	3.30	Strongly Agree
The price differences between boys' and girls' clothing are unjustified given the similarities in quality and design.	3.33	Strongly Agree
I believe that retailers price girls' clothing higher due to societal norms rather than material costs.	3.18	Agree
I have personally observed instances where the same type of clothing is priced higher when marketed for girls.	3.24	Agree
The Pink Tax on children's clothing creates an unfair financial burden on parents buying clothes for girls.	3.37	Strongly Agree
<b>Grand Mean</b>	<b>3.28</b>	<b>Strongly Agree</b>

Legend: 1.00 – 1.75: Strongly Disagree, 1.76 – 2.50: Disagree, 2.51 – 3.25: Agree, 3.26 – 4.00: Strongly Agree.

**Gender Stereotyping.** Table 4 presents respondents' perceptions of gender stereotyping in children's clothing

based on various indicators. The overall grand mean of 3.26 falls within the range of "Strongly Agree", suggesting that participants acknowledge the presence of gender stereotypes in children's apparel.

**Table 4: Gender Stereotyping**

Indicators	Weighted Mean	Verbal Interpretation
Children's clothing often reinforces traditional gender roles through color, design, and messaging.	3.32	Strongly Agree
Boys' clothing is often designed with more practical features (e.g., durability, pockets) than girls' clothing.	3.18	Agree
The way children's clothing is designed and marketed influences societal expectations of gender roles.	3.29	Strongly Agree
The use of stereotypical colors like pink for girls and blue for boys, limits children's self-expression.	3.26	Strongly Agree
I believe that clothing brands should offer more gender-neutral options to promote inclusivity.	3.27	Strongly Agree
<b>Grand Mean</b>	<b>3.26</b>	<b>Strongly Agree</b>

Legend: 1.00 – 1.75: Strongly Disagree, 1.76 – 2.50: Disagree, 2.51 – 3.25: Agree, 3.26 – 4.00: Strongly Agree.

**Market Segmentation.** Table 5 presents respondents' perceptions regarding market segmentation in children's clothing, particularly in relation to gender-based pricing strategies. The overall grand mean of 3.19 also falls within the "Agree" category, indicating a strong consensus among respondents that gender plays a significant role in pricing strategies within the children's clothing market.

**Table 5: Market Segmentation**

Indicators	Weighted Mean	Verbal Interpretation
The pricing differences in children's clothing reflect a deliberate effort to target distinct consumer segments based on gender.	3.24	Agree
Children's clothing retailers use differentiated pricing as a strategy to capitalize on gender-specific market segments.	3.25	Agree
The pricing disparity between boys' and girls' clothing is a deliberate tactic to maximize revenue through market segmentation.	3.12	Agree
I believe that companies use gender as a tool to justify higher prices.	3.15	Agree
I believe that a more inclusive market segmentation would satisfy the mothers when purchasing clothing for their children.	3.17	Agree
<b>Grand Mean</b>	<b>3.19</b>	<b>Agree</b>

Legend: 1.00 – 1.75: Strongly Disagree, 1.76 – 2.50: Disagree, 2.51 – 3.25: Agree, 3.26 – 4.00: Strongly Agree.

**Unequal Bargaining Power.** Table 6 presents insights into consumers' experiences with bargaining power when purchasing children's clothing. The overall grand mean of 3.21 falls within the "Agree" category, indicating that respondents generally perceive unequal bargaining power in this context.

**Table 6: Unequal Bargaining Power**

Indicators	Weighted Mean	Verbal Interpretation
I always compare the prices before I purchase children's clothing.	3.38	Strongly Agree
I feel I have less bargaining power when purchasing girls' clothing compared to boys' clothing.	3.04	Agree
I feel pressured to purchase specific brands or styles of girls' clothing due to limited choices.	3.09	Agree
Unequal bargaining power always leads me to purchase lower-quality goods.	3.19	Agree
I feel that mothers with limited incomes are affected by unequal bargaining power when purchasing for children's clothes.	3.35	Strongly Agree
<b>Grand Mean</b>	<b>3.21</b>	<b>Agree</b>

*Legend: 1.00 – 1.75: Strongly Disagree, 1.76 – 2.50: Disagree, 2.51 – 3.25: Agree, 3.26 – 4.00: Strongly Agree.*

### Respondents' Assessment on Assess Gender-Based Pricing Disparities in Children's Clothing

Table 7 displays that on average, respondent acknowledge the existence of such disparities with a grand mean of 3.24.

