

A STUDY ON AWARENESS OF GST FILING AMONG RETAIL BUSINESS IN HYDERABAD CITY IN TELANGANA

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ABSTRACT

The Indian government tax reforms brought forward the new tax regime with the implementation of GST in the year of 2017. The present study made an attempt to know the retailer's perspective on the effectiveness of GST implementation. The study has collected the primary data from the retailers who are filling the monthly GST. The study has adopted the convenient sampling methodology for the collection of primary data with the framed questionnaire. The study examined the retailers' perception on GST effectiveness, Awareness and problems. The study applied the discriminant analysis for the examination of perception and found that the perception is high with the GST enhance the simple, easy and transparent tax. The SEM has been framed for the retailers' awareness level on the effectiveness on GST and result reveals that the Revenue Growth improvement after the implementation of GST has been observed. The retailers are experiencing the day to day activities in updating the GST while filling it.

Keywords: Taxation, Goods and Services Tax (GST), Retail, Perception, System, Satisfaction.

JEL Codes: C380, H200, H250.

INTRODUCTION

Goods and Services Tax (GST) is an indirect tax (or consumption tax) used in India for the purchase of goods and services. It is a complex, multi-stage, destination-based tax system, having absorbed almost all indirect taxes, with the exception of a few state taxes. Multi-stage as it is, the GST is applied at all levels of the manufacturing process, which is supposed to be refunded to all stakeholders at different points of growth rather than to the final buyer, and is imposed as a destination-based tax from the point of sale and not from the point of origin, as was the case for previous taxes.

Goods and services are grouped into five different tax slabs—1%, 5%, 12%, 18% and 28%—for tax collection. However, natural products, alcoholic drinks and electricity are not paid under the GST and are then levied separately by the governments of the individual States as per the previous tax regime. There is a special rate of 0.25 per cent on rough and semi-precious stones and 3 per cent on gold. However, suspension at 22 per cent or above 28 per cent GST refers to a few goods such as aerated drinks, luxury cars and tobacco products. Pre-GST, for most goods, the statutory tax rate was around 26.5 per cent, post-GST, with most goods expected to fall within 18 per cent of the tax range.

The tax came into effect as of 1 July 2017 through the implementation by the Government of India of the One Hundred First Amendment to the Constitution of India. The GST replaced the multiple existing taxes levied by central and state governments.

India started the tax system in 1980, after independence India had encountered several problems due to the complexity of the indirect tax mechanism; GST was a major move in the Indian economy, as some of the difficulties identified in the current GST framework have

been overcome. Because GST eliminated all indirect taxes, the single tax was streamlined. Small businesses pay a lot of indirect taxes, including GST, Service Tax, Sales Tax, Loans and Luxury Taxes. By eliminating all indirect taxation, the Goods and Services Tax (GST) will act as a much-needed stimulus to economic growth in India. The cascading tax effect will also be wiped out. With the implementation of GST, business facilities within India as well as across borders will be increased. The implementation of the GST is of dual nature, i.e. the central GST levied by the state-owned center and the state GST. When GST is implemented, all other indirect taxes are discontinued and now there is only one GST tax under the strict control of the central government. This system helps to eliminate tax-based thefts and makes the tax system much more transparent.

Taxes Subsumed

The single GST subsumed several taxes and levies, which included central excise duty, services tax, additional customs duty, surcharges, state-level value added tax and Octroi. Other levies which were applicable on inter-state transportation of goods have also been done away with in GST regime. GST is levied on all transactions such as sale, transfer, purchase, barter, lease, or import of goods and/or services.

India has followed a dual model of GST, implying that taxation is controlled by both the Union and the governments of the Member States. The central government and the state GST (SGST) levies on transactions made by the state governments with the central GST (CGST) within a single state. Integrated GST (IGST) is levied by the central government for interstate transactions and goods or services imported. GST is a tax based on consumption / destination, which means that taxes are paid to the State in which the goods or services are sold, not to the State in which they were made. The IGST complicates the collection of taxes on state governments by preventing them from collecting taxes directly from the central government. Under the previous system, only a state would have to deal with a single government to collect tax revenue.

HSN code

Since 1971, India has been a member of the World Customs Organization (WCO). Originally, 6-digit HSN codes were used to classify Customs and Central Excise commodities. Customs and Central Excise also introduced two extra digits to render the codes more precise, culminating in an 8-digit designation. HSN codes are designed to make GST systemic and globally accepted.

HSN codes remove the need to upload a detailed description of the product. As GST returns are automated, this will save time and make filing easier.

If the turnover of the company in the previous financial year was up to INR 15 million, the HSN code was not mentioned when the goods were delivered on invoices. If the company has a turnover of more than INR 15 million but up to INR 50 million, the first two digits of HSN code must be indicated when the goods are supplied on invoices. If the turnover exceeds INR 50 million, the first four digits of the HSN code will be indicated on the invoice.

GST Council

The GST Council is the governing body of the GST with 33 members, 2 of whom are members of the Centre and 31 of whom are citizens of 28 States and 3 Union legal territories. The Council shall comprise the following members (a) Union Finance Ministers (as Chairperson) (b) Union revenue or finance ministers (as Member States) (c) investment or tax ministers or other ministers appointed by each Government State (as Member States). The

GST Council is an apex member committee designed to amend, reconcile or obtain any legislation or regulation based on the goods and services tax context in India. The Council is led by Nirmala Sitharaman, Union Finance Minister, who is backed by all Indian finance ministers. The GST Council shall be responsible for any change in the rate of goods and services in India or for any revision or enactment of the rule.

Goods and Services Tax Network (GSTN)

Infosys Technologies develops GSTN software and NIC maintains an information technology network providing computing resources. The Goods and Services Tax Network (GSTN) is a non-profit organization set up to create a comprehensive network, available from a single source (portal) to clients, governments and taxpayers. The platform is open to tax authorities to trace all purchases, although taxpayers have the ability to link to their tax returns.

Need of the Study

The Goods and services Tax System, or the revolutionary tax system, took more than a decade of intense debate to come to fruition and finally came into existence two years earlier. This system was introduced to reduce the tax burden on producers and to encourage growth through increased production. Although the tax structure has tried to solve major tax issues in India, there are many challenges to the reform. For this reason, the present study sought to inform retailers of the perspective on the effectiveness of the implementation of the GST.

REVIEW OF LITERATURE

Ahmad et al. (2016). this study attempted to find out what level of awareness and perception to GST taxpayers in Malaysia. The study only consists 256 civil servants of the secondary school teachers in the area Kuala Kangsar, Perak. Data collected using questionnaires. The results found that the level of awareness was moderate and the majority of respondents give a high negative perception to the impact of GST. This eventually causes the majority of respondents did not accept the implementation of GST in Malaysia

Nayyar & Singh, (2018). This study highlighted the background of the taxation system, the GST concept along with significant working, comparison of Indian GST taxation system rates with other world economies, and also presented in-depth coverage regarding advantages to various sectors of the Indian economy after levising GST and outlined some challenges of GST implementation.

