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THE PINK TAX IN BELARUS

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Резюме – данная статья рассматривает налог на «розовое» в Беларуси, который представляет собой надбавку к товарам, продаваемым женщинам.

Resume – this article describes the pink tax in Belarus, which is a surcharge on goods sold to women.

Introduction. The pink tax is a surcharge on goods sold to women, although they are essentially identical to their "male" counterparts. For example, deodorants for men and women of the same brand may have the same composition and volume, but the female counterpart will be slightly more expensive. As a rule, the sale of such products includes roses, sequins and flowers, therefore such an allowance is called a "pink tax".

The main part. In December 2023, the New York City Department of Consumer Affairs conducted a study on price differences for products that target men and women. The researchers selected 24 stores, they selected 794 individual products in 35 categories. To minimize the differences between men's and women's products, the products that are most identical in appearance, composition, brand, and packaging were compared.

The study found that in all categories, women's goods are more expensive than men's: 7 % more toys and accessories for girls; by 4 % – clothes for girls; by 8 % – clothing for women; by 13 % – personal hygiene products; 8 % – health products (canes, corsets, compression stockings).

Examples of the existence of a pink tax in the health sector prove that this applies not only to those areas where women seek diversity. The painkiller Nurofen Forte and separately Nurofen Express Lady with the same active ingredient are sold in Belarus. Pills in a pink package allegedly act against menstrual pain and at the same time cost twice as much. In 2016, Reckitt Benckiser, the manufacturer of Nurofen, was fined in Australia for misleading consumers in this way. In principle, the pills are not intended for a specific type of pain. Initially, the company was supposed to pay \$ 1.7 million, but later this amount was increased to \$ 6 million [1, p. 104].

It is assumed that the higher price of goods and services for women is related to the amount of effort and resources invested in their production. This was referred to in American surveys of the 1990s about the price of hairdressing services. And regarding the prices at dry cleaners, it was claimed that men's clothes

are easier to sew, so they are easier to wash. The complex styles of women's outfits make it difficult to clean.

In 2016, The Business of Fashion published an article about the pink tax in the luxury segment. The authors of the article found 17 examples on the websites of Saint Laurent, Valentino, Gucci, Dolce & Gabbana, Balmain and Alexander Wang brands when the men's and women's versions of things had different prices. In most of these cases, the female version was more expensive than the male version, sometimes the difference reached up to a thousand dollars. Only representatives of Saint Laurent agreed to comment on the material. According to them, the price difference arises because women's clothing requires more tailoring skills than men's.

Conclusion. In conclusion there is a clear tendency to overestimate the prices of products for women. I think this is a discriminatory factor that cuts women's budgets.

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CHARACTERISTICS FOR EVALUATING THE EFFECTIVENESS OF THE BRANDED PRODUCT'S DESIGN

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Резюме – в статье рассмотрены характеристики для оценки эффективности дизайна фирменной продукции, созданной в рекламных целях.

Resume – the article considers characteristics for evaluating the effectiveness of the branded product's design, which was created for advertising purposes.

Introduction. In order to stand out in the market and attract the attention of potential consumers, companies use various advertising methods. One of these methods is the branded products' manufacture. It's important to understand that print and company's logo on pens may not be enough to gain market recognition. This article examines the characteristics for evaluating the effectiveness of the branded product's design.

Main part. Branded products are one of the most effective ways to attract attention to the brand and increase the company's awareness [1].

Tasks performed by branded products: brand promotion and awareness; customer loyalty; creating a positive image; additional income if the products is not only distributed as gifts, but can also be sold in parallel with the main prod-