



ORIGINAL RESEARCH PAPER

Management

CUSTOMER AWARENESS KNOWLEDGE AND UNDERSTANDING OF GOODS AND SERVICE TAX IN NORTH GUJARAT REGION

KEY WORDS: Good and Service Tax, Customer Awareness and Customer Usage

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ABSTRACT

The Goods and Services charge is one of the most examined subject in India now a days. The Indian Govt. choice to actualize the GST on first July 2017 has influenced each part in the nation. Money related issues, for example, expansion, increasing average cost for basic items, financial shakiness and the execution of GST have affected numerous Indian customers as far as their spending. Anyway the administration has attempted different endeavours to contemplate the impact and effect, to scatter the data, to teach people in general and to improve their comprehension on the need of GST in tax assessment framework. Indeed, even so at the beginning phase of execution general society gives off an impression of being befuddled on the genuine activities of the GST framework. Numerous inquiries and grievances has been accounted for and lost to the related experts for additional activity. This episode brings up issues fair and square of mindfulness and information on the individuals about GST. To get a clearer picture on the level of open mindfulness information and comprehension of GST, an examination pays explicit spotlight on these territories is essential and this investigation plans to survey the customer's mindfulness towards the usage of GST in India.

INTRODUCTION

Goods and Service Tax (GST) is a new era tax structure system implemented on 1st July, 2017. All indirect taxes included in India under a single umbrella in this new tax structure its call GST. Goods and Service Tax is a largest form based on a systematic rate of tax for both goods and services, payable only at the final point of consumption. It brings together most of the taxes, with exception of a few, and it unifies them under a single banner. Hence it successfully replaces multiple taxes levied by the central and state governments. A biggest tax reform in the indirect tax regime was the Value Added Tax (VAT) which was introduced in Indian taxation system on April 1, 2005. The second major reform, i.e., GST is a wider shell to cover the indirect taxes. Under this new Tax System has four types rate applicable Integrated Goods and Service Tax (IGST) Union Territory Goods and Service Tax (UTGST) State Goods and Service Tax (SGST), Central Goods and Service Tax (CGST) and GST has decreased multiple trade barriers. The depletion in trade barriers can lead to grow in tax revenue, economic welfare and economic development. Reviews on implementation of GST in different countries disclose that GST is already opted in more than 140 countries. It is a proven fact that it leads to a positive impact on the public and the government. However, various issues have been put forward by many parties regarding the GST implementation. In Current GST system, there are five tax slabs for goods and services i.e. 0%, 5%, 12%, 18% and 28%. While on Semi precious stones and rough precious stones there is an especial charge of 0.25% and on gold tax rate is 3%. Furthermore, on some items like luxury cars, aerated beverages and on tobacco products there is an extra cess of 15% or different rates over 28%. On December 2015 as per Expert Committee on the Revenue Neutral Rate for GST is suggested three rate tax structure systems.

Literature Review

Dr. G. Suresh Babu (2019), Consumers' recognition towards GST Rates in India found that Goods and Services Tax (GST) – found that another law, another duty will carry with it new difficulties to confront that should be handled with most extreme consideration. The GST charge covers the products and ventures charge and will be the greatest circuitous assessment change giving a uniform and streamlined method of backhanded tax collection in India. After a ton of thought,

the GST chamber has settled the rates for all the merchandise and significant help classifications under different assessment sections. The duty rate under GST are set at 0%, 5%, 12%, 18% and 28% for different merchandise and enterprises and practically half of products and administrations goes under 18% expense rate. A heap of circuitous charges will get supplanted by GST. Through this article, let we perceive how GST will influence our every day lives as residents of this extraordinary vote based system. Despite the fact that it is called as „Good and Simple Tax“, it is vital that rather than one single GST rate, assortment of merchandise and enterprises will be charged at various rates. As there are a few assessment rates, we have to check whether it would truly make our life straightforward. This paper decides to examine the impact of the looming usage of Goods and Services Tax (GST) in India and its effect on normal man's financial plan and influence consumers' cash.

RESEARCH METHODOLOGY

Statement Of Problems:

Since its Inception, the upsides and downsides of GST execution have been broadly discussed and host pulled in critical consideration from different gatherings including scholastic, business and the overall population. Indeed, even the expert in the Indian money related frameworks are confronting issues of lucidity in the ideas of GST. In this manner it is the need of time to have the investigation on the open mindfulness, information and comprehension of GST in India.