Shukla & Singh (2018). the study sought to empirically analyze the performance of companies after one year of GST implementation. Probability sampling was used to get the relevant sample. A total of 192 BSE listed companies were taken for analysis. Financial parameters (total assets, profit, and market capitalization for FY2017 and FY 2018) and demographic variables (size and experience of companies) were used to analyze the impact of GST roll out. The results indicated that among all three financial parameters, only total assets were significantly different from the pre GST time (FY2017). Further analysis highlighted that age and size of the company also affected the equation and were found significant in influencing the performance of companies after GST implementation. Detailed analysis and results were subsequently discussed in this paper. The study brought forth new insights on effect of new indirect tax regime on financial performance of the companies in order to fill the research gap. The results of the study will be useful for policy makers, strategists, and managers to cope up with the challenges posed by GST.

Uppal et al. (2019) Small Business People (SBP) were the group with the most impact on changes due to GST. An attempt has been made in this paper to examine the understanding and expectations of SBPs with respect to GST. How far the government has been able to learn SBPs about GST, too. In particular, we are focusing on the perception of the SBPs on the new tax system and its application. The results show that initially there was a low level of understanding, but as time progressed, the level of awareness of GST among SBPs increased. Not all SBPs regarded the GST process as fairly simple or easy to grasp. However, it has been noted that most SBPs have made efforts to get to know the new tax regime from the very beginning, i.e. when the GST bill was passed Most SBPs have stated that they rely on accounting software to keep their GST transactions properly registered.

Vaid et al. (2020). study was conducted with an aim to empirically identify the benefits of GST, as perceived by taxpayers, not only in theory, but practically as well, and recognize the impact of these benefits on taxpayers' satisfaction. Data were collected from respondents of Raipur city with the help of a questionnaire. Factor analysis and path analysis were employed for the purpose of the study. The major benefits identified were Elimination of Multiple Taxes, Lesser Tax Evasion, and Satisfaction & Convenience. Path analysis was used to identify the impact of these benefits, where Satisfaction & Convenience was treated as a dependent variable and Elimination of Multiple Taxes and Lesser Tax Evasion were considered as independent variables. Based on the results and findings, it was concluded that Elimination of Multiple Taxes and Lesser Tax Evasion had a significant impact on satisfaction. This paper helped identify the areas where the taxpayers were satisfied with the implementation of GST and felt benefited because of it.

RESEARCH GAP

The studies have been conducted by few authors on various aspects of GST as it is a new concept in Indian economy and research found the research gap where the work on Awareness of GST Filing and implementation among Retailers in Hyderabad city.

Objectives of the Study

1. To examine the perception of the retailers on the effectiveness of GST system.
2. To study the awareness level retailers on the GST system.
3. To identify the problems and suggests the measures for the effective implementation of GST.

Hypotheses of the Study

Null Hypothesis (H0): There is no difference of perceptions of the Retailers on the GST effectiveness.

Alternate Hypothesis (H1): There is difference of perceptions of the Retailers on the GST effectiveness.

Null Hypothesis (H0): There is no Awareness of the Retailers on the Implementation of GST.

Alternate Hypothesis (H1): There is Awareness of the Retailers on the Implementation of GST.

Scope of the Study

The present study has been emphasized on the effectiveness of the GST among the Retailers located in Hyderabad city in Telangana state. The study focused on the three vital areas i.e., Retailers Perception, Awareness Level and Their problems and measure for the effective implementation.

Research Methodology

The present study has considered the primary data for the examination of framed objective. The study applied the convenient sampling method where the sample size is 120 and from that 100 responses of Business Retailers in Hyderabad city are considered. The study applied below statistical tools

T Test (Perception)

Discriminant Analysis (Perception)

Structural Equation model (Awareness)

Exploratory Factor Analysis (problems)

DATA ANALYSIS

Section I: Examine the perception of the retailers on the effectiveness of GST system.

The objective focuses on evaluating the perception of the Retailers towards effectiveness of the GST system and the objective is divided into two sections, the first section contains the tables of frequencies and chi-square whereas second section contains the statistical analysis using the tool named T test and Discriminant Analysis and the hypothesis are as follows.

Hypothesis

Null Hypothesis (H0): There is no difference of perceptions of the Retailers on the GST effectiveness.

Alternate Hypothesis (H1): There is a difference of perceptions of the Retailers on the GST effectiveness.

Perception with respect to GST effectiveness							
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total %
Q1	Count	6	57	17	19	1	100
	% of Total	6.00%	57.00%	17.00%	19.00%	1.00%	100%
Q2	Count	1	44	14	37	4	100
	% of Total	1.00%	44.00%	14.00%	37.00%	4.00%	100%
Q3	Count	5	26	13	43	13	100
	% of Total	5.00%	26.00%	13.00%	43.00%	13.00%	100%
Q4	Count	2	28	19	43	8	100
	% of Total	2.00%	28.00%	19.00%	43.00%	8.00%	100%
Q5	Count	6	27	19	42	6	100
	% of Total	6.00%	27.00%	19.00%	42.00%	6.00%	100%
Q6	Count	3	29	18	44	6	100
	% of Total	3.00%	29.00%	18.00%	44.00%	6.00%	100%
Q7	Count	5	28	20	38	9	100
	% of Total	5.00%	28.00%	20.00%	38.00%	9.00%	100%
Q8	Count	3	33	9	44	11	100
	% of Total	3.00%	33.00%	9.00%	44.00%	11.00%	100%
Q9	Count	3	30	9	44	14	100
	% of Total	3.00%	30.00%	9.00%	44.00%	14.00%	100%
Total of count		3.777778	33.55556	15.33333	39.33333	8	100
% of count		3.78%	33.56%	15.33%	39.33%	8.00%	100.00%

Source: Primary data through questionnaire

The above Table 1 depicts about the perception of the retailer with respect to GST effectiveness. It explains that respondents highly responded as disagree with 57% for GST help your business to boost the sales, followed by 44% of respondents disagree on GST may

increase the easiness in procurement of goods from other states, where as 43% agreed on GST will reduce your tax liability, and 43% of respondents show agree ness on Implementation of GST resulted in rise in prices of goods and services. Study shows that 42% of respondents agree with GST has made tax structure and administration more complex, and 44% agreed with GST has enhanced and strengthened the existing tax system, 38% agreed on GST has increased the compliance costs, 44% agreed on GST will improve revenue growth due to wide coverage of goods and services, and similarly 44% agreed on GST will result in simple, easy and transparent tax. Hence, maximum retailers agreed with the perception attributes on GST effectiveness.