With a standard deviation of 0.51, the responses demonstrate moderate variability, indicating that while the majority of respondents hold a similar viewpoint, there is some divergence in opinions regarding the magnitude of gender-based pricing disparities.

**Table 7:** Respondents' Assessment on Assess Gender-Based Pricing Disparities in Children's Clothing

Indicators	Weighted Mean	Standard Deviation	Verbal Interpretation
Respondents' assessment on assess gender-based pricing disparities in children's clothing	3.24	0.51	Agree
<b>Grand Mean</b>			

*Legend: 1.00 – 1.75: Strongly Disagree, 1.76 – 2.50: Disagree, 2.51 – 3.25: Agree, 3.26 – 4.00: Strongly Agree.*

B. How may mother's purchasing decision be described?

**Mother's Purchasing Decision.** Table 8 emphasizes the influence of gender-based pricing on mothers' purchasing decisions when selecting children's clothing. The results indicate that mothers are acutely aware of pricing differences between boys' and girls' apparel, and this awareness plays a significant role in shaping their shopping behaviors.

**Table 8:** Mother's Purchasing Decision

Indicators	Weighted Mean	Verbal Interpretation
The higher cost of clothing for one gender influences my choice of where to shop for my children's apparel.	3.34	Strongly Agree
I feel that gender-based pricing is unfair and negatively affects my overall satisfaction with clothing purchases for my children.	3.16	Agree
I am willing to compromise on style or brand preference to avoid paying a premium associated with a specific gender.	3.20	Agree
I trust and prefer stores that adopt uniform pricing for children's clothing over those with gender-based price differences.	3.43	Strongly Agree
I feel compelled to purchase children's clothing during sales or promotional periods to offset gender-based price disparities.	3.36	Strongly Agree
<b>Grand Mean</b>	<b>3.30</b>	<b>Strongly Agree</b>

*Legend: 1.00 – 1.75: Strongly Disagree, 1.76 – 2.50: Disagree, 2.51 – 3.25: Agree, 3.26 – 4.00: Strongly Agree.*

C. Is there a significant effect exist between gender-based pricing disparities and purchasing decisions among mothers in Arayat, Pampanga?

The analysis explores the relationship between gender-based pricing disparities and purchasing decisions among mothers in Arayat, Pampanga. The correlation coefficient of 0.786 indicates a strong positive correlation, suggesting that as gender-based pricing disparities increase, purchasing decisions among mothers are significantly influenced. The R-squared ( $R^2$ ) value of 0.618 implies that 61.8% of the variation in purchasing decisions can be attributed to gender-based pricing disparities. The p-value (0.000) confirms statistical significance, as it falls below the standard threshold of 0.05. The null hypothesis, which likely assumed no significant relationship between gender-based pricing disparities and purchasing decisions, is rejected. This confirms that gender-based pricing disparities do influence mothers' purchasing decisions.

The analysis of influencing factors reveals that several key elements shape purchasing decisions among mothers in Arayat, Pampanga.

The Pink Tax has a significant impact on mothers' purchasing decisions. Since the p-value is 0.000 ( $<0.05$ ), the null hypothesis is rejected, confirming that pink tax plays a role in influencing purchase choices. The positive standardized coefficient (0.169) indicates that the higher the pink tax, the more it affects purchasing behavior.

Similarly, Market segmentation exerts the strongest influence on mothers' purchasing decisions. The elevated standardized coefficient of 0.456 indicates that segmentation strategies notably shape buying behavior. With a p-value of 0.000 ( $<0.05$ ), this result is statistically significant, prompting the rejection of the null hypothesis.

Unequal bargaining power also has a substantial effect on purchasing decisions. The positive coefficient of 0.197 suggests that as discrepancies in bargaining power increase, purchasing behavior is subsequently influenced. The p-value of 0.000 ( $<0.05$ ) confirms the statistical significance of this finding, leading to the rejection of the null hypothesis.

In contrast, Gender stereotyping does not exert a statistically significant influence on mothers' purchasing decisions. The p-value of 0.107 ( $>0.05$ ) indicates that the null hypothesis is accepted. This suggests that, while gender-based stereotypes may be present, they do not significantly shape purchasing decisions in the context of this study.