Research Design:

Descriptive research design use for this research paper

Need Of The Study:

This study might help to creating awareness, knowledge and better understanding for customers. This study also helps to businessmen for understanding GST related information.

Objective Of The Study

- To have an investigation on open mindfulness and understandings towards GST.
- To have an investigation on the purchaser's degree of desire from the execution of GST
- To give proposals dependent on the discoveries of the examination.

Data Collection

Primary Data:

Primary data collected through structure questionnaire

Secondary Data:

The data collection through published research paper and journals.

Research Instrument:

The structure questionnaire is used for data collection

Data Analysis Tools:

The collected data can be analyzed by frequency distribution and ANOVA in a tabular format

Sampling Method:

The judgmental non probability sampling method can use for this research paper.

Limitation Of The Study

- This research study can be limited up to North Gujarat Region
- This research study only covers 100 sample size.
- This research study can be conducted in the month of August 2020.

Analysis And Interpretation

Table 1 Relationship Analysis Of Demographic Profile And Level Of Knowledge And Awareness About GST

		Sum of Squares	Df	Mean Square	F	Sig.
GENDER	Between Groups	3.999	7	.571	4.614	.000
	Within Groups	11.391	92	.124		
	Total	15.390	99			
OCCUPATION	Between Groups	14.216	7	2.031	1.936	.073
	Within Groups	96.534	92	1.049		
	Total	110.750	99			
INCOME	Between Groups	23.362	7	3.337	1.362	.231
	Within Groups	225.388	92	2.450		
	Total	248.750	99			
AGE	Between Groups	26.521	7	3.789	3.525	.002
	Within Groups	98.869	92	1.075		
	Total	125.390	99			
EDUCATION	Between Groups	10.219	7	1.460	2.507	.021
	Within Groups	53.571	92	.582		
	Total	63.790	99			

To research the connection between segment profile and level of mindfulness and information about GST one way ANOVA test was utilized. There were various factors were utilized to comprehend the mindfulness and information about GST, for example, mindfulness about the execution of GST in India, distinctive expense pieces mindfulness, media of mindfulness, GST framework is blast or bane, troublesome or simple, fortunate or unfortunate assessment framework and it is seen from the Table 1 that there is a huge connection between sexual orientation, age and capability and level of mindfulness and information about GST in any case, occupation and salary don't have noteworthy relationship.

Table 2 Consumers' Level Of Expectations After

Implementation Of GST

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
GST Has Reduced The Purchasing Power of Consumers	7	34	24	29	6
GST Has Slowed Down Economic Growth of Country	6	44	9	31	30
GST Satisfy The Principal of One Nation One Tax	4	14	18	44	20
GST Protects The Interest of Low Income Group	23	35	21	19	2
GST Is India's Move Towards A Developed Nation	7	29	12	27	25
GST Has Resulted In Higher Prices for Goods And Services	2	18	26	37	17
GST Has Generated and Increase the Revenue for Country	4	12	18	38	28
GST Aims to Make Tax System More Efficient	12	11	11	46	20

It is likewise seen from the Table 4 that 46% of the respondents concurred that 'GST expects to make charge framework more productive' trailed by 44 % of respondents conceded to the 'standard of one country one assessment' and 38 % of the respondents concurred that 'GST has created the income for nation'. And yet 37% of the respondents concurred on that 'GST has expanded the costs of merchandise and ventures'. Then again 44% of the respondents differ on 'GST has hindered the economy of nation' trailed by 35% of the respondents differ on 'GST has ensured the enthusiasm of low pay gathering'. And yet 34% of the respondents likewise differ on 'GST has decreased the buying intensity of customers' and 29 % of the respondents differ on the GST is India's move towards the created country.

CONCLUSIONS AND DISCUSSIONS

The discoveries of the examination have exhibited that separated from aloofness of salary, all other segment factors was the noteworthy components in the segment factors concerning the purchasers' mindfulness, information and level of desires from GST usage. The discoveries likewise demonstrate that the degree of attention to the GST is as yet not arrived at a good level. This is on the grounds that the examination included just broad inquiries that ought to be referred to by the respondents as end clients. This reason the respondents gave high negative view of the effect of usage of GST. Assess the outcomes show, appears to demonstrate respondents got less data and advancement of the specialists. The greater part of the respondents was hazy which products and ventures are liable to GST chunks. Besides, because of the absence of data on GST, the respondents had a high negative observation. In this way, the administration must persuade that GST won't lastingly affect the general population as especially persuading end clients that no expansion in costs of merchandise and ventures.

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