Effectiveness		Age	Education	Type of Retailer	No. of yrs in Business	Annual income
GST help your business to boost the sales	Chi-Square	28.5	25.12	25.15	26.56	30.06
	Df	16	12	12	12	16
	Sign	0.012	0.032	0.042	0.042	0.032
	Critical value	26.3	21.03	21.03	21.03	26.3
GST may increase the easiness in procurement of goods from other states	Chi-Square	30.03	26.56	28.25	26.25	30.09
	Df	16	12	12	12	16
	Sign	0.015	0.028	0.045	0.029	0.045
	Critical value	26.3	21.03	21.03	21.03	26.3
GST will reduce your tax liability	Chi-Square	32.67	28.05	26.65	24.65	32.58
	Df	16	12	12	12	16
	Sign	0.025	0.012	0.035	0.042	0.045
	Critical value	26.3	21.03	21.03	21.03	26.3
Implementation of GST has resulted in rise in prices of goods and services	Chi-Square	35.67	28.56	24.64	25.65	30.25
	Df	16	12	12	12	16
	Sign	0.025	0.045	0.032	0.041	0.035
	Critical value	26.3	21.03	21.03	21.03	26.3
GST has made tax structure and administration more complex	Chi-Square	28.64	26.58	26.03	25.56	32.03
	Df	16	12	12	12	16
	Sign	0.036	0.015	0.035	0.047	0.041
	Critical value	26.3	21.03	21.03	21.03	26.3
GST has enhanced and strengthened the existing tax system	Chi-Square	32.56	23.45	24.56	25.65	34.67
	Df	16	12	12	12	16
	Sign	0.025	0.036	0.016	0.045	0.048
	Critical value	26.3	21.03	21.03	21.03	26.3
GST has increased the compliance costs	Chi-Square	29.56	17.67	19.54	26.65	32.54
	Df	16	12	12	12	16
	Sign	0.049	0.035	0.045	0.015	0.035
	Critical value	26.3	21.03	21.03	21.03	26.3
GST will improve revenue growth due to wide coverage of goods and services	Chi-Square	29.45	28.45	26.56	29.25	35.56
	Df	16	12	12	12	16
	Sign	0.035	0.026	0.019	0.049	0.048
	Critical value	26.3	21.03	21.03	21.03	26.3
GST will result in simple, easy and transparent tax	Chi-Square	28.25	26.03	28.65	30.25	28.56
	Df	16	12	12	12	16
	Sign	0.041	0.075	0.049	0.045	0.048
	Critical value	26.3	21.03	21.03	21.03	26.3

Source: Primary data through questionnaire

The above Table 2 infers the demographic factor association with perception attributes regarding GST implementation towards retailers. Result indicates the demographic factor “Age”, all the perception attributes are GST help your business to boost the sales, GST may

increase the easiness in procurement of goods from other states, GST will reduce your tax liability, Implementation of GST has resulted in rise in prices of goods and services, GST has made tax structure and administration more complex, GST has enhanced and strengthened the existing tax system, GST has increased the compliance costs, GST will improve revenue growth due to wide coverage of goods and services, GST will result in simple , easy and transparent tax. Chi-square calculated value seems to be greater than critical value (26.3 at df:16) which signifies that there is an association of demographic factor “age” with these perception attributes. The p-value of these factors have been observed to be statistically significant at 5% level which indicates that null hypothesis has been rejected and alternative hypothesis has been accepted i.e., there is an association of demographic factor “age” with perception attributes.

Synonymously, it illustrates the demographic factor association with perception attributes regarding GST implementation towards retailers. Result indicates the demographic factor “Education”, all the perception attributes are GST help your business to boost the sales, GST may increase the easiness in procurement of goods from other states, GST will reduce your tax liability, Implementation of GST has resulted in rise in prices of goods and services, GST has made tax structure and administration more complex, GST has enhanced and strengthened the existing tax system, GST has increased the compliance costs, GST will improve revenue growth due to wide coverage of goods and services, GST will result in simple , easy and transparent tax. Chi-square calculated value seems to be greater than critical value (21.03 at df:12) which signifies that there is an association of demographic factor “Education” with these perception attributes. The p-value of these factors have been observed to be statistically significant at 5% level which indicates that null hypothesis has been rejected and alternative hypothesis has been accepted i.e., there is an association of demographic factor “Education” with perception attributes.

Similarly, it shows the demographic factor association with perception attributes regarding GST implementation towards retailers. Result indicates the demographic factor “Type of Retailer”, all the perception attributes are GST help your business to boost the sales, GST may increase the easiness in procurement of goods from other states, GST will reduce your tax liability, Implementation of GST has resulted in rise in prices of goods and services, GST has made tax structure and administration more complex, GST has enhanced and strengthened the existing tax system, GST has increased the compliance costs, GST will improve revenue growth due to wide coverage of goods and services, GST will result in simple , easy and transparent tax. Chi-square calculated value seems to be greater than critical value (21.03 at df:12) which signifies that there is an association of demographic factor “Type of Retailer” with these perception attributes. The p-value of these factors have been observed to be statistically significant at 5% level which indicates that null hypothesis has been rejected and alternative hypothesis has been accepted i.e., there is an association of demographic factor “Type of Retailer” with perception attributes.

Correspondingly, it illustrates the demographic factor association with perception attributes regarding GST implementation towards retailers. Result indicates the demographic factor “No. of years in business”, all the perception attributes are GST help your business to boost the sales, GST may increase the easiness in procurement of goods from other states, GST will reduce your tax liability, Implementation of GST has resulted in rise in prices of goods and services, GST has made tax structure and administration more complex, GST has enhanced and strengthened the existing tax system, GST has increased the compliance costs, GST will improve revenue growth due to wide coverage of goods and services, GST will result in simple , easy and transparent tax. Chi-square calculated value seems to be greater than critical value (21.03 at df:12) which signifies that there is an association of demographic factor “No. of years in Business” with these perception attributes. The p-value of these factors

have been observed to be statistically significant at 5% level which indicates that null hypothesis has been rejected and alternative hypothesis has been accepted i.e., there is an association of demographic factor “No. of years in Business” with perception attributes.

Similarly, it depicts the demographic factor association with perception attributes regarding GST implementation towards retailers. Result indicates the demographic factor “Annual income”, all the perception attributes are GST help your business to boost the sales, GST may increase the easiness in procurement of goods from other states, GST will reduce your tax liability, Implementation of GST has resulted in rise in prices of goods and services, GST has made tax structure and administration more complex, GST has enhanced and strengthened the existing tax system, GST has increased the compliance costs, GST will improve revenue growth due to wide coverage of goods and services, GST will result in simple, easy and transparent tax. Chi-square calculated value seems to be greater than critical value (26.3 at df:16) which signifies that there is an association of demographic factor “Annual income” with these perception attributes. The p-value of these factors have been observed to be statistically significant at 5% level which indicates that null hypothesis has been rejected and alternative hypothesis has been accepted i.e., there is an association of demographic factor “Annual income” with perception attributes.