**Table 9: Regression Analysis**

Variables	Correlation Coefficient	Interpretation	R <sup>2</sup>	P - value	Decision	Significance
Gender-based pricing disparities	0.786	Strong Positive Correlation	0.618	0.000	Reject Null Hypothesis	Significant
Legend: 0.00 – 0.19: Very Weak Correlation, 0.20 – 0.39: Weak Correlation, 0.40 – 0.59: Moderate Correlation, 0.60 – 0.79: Strong Correlation, 0.80 – 0.99: Very Strong Correlation, 1.00: Perfect Correlation						
Variables	Standardized Coefficients	P - value	Decision	Significance		
Pink Tax	0.169	0.000	Reject Null Hypothesis	Significant		
Gender Stereotyping	0.079	0.107	Accept Null Hypothesis	Not Significant		
Market Segmentation	0.456	0.000	Reject Null Hypothesis	Significant		
Unequal Bargaining Power	0.197	0.000	Reject Null Hypothesis	Significant		

#### 4. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

##### 4.1 Summary of Findings

##### A. How may the respondents assess gender-based pricing disparities in children's clothing?

The comprehensive evaluation of gender-based pricing disparities in children's clothing, as perceived by the respondents, reveals varying degrees of agreement across different factors. Among the four primary variables, the highest overall average was recorded for Pink Tax, reflecting the strongest support regarding its influence on pricing imbalances. Market Segmentation closely followed, further emphasizing the perception of biased pricing driven by societal gender norms. Unequal Bargaining Power also garnered substantial agreement, underlining concerns about negotiation disparities in pricing frameworks. In contrast, Gender Stereotyping yielded the lowest overall mean, indicating a comparatively lower but still considerable level of consensus among participants. In summary, the results suggest that gender-based pricing disparities are broadly acknowledged, with Pink Tax emerging as the most strongly recognized factor.

##### B. How may mother's purchasing decision be described?

Mothers' trust and preference for stores that adopt uniform pricing for children's clothing over those with gender-based price differences received the highest average mean, while the perception that gender-based pricing is unfair and negatively

affects the overall mothers purchasing children's clothing received the lowest average mean.

##### C. Is there a significant effect exist between gender-based pricing disparities and purchasing decisions among mothers in Arayat, Pampanga?

There is a strong positive correlation between gender-based pricing disparities and purchasing decision towards mothers purchasing children's clothing.

Furthermore, pink tax, market segmentation and unequal bargaining power demonstrate a significant influence on purchasing decision, while gender stereotyping do not significantly affects purchasing decision.

#### 4.2 CONCLUSIONS

Based on the findings of this study, the researchers draw the following conclusions:

A. Gender-based pricing disparities in children's clothing are widely acknowledged, with the Pink Tax emerging as the most prominently recognized factor influencing price variations. The prevalence of gender stereotyping and unequal bargaining power strengthens the belief that these pricing disparities are not incidental but are instead shaped by societal conventions and economic frameworks. Although market segmentation garnered somewhat lesser agreement, its significance implies that focused marketing tactics may also play a role in perpetuating these disparities.

B. The findings suggest that mothers are significantly influence with gender-based pricing in children's clothing. Mothers purchasing decisions are driven by a desire for fair and equal pricing, leading them to avoid stores with gender-based price disparities and to strategically shop during sales. This indicates a clear market preference for equal pricing and underscores the potential negative impact of gender-based pricing disparities on mothers' perception within the children's fashion industry.

C. There is a strong correlation between gender-based pricing disparities and purchasing decision. Most of the respondents overall strongly agreed with the statements of pink tax, market segmentation and unequal bargaining power. This means that pink tax, market segmentation and unequal bargaining power affects the mother's purchasing decision in children's clothing. While gender stereotyping seems less influential in this study. These results indicate that the null hypothesis, which is "There is no significant effect of gender-based pricing disparities on the purchasing decisions of mothers in Arayat, Pampanga." was rejected.

#### 4.3 RECOMMENDATIONS



The recommendations on the study:

1. Government authorities, such as DTI or Department of Trade and Industry should promote consumer protection laws and policies aimed to eliminate gender-based price discrimination.
2. Retailers and brands could consider adopting practices to improve more practical features into girls' clothing, such as durable fabrics, construction and enhanced comfort. Retail businesses and local sectors, should also be encouraged by NGOs or Non-Governmental Organizations to introduce gender-neutral clothing lines.
3. Retailers could adopt low-priced and transparent pricing that based on product value over gender- based segmentation.
4. For future researchers, it is recommended to examine other factors that might influence brand loyalty, local market competition and socioeconomic status. Furthermore, incorporating a qualitative analysis may establish valuable in illustrating personal experiences and perceptions on gender-based pricing, prolonging beyond purely quantitative data.

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