SECTION II

	Test Value = 2					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
GST help your business to boost the sales	5.750	99	0.000	0.52000	0.3406	0.6994
GST may increase the easiness in procurement of goods from other states	9.802	99	0.000	0.99000	0.7896	1.1904
GST will reduce your tax liability	11.601	99	0.000	1.33000	1.1025	1.5575
Implementation of GST has resulted in rise in prices of goods and services	12.408	99	0.000	1.27000	1.0669	1.4731
GST has made tax structure and administration more complex	10.682	99	0.000	1.15000	.9364	1.3636
GST has enhanced and strengthened the existing tax system	11.772	99	0.000	1.21000	1.0061	1.4139
GST has increased the compliance costs	10.774	99	0.000	1.18000	0.9627	1.3973
GST will improve revenue growth due to wide coverage of goods and services	11.270	99	0.000	1.27000	1.0464	1.4936
GST will result in simple, easy and transparent tax	11.912	99	0.000	1.36000	1.1335	1.5865

Source: Compiled data

The table 3 depicts the perception parameters on GST effectiveness. It shown that p-value is observed for the above parameters are less than 0.05 which indicates existence of significant mean difference among perception Parameters. Highest mean difference is observed to be for “GST will result in simple, easy and transparent tax” followed by the parameter “GST will reduce your tax liability” with its respective mean values 1.36 and 1.33. Mean difference as 1.27 is obtained by both the parameters “Implementation of GST has resulted in rise in prices of goods and services” and “GST will improve revenue growth due to wide coverage of goods and services” where as for “GST has enhanced and strengthened the existing tax system” as mean value 1.21 and for “GST has increased the compliance costs” the mean is 1.18 followed by parameter “GST has made tax structure and

administration more complex” with mean as 1.15 . The least mean difference of 0.99 has shown for parameter “GST may increase the easiness in procurement of goods from other states” followed by mean value 0.52 for the parameter “GST help your business to boost the sales”. Therefore, concluded that existence of significant mean difference in each parameters of perception on GST effectiveness which indicates Rejection of Null hypothesis and acceptance of alternative hypothesis.

Eigenvalues				
Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	1.341 ^a	53.6	53.6	0.604
2	1.168 ^a	26.5	80.1	0.780
3	1.104 ^a	16.3	96.4	0.707
4	1.023 ^a	3.6	100.0	.649

a. First 4 canonical discriminant functions were used in the analysis.

Source: Compiled data

The Table 4 concludes the canonical discriminant function which has been applied on the perception of retailers on GST implementation and filing. The eigen values are observed to be above 1 in first four functions. The canonical relations for the four functions are observed to be strong (i. e, > 0.6), thus the model for the discriminant function on perception of retailers is observed to be fit.

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1 through 4	0.565	52.444	36	0.038
2 through 4	0.758	25.469	24	0.031
3 through 4	0.886	11.155	14	0.042
4	0.978	2.069	6	0.013

Source: Compiled data

The Table 5 of the wilks Lambda test has been applied on the perception on GST to identify the preference level of the factors among the retailers. The wilks Lambda coefficients indicated that the all the 4 functions were fallen near to the 1. Hence it stated that the factors which were considered to examine the preference level among the Retailers are observed to be fit for the discriminant model application as their p value is found to be significant (< 0.05).

Perception Attribute	Discriminant Score
GST may increase the easiness in procurement of goods from other states	-0.554*
GST has increased the compliance costs	0.428*
GST has enhanced and strengthened the existing tax system	0.565*
GST help your business to boost the sales	0.581*
GST will improve revenue growth due to wide coverage of goods and services	0.554*
GST will reduce your tax liability	0.522*
Implementation of GST has resulted in rise in prices of goods and services	0.285*
GST will result in simple , easy and transparent tax	0.700*
GST has made tax structure and administration more complex	0.337*

Source: Compiled data

The table 6 reveals that the millennial perception level on the GST implementation towards retailers. The study has adopted the discriminant analysis to identify the total discriminant score on the perception attributes. The probability is found to be significant (i.e., < 0.05) for all the attributes of perception. The highest discriminant score is found for GST will result in simple, easy and transparent tax (0.700) followed by GST help your business to boost the sales (0.581) and for GST has enhanced and strengthened the existing tax system (0.565). 0.554 score is observed for GST will improve revenue growth due to wide coverage of goods and services followed by 0.522 for GST will reduce your tax liability and 0.428 for GST has increased the compliance costs. Discriminant score for GST has made tax structure and administration more complex is 0.337 and Implementation of GST has resulted in rise in prices of goods and services has 0.285 and the least score is found as -0.554 for GST may increase the easiness in procurement of goods from other states attribute.

Study the Awareness Level of Retailers on the GST System

The objective spotlights on knowing the awareness level of the retailers on various factors of the GST and the objective is split into two sections, in first section the frequency distribution tables and chi-square tables are involved where as in second section the statistical tool named Structural Equation model is involved. The hypothesis considered for the objective are

Null Hypothesis (H0): There is no Awareness of the Retailers on the Implementation of GST

Alternate Hypothesis (H1): There is Awareness of the Retailers on the Implementation of GST

SECTION I

Awareness with respect to GST system							
		Not at all aware	Slightly Aware	Moderately Aware	Very Aware	Extremely Aware	Total %
Q1	Count	7	47	13	31	2	100
	% of Total	7.00%	47.00%	13.00%	31.00%	2.00%	100%
Q2	Count	2	30	17	34	17	100
	% of Total	2.00%	30.00%	17.00%	34.00%	17.00%	100%
Q3	Count	2	32	22	37	7	100
	% of Total	2.00%	32.00%	22.00%	37.00%	7.00%	100%
Q4	Count	5	28	14	43	8	98
	% of Total	5.10%	28.60%	14.30%	43.90%	8.20%	100%
Q5	Count	1	24	19	51	5	100
	% of Total	1.00%	24.00%	19.00%	51.00%	5.00%	100%
Q6	Count	2	21	15	50	12	100
	% of Total	2.00%	21.00%	15.00%	50.00%	12.00%	100%
Q7	Count	2	32	13	43	10	100
	% of Total	2.00%	32.00%	13.00%	43.00%	10.00%	100%
Q8	Count	4	34	16	41	5	100
	% of Total	4.00%	34.00%	16.00%	41.00%	5.00%	100%
Q9	Count	3	22	12	50	13	100
	% of Total	3.00%	22.00%	12.00%	50.00%	13.00%	100%
Q10	Count	2	20	15	48	15	100
	% of Total	2.00%	20.00%	15.00%	48.00%	15.00%	100%
Total of count		4.81818	28.4545	16.2727	41	10.6364	92.8182
% of count		3%	29%	16%	43%	9%	100%

Source: Compiled data

The above table depicts about the perception of the retailer with respect to GST effectiveness. It synchronizes that 47% of retailers Slightly aware about Uniformity of rates, followed by 34% of retailers were very Aware about the statement GST improves the revenue growth to the state and country, where as 37% of retailers were very Aware about GST reduces material cost and comparing with the sales tax, and 43.9% of retailers as well were very aware of that the GST checks the tax evasion periodically at different stages of Purchase of goods and service. It depicts that retailers were very aware about GST will assist in better conformity and revenue resilience with 51%, and 50% of retailers were very aware about the service tax structure increases the overall cost for Consumers, similarly 43% of retailers as well were very aware about GST improve accounting procedures, and 50% of retailers were also very aware that GST will evade the cascading effect in Indirect tax regime, and 48% of retailers were also very aware that GST is simple, transparent and easy tax structure, GST increase tax collections due to wide coverage of goods and service. Therefore, most of the retailers are very aware of the attributes considered for awareness.

Uniformity of rates	Chi-Square	29.36	25.65	24.15	23.08	32.54
	Df	16	12	12	12	16
	sign	0.047	0.028	0.037	0.021	0.017
	Critical value	26.3	21.03	21.03	21.03	26.3
GST improves the revenue growth to the state and country	Chi-Square	35.68	26.9	22.45	25.56	30.25
	Df	16	12	12	12	16
	sign	0.019	0.027	0.038	0.018	0.027
	Critical value	26.3	21.03	21.03	21.03	26.3
GST reduces material cost and comparing with the sales tax	Chi-Square	34.15	24.15	23.45	26.85	35.28
	Df	16	12	12	12	16
	sign	0.038	0.047	0.019	0.045	0.027
	Critical value	26.3	21.03	21.03	21.03	26.3
GST checks the tax evasion periodically at different stages of Purchase of goods and service	Chi-Square	29.08	22.03	26.57	24.15	36.59
	Df	16	12	12	12	16
	sign	0.029	0.045	0.038	0.049	0.038
	Critical value	26.3	21.03	21.03	21.03	26.3
GST will assist in better conformity and revenue resilience	Chi-Square	29.68	22.06	26.35	24.85	36.62
	Df	16	12	12	12	16
	sign	0.027	0.036	0.047	0.035	0.028
	Critical value	26.3	21.03	21.03	21.03	26.3
The service tax structure increases the overall cost for Consumers	Chi-Square	34.09	23.65	24.15	26.35	29.38
	Df	16	12	12	12	16
	sign	0.028	0.045	0.029	0.047	0.038
	Critical value	26.3	21.03	21.03	21.03	26.3
GST improve accounting procedures.	Chi-Square	31.21	25.36	22.08	23.18	29.61
	Df	16	12	12	12	16
	sign	0.048	0.019	0.027	0.048	0.038
	Critical value	26.3	21.03	21.03	21.03	26.3
GST will evade the cascading effect in Indirect tax regime.	Chi-Square	27.36	22.09	24.01	23.24	32.28
	Df	16	12	12	12	16
	sign	0.038	0.048	0.018	0.028	0.019
	Critical value	26.3	21.03	21.03	21.03	26.3
GST is simple, transparent and easy tax structure	Chi-Square	34.01	25.13	23.07	21.95	29.68
	Df	16	12	12	12	16
	sign	0.028	0.037	0.047	0.049	0.028
	Critical value	26.3	21.03	21.03	21.03	26.3
	Chi-Square	35.03	22.35	23.09	23.21	29.05

GST increase tax collections due to wide coverage of goods and service.	Df	16	12	12	12	16
	sign	0.035	0.045	0.048	0.029	0.028
	Critical value	26.3	21.03	21.03	21.03	26.3
	Df	16	12	12	12	16
	sign	0.046	0.048	0.029	0.018	0.045
	Critical value	26.3	21.03	21.03	21.03	26.3

Source: Compiled data

The Table 8 depicts about the demographic factors association with the awareness attributes on the criteria “Age” where it explains about the Uniformity of rates, GST improves the revenue growth to the state and country, GST reduces material cost and comparing with the sales tax, GST checks the tax evasion periodically at different stages of Purchase of goods and service, GST will assist in better conformity and revenue resilience, The service tax structure increases the overall cost for Consumers, GST improve accounting procedures, GST will evade the cascading effect in Indirect tax regime, GST is simple, transparent and easy tax structure, GST increase tax collections due to wide coverage of goods and service. Here the results shows that the Chi-square calculated value seems to be greater than critical value(26.3 at df:16) that specifies that there is a significance of demographic factor “Age” with the awareness attributes .The P-value of these factors have been observed to be statistically significant at 5%level which indicates that null hypothesis has been rejected and alternative hypothesis has been accepted i.e, there is an association between demographic factor “age” with the Awareness attributes.

Similarly, it represents about the demographic factors association with the awareness attributes on the criteria “Education” where it explains about the Uniformity of rates, GST improves the revenue growth to the state and country, GST reduces material cost and comparing with the sales tax, GST checks the tax evasion periodically at different stages of Purchase of goods and service, GST will assist in better conformity and revenue resilience, The service tax structure increases the overall cost for Consumers, GST improve accounting procedures, GST will evade the cascading effect in Indirect tax regime, GST is simple, transparent and easy tax structure, GST increase tax collections due to wide coverage of goods and service. Here the results shows that the Chi-square calculated value seems to be greater than critical value(21.03 at df:12) that specifies that there is a significance of demographic factor “Education” with the awareness attributes .The P-value of these factors have been observed to be statistically significant at 5%level which indicates that null hypothesis has been rejected and alternative hypothesis has been accepted i.e, there is an association between demographic factor “Education” with the Awareness attributes.

Synonymously, it illustrates about the demographic factors association with the awareness attributes on the criteria “Type of Retailer” where it explains about the Uniformity of rates, GST improves the revenue growth to the state and country, GST reduces material cost and comparing with the sales tax, GST checks the tax evasion periodically at different stages of Purchase of goods and service, GST will assist in better conformity and revenue resilience, The service tax structure increases the overall cost for Consumers, GST improve accounting procedures, GST will evade the cascading effect in Indirect tax regime, GST is simple, transparent and easy tax structure, GST increase tax collections due to wide coverage of goods and service. Here the results shows that the Chi-square calculated value seems to be greater than critical value(21.03 at df:12) that specifies that there is a significance of demographic factor “Type of Retailer” with the awareness attributes .The P-value of these factors have been observed to be statistically significant at 5% level which indicates that null hypothesis has been rejected and alternative hypothesis has been accepted i.e, there is an association between demographic factor “type of Retailer” with the Awareness attributes.

Correspondingly, it infers about the demographic factors association with the awareness attributes on the criteria “No. of years in Business” where it explains about the Uniformity of rates, GST improves the revenue growth to the state and country, GST reduces material cost and comparing with the sales tax, GST checks the tax evasion periodically at different stages of Purchase of goods and service, GST will assist in better conformity and revenue resilience, The service tax structure increases the overall cost for Consumers, GST improve accounting procedures, GST will evade the cascading effect in Indirect tax regime, GST is simple, transparent and easy tax structure, GST increase tax collections due to wide coverage of goods and service. Here the results shows that the Chi-square calculated value seems to be greater than critical value(21.03 at df:12) that specifies that there is a significance of demographic factor “No. of years in Business” with the awareness attributes .The P-value of these factors have been observed to be statistically significant at 5% level which indicates that null hypothesis has been rejected and alternative hypothesis has been accepted i.e, there is an association between demographic factor “No. of years in Business” with the Awareness attributes.

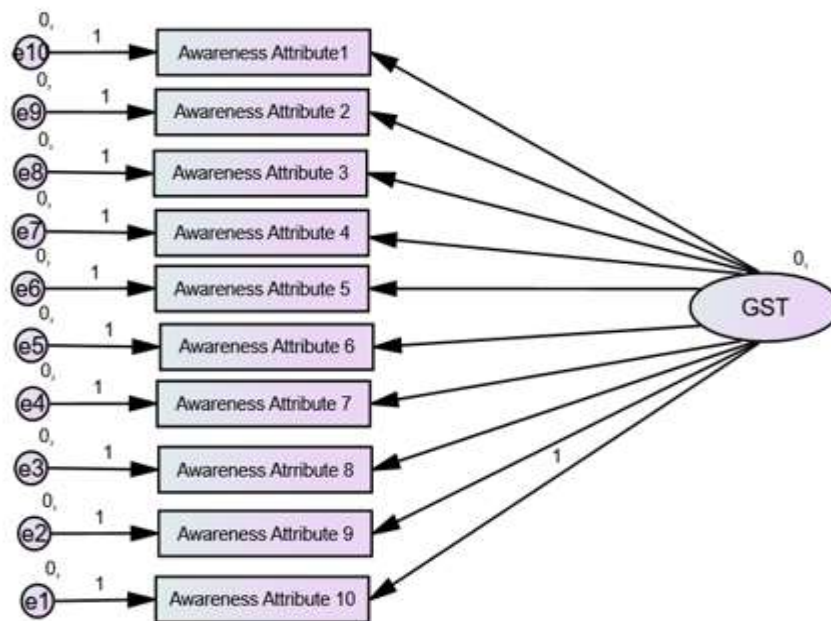
Similarly, it depicts about the demographic factors association with the awareness attributes on the criteria “Annual income” where it explains about the Uniformity of rates, GST improves the revenue growth to the state and country, GST reduces material cost and comparing with the sales tax, GST checks the tax evasion periodically at different stages of Purchase of goods and service, GST will assist in better conformity and revenue resilience, The service tax structure increases the overall cost for Consumers, GST improve accounting procedures, GST will evade the cascading effect in Indirect tax regime, GST is simple, transparent and easy tax structure, GST increase tax collections due to wide coverage of goods and service. Here the results shows that the Chi-square calculated value seems to be greater than critical value(26.3 at df:16) that specifies that there is a significance of demographic factor “Annual income” with the awareness attributes .The P-value of these factors have been observed to be statistically significant at 5% level which indicates that null hypothesis has been rejected and alternative hypothesis has been accepted i.e, there is an association between demographic factor “Annual income” with the Awareness attributes

SECTION II

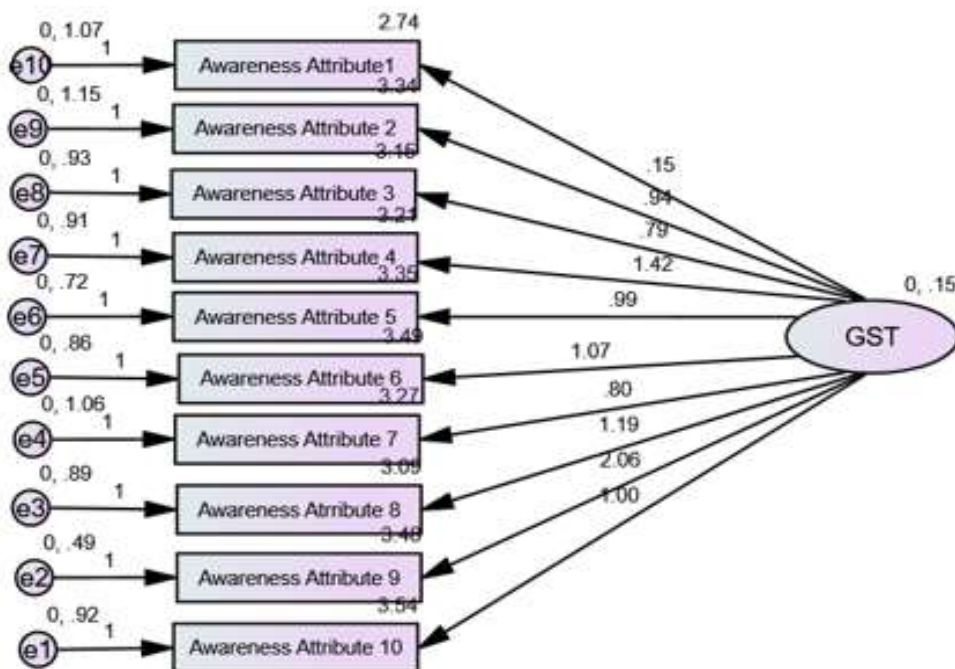
Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	30	57.946	35	0.009	1.656
Saturated model	65	0.000	0		
Independence model	10	139.612	55	0.000	2.538

Source: Compiled data

The Table 9 illustrates the fitness of the model at various stages. The probability for the model is observed to be less than 0.05 which signifies that present model is fit to test the awareness and may apply the structured equation model.



**GRAPH 1
STRUCTURAL EQUATION MODEL**



**GRAPH 2
AWARENESS ATTRIBUTE**

Table 10 depicts the awareness of Retailers on GST implementation and GST filing. The result signifies the estimates values of Awareness factors on retailers. It found that awareness impacted the higher on Awareness for Accounting software is not working properly(2.061), zero rated supply or exempted supply(1.419), Issue with the operation of

GST applications(1.188), Company's cash flow is affected(1.069), Due to sharing of false information by people who were not competent enough to comment on GST(1.000), and Not sure which product/service is categorized as standard rated supply(0.146) has least awareness on Retailers towards GST.

			Estimate	S.E.	C.R.	P
Uniformity of rates	<---	F1	1.000			
GST improves the revenue growth to the state and country	<---	F1	2.061	0.680	3.032	0.002
GST reduces material cost and comparing with the sales tax	<---	F1	1.188	0.458	2.594	0.009
GST checks the tax evasion periodically at different stages of Purchase of goods and service	<---	GST	0.804	0.395	2.037	0.042
GST will assist in better conformity and revenue resilience	<---	GST	1.069	0.427	2.503	0.012
The service tax structure increases the overall cost for Consumers	<---	GST	0.994	0.395	2.521	0.012
GST improve accounting procedures.	<---	GST	0.786	0.376	2.088	0.037
GST will evade the cascading effect in Indirect tax regime.	<---	GST	0.943	0.431	2.186	0.029
GST is simple, transparent and easy tax structure	<---	GST	0.146	0.316	0.460	0.645
GST increase tax collections due to wide coverage of goods and service.	<---	GST	1.419	0.518	2.740	0.006

Source: Compiled data

Identify the Problems and Suggests the Measures for The Effective Implementation of GST

The present objective focuses on the problems encountered by the Retailers due to the GST implantation and it is segregated into two sections, first section contained frequency and chi-square tables and second section contained the tools to identify the loaded factors related to the problems encountered.

SECTION I

Problems faced with respect to GST effectiveness							
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total %
Q1	Count	54	12	2	18	14	100
	% of Total	54.00%	12.00%	2.00%	18.00%	14.00%	100%
Q2	Count	8	50	12	15	15	100
	% of Total	8.00%	50.00%	12.00%	15.00%	15.00%	100%
Q3	Count	22	34	13	19	12	100
	% of Total	22.00%	34.00%	13.00%	19.00%	12.00%	100%
Q4	Count	8	38	18	24	12	100
	% of Total	8.00%	38.00%	18.00%	24.00%	12.00%	100%
Q5	Count	9	28	24	20	19	100
	% of Total	9.00%	28.00%	24.00%	20.00%	19.00%	100%
Q6	Count	7	15	20	27	31	100
	% of Total	7.00%	15.00%	20.00%	27.00%	31.00%	100%
Q7	Count	44	21	8	16	11	100
	% of Total	44.00%	21.00%	8.00%	16.00%	11.00%	100%

Total of count	21.7143	28.2857	13.8571	19.8571	16.2857	100
% of count	22%	28%	14%	20%	16%	100%

Source: Compiled data

The above Table 11 depicts about the perception of the retailer with respect to GST effectiveness. It explains that 54% of respondents strongly disagree that they face problems due to sharing of false information by people who were not competent enough to comment on GST, followed by 50% of retailers disagree that Accounting software working is the problem to them, where as 34% disagree that Issue with the operation of GST applications is a problem, and 38% disagree that Issue with submitting a report to the Authority is a problem. It shows 28% of retailers disagree that Client/customer refuse to pay GST is a problem and 31% of retailers strongly agree that affection of Company's cash flow is a problem, where as 21% of retailers disagree that they face problems related to identifying which product/service is categorized as standard rated supply, zero rated supply or exempted supply. Hence, maximum of retailers disagree with some of the problems and agreed that they face some problems.

Problems		Age	Education	Type of Retailer	No. of yrs in Business	Annual income
Due to sharing of false information by people who were not competent enough to comment on GST	Chi-Square	27.85	26.45	29.35	30.58	27.85
	Df	16	12	12	12	16
	sign	0.035	0.015	0.045	0.028	0.019
	Critical value	26.3	21.03	21.03	21.03	26.3
Accounting software is not working properly	Chi-Square	27.36	23.65	22.59	25.45	30.65
	Df	16	12	12	12	16
	sign	0.027	0.046	0.034	0.025	0.017
	Critical value	26.3	21.03	21.03	21.03	26.3
Issue with the operation of GST applications	Chi-Square	22.67	22.85	22.36	23.56	28.56
	Df	16	12	12	12	16
	sign	0.028	0.035	0.014	0.048	0.039
	Critical value	26.3	21.03	21.03	21.03	26.3
Issue with submitting a report to the Authority	Chi-Square	27.36	23.03	29.39	30.28	28.3
	Df	16	12	12	12	16
	sign	0.017	0.029	0.038	0.018	0.027
	Critical value	26.3	21.03	21.03	21.03	26.3
Client/customer refuse to pay GST	Chi-Square	30.68	22.35	29.35	26.58	27.23
	Df	16	12	12	12	16
	sign	0.018	0.027	0.039	0.045	0.016
	Critical value	26.3	21.03	21.03	21.03	26.3
Company's cash flow is affected	Chi-Square	31.28	30.65	28.65	25.65	33.96
	Df	16	12	12	12	16
	sign	0.043	0.015	0.037	0.049	0.028
	Critical value	26.3	21.03	21.03	21.03	26.3
Not sure which product/service is categorized as standard rated supply, zero rated supply or exempted supply	Chi-Square	35.29	24.29	29.36	30.45	32.25
	Df	16	12	12	12	16
	sign	0.038	0.021	0.034	0.029	0.012
	Critical value	26.3	21.03	21.03	21.03	26.3

Source: Compiled data

Table 12 illustrates the demographic factor association with the attributes regarding problems faced by Retailers on GST implementation. Result indicates the demographic factor "Age", perception attributes are Due to sharing of false information by people who were not

competent enough to comment on GST, Accounting software is not working properly, Issue with the operation of GST applications, Issue with submitting a report to the Authority, Client/customer refuse to pay GST, Company's cash flow is affected, Not sure which product/service is categorized as standard rated supply, zero rated supply or exempted supply. Chi-square calculated value seems to be greater than critical value (26.3 at df:16) which signifies that there is an association of demographic factor "age" with these problem attributes. The p-value of these factors have been observed to be statistically significant at 5% level which indicates that null hypothesis has been rejected and alternative hypothesis has been accepted. i.e., there is an association of demographic factors with problem attributes.

Similarly, it illustrates the demographic factor association with the attributes regarding problems faced by Retailers on GST implementation. Result indicates the demographic factor "Education", perception attributes are Due to sharing of false information by people who were not competent enough to comment on GST, Accounting software is not working properly, Issue with the operation of GST applications, Issue with submitting a report to the Authority, Client/customer refuse to pay GST, Company's cash flow is affected, Not sure which product/service is categorized as standard rated supply, zero rated supply or exempted supply. Chi-square calculated value seems to be greater than critical value (21.03 at df:12) which signifies that there is an association of demographic factor "Education" with these problem attributes. The p-value of these factors have been observed to be statistically significant at 5% level which indicates that null hypothesis has been rejected and alternative hypothesis has been accepted. i.e., there is an association of demographic factors with problem attributes.

Similarly, it illustrates the demographic factor association with the attributes regarding problems faced by Retailers on GST implementation. Result indicates the demographic factor "Type of Retailer", perception attributes are Due to sharing of false information by people who were not competent enough to comment on GST, Accounting software is not working properly, Issue with the operation of GST applications, Issue with submitting a report to the Authority, Client/customer refuse to pay GST, Company's cash flow is affected, Not sure which product/service is categorized as standard rated supply, zero rated supply or exempted supply. Chi-square calculated value seems to be greater than critical value (21.03 at df:12) which signifies that there is an association of demographic factor "Type of Retailer" with these problem attributes. The p-value of these factors have been observed to be statistically significant at 5% level which indicates that null hypothesis has been rejected and alternative hypothesis has been accepted. i.e., there is an association of demographic factors with problem attributes.

Synonymously, it illustrates the demographic factor association with the attributes regarding problems faced by Retailers on GST implementation. Result indicates the demographic factor "No. of years in Business", perception attributes are Due to sharing of false information by people who were not competent enough to comment on GST, Accounting software is not working properly, Issue with the operation of GST applications, Issue with submitting a report to the Authority, Client/customer refuse to pay GST, Company's cash flow is affected, Not sure which product/service is categorized as standard rated supply, zero rated supply or exempted supply. Chi-square calculated value seems to be greater than critical value (21.03 at df:12) which signifies that there is an association of demographic factor "No. of years in Business" with these problem attributes. The p-value of these factors have been observed to be statistically significant at 5% level which indicates that null hypothesis has been rejected and alternative hypothesis has been accepted. i.e., there is an association of demographic factors with problem attributes.

Similarly, it illustrates the demographic factor association with the attributes regarding problems faced by Retailers on GST implementation. Result indicates the demographic factor "Annual income", perception attributes are Due to sharing of false information by people who

were not competent enough to comment on GST, Accounting software is not working properly, Issue with the operation of GST applications, Issue with submitting a report to the Authority, Client/customer refuse to pay GST, Company's cash flow is affected, Not sure which product/service is categorized as standard rated supply, zero rated supply or exempted supply. Chi-square calculated value seems to be greater than critical value (26.3 at df:16) which signifies that there is an association of demographic factor "annual income" with these problem attributes. The p-value of these factors have been observed to be statistically significant at 5% level which indicates that null hypothesis has been rejected and alternative hypothesis has been accepted. i.e., there is an association of demographic factors with problem attributes.

SECTION II

Table 13		
SAMPLING ADEQUACY TEST		
KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.892
Bartlett's Test of Sphericity	Approx. Chi-Square	383.005
	Df	21
	Sig.	0.000

Source: Compiled data

KMO test calculated values is 0.892 that is above the recommend level i.e., 0.70 which proclaims adequate of data sampling. Further Barlett's test of sphericity indicates that chi square calculated value is greater than critical value that concluded that data is significant. Thereby confirming that, Determinants considered in the study are valid for Factor Analysis.

Table 14		
COMMUNALITIES		
	Initial	Extraction
Due to sharing of false information by people who were not competent enough to comment on GST	1.000	.850
Accounting software is not working properly	1.000	.682
Issue with the operation of GST applications	1.000	.670
Issue with submitting a report to the Authority	1.000	.616
Client/customer refuse to pay GST	1.000	.553
Company's cash flow is affected	1.000	.539
Not sure which product/service is categorized as standard rated supply, zero rated supply or exempted supply	1.000	.759
Extraction Method: Principal Component Analysis.		

Source: Compiled data

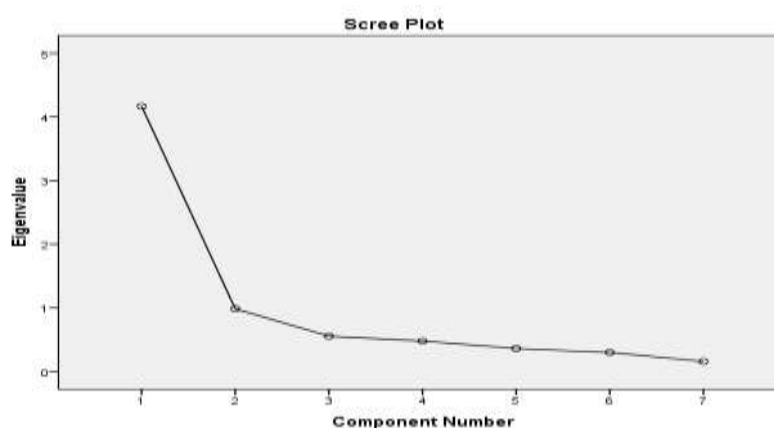
Table 14 illustrates the contribution of factors considered in the analysis with respect to determinant of problems faced by Retailers on GST implementation and Filing. Result had shown that each determinant contributed above 50% that means all determinants are used to formulate loaded factors. Due to sharing of false information seems to be highest contributed factor among above listed factor with 85% followed by "Not sure which product/service is categorized as standard rated supply, zero rated supply or exempted supply (76%)", "Accounting software not working properly" (68%) and remaining contributed accordingly above 50%. "Company's cash flow affected" is shows lowest contributing factors with 53.9%.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.167	59.532	59.532	4.167	59.532	59.532
2	.984	14.060	73.592			
3	.555	7.926	81.518			
4	.478	6.828	88.346			
5	.360	5.149	93.495			
6	.298	4.258	97.753			
7	.157	2.247	100.000			

Extraction Method: Principal Component Analysis.

Source: Compiled data

Table 15 represents the variance analysis extracted from principal component analysis. Result signifies out of 7 components, 1 component had been extracted. It indicates that component 1 consists of eigen value with 4.167 which is able to explain variance has 59.532%. Similarly component 2 & 3, eigen value seems to be lesser than 1 that are able to explain with respective variance of 14.06% and 7.92%. Component 4, component 5 and component 6 seems that eigen value is lesser than 1 which are able to explain variance of 6.82%, 5.15% and 4.26%. Eigen value of component 7 is observed to be less than 1 which is able to explain variance of 2.25%.



KINKY/ELBOW CURVE

The Kinky/Elbow curve is obtained for seven variables where the result found that between two variables that is “Due to sharing of false information by people who were not competent enough to comment on GST” and “Not sure which product/service is categorized as standard rated supply, zero rated supply or exempted supply” the higher gap is observed which says that is highly loaded factor and remaining five factors had lesser gap which shows the less loading of factors on the problems to the Retailers. Further, component matrix is obtained to Know the effected factors.

	Component 1
Due to sharing of false information by people who were not competent enough to comment on GST	0.922
Not sure which product/service is categorized as standard rated supply, zero rated supply or exempted supply	0.871
Accounting software is not working properly	0.826
Issue with the operation of GST applications	0.818

Issue with submitting a report to the Authority	0.785
Client/customer refuse to pay GST	0.744
Company's cash flow is affected	
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Source: Compiled data

Table 16 reveals the factor for problems faced by retailers on Implementation and filing of GST. "Due to sharing of false information by people who were not competent enough to comment on GST" this factor is loaded high as compare with the other factors in the above table. It estimated that "Not sure which product/service is categorized as standard rated supply, zero rated supply or exempted supply" and "Accounting software is not working properly" are two more problems factor which are strongly influenced on retailers. Issue with the operation of GST applications is one more factor that observed to be significantly influence with 0.818. Issue with submitting a report to the Authority and Company's cash flow is affected is factor which is moderately affected on retailers.

Findings of the Study

1. The study estimated from discriminant analysis that, the highest discriminant score is observed towards the effectiveness attributes "GST enhances the simple, easy and transparent tax".
2. Moderate perception had shown towards the parameter GST will enhancement of business sales and also strengthens the existing tax and scored 0.581 and 0.565.
3. Low perception had shown to "Easiness in Procurement" and found this effectiveness attribute were scored - 0.554.
4. The study found that retailer is having high awareness on the Revenue Growth improvement after the implementation of GST.
5. The study estimated that most of them are having moderate awareness towards the Tax evasion and Material cost.
6. Retailer is observed to be having low aware about the accounting procedures and services tax.
7. Sharing of false information is the majority problem which had shown significant high effect on the Awareness among retailers.
8. Lack of Knowledge about the Accounting software and GST file are the problems which are faced by the retailer in their day to day activities.

Suggestions of the Study

1. Retailers are reported to have low awareness of GST filing and accounting procedures, and the study suggest that the government should encourage a GST awareness program.
2. The study suggests that Uniformity in tax slap rates reduces the uncertainty among retailers about the Slap rate.
3. The study suggests that the implementation of e-invoicing will encourage the monitoring of ITC (Input Tax Credit) in real-time.
4. The process must be reduced so that retailers can operate efficiently in the best interests of the people and in the interests of economic growth.
5. To a large extent, GST would eliminate the multiplicity of administrative mechanisms and tax rates across different states.

Limitations of the Study

1. The present study has been confined to retailers' perspective on the effectiveness on the GST implementation.
2. The study has collected the primary data in Hyderabad city with the convenient sampling method.
3. The study has not considered the technical knowledge of retailers. It has been observed that all the Retailers may not have the technical knowledge, while filling the returns online.

Conclusion of the Study

The present study has been focused on the implementation of GST and its effectiveness among the retailers. The study has considered the primary data by using the convenient sampling methodology collected the data from the retailers with the drafted questionnaire. The study has examined the retailers perception with the help of discriminant analysis and the result reveals that “GST enhance the simple, easy and transparent tax” has got the highest discriminant score. The study applied the SEM has been framed for the examination of retailers awareness levels on the implementation of GST and the result observed that the Revenue Growth improvement after the implementation of GST followed by the accounting procedures and services tax. The study examined the problems experienced by the retailers while filling the returns with the statistical method of exploratory factor analysis. The study result stated that the retailers are experiencing the day to day activities. Hence, there is a need to do research in this area by considering the industries growth after the implementation of GST in India.

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