Impact Of GST On Buying Behaviour Of The Consumer Towards Retail Outlets

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1.1: Abstract

Purpose: The specific aim of this paper is to evaluate the buying behaviour of customers towards different types of retail outlet after the implementation of GST. This paper seeks to identify the perceived level of customers' attitude, awareness and acceptance to purchase goods in various retail outlets in Karnataka State post GST implementation.

Design/Methodology/Approach: The study is based on descriptive research in which data is collected through structured questionnaire and adopted judgmental sampling techniques. The survey was conducted among the customers of different district who are located in the state of Karnataka.

Findings: The outcomes of the study revealed that the perceived level of attitude, awareness and acceptance towards retail sector after implementation of GST is same across the customers who have visited come of the retail outlets and differs significantly across some of the other retail outlets.

Research Limitations/ Implications: The present study focused on assessing the customers buying behaviour after GST implementation. Therefore, only the target groups of customers are considered for collecting the data.

Practical Implications: The recommendation of this survey may be useful for the Government, GST Council and CBIC (Central Board of Indirect Taxes and Customers) in taking decision to create an awareness of GST among the customers. This would also useful for the retailers to understand the customer's behaviour and to adopt the strategies in attracting the prospective customers and to retain the old customers.

Originality/Value: This study is an original research based on the empirical primary data obtained by the researcher. The GST implementation has made a significant impact on various sectors and the economic development of the country. Hence, this study helps in identifying the awareness level and acceptance level of GST in buyers' point of view.

Keywords: Goods and Services Tax, Awareness, Buying Behaviour, Retail Sector, Hyper Market

1.2: Introduction

The tax reforms in India were started in the form of Central Value Added Tax (CENVAT), foll[1]owed by Value Added Tax (VAT) and then with introduction of Goods and Services Tax (GST). GST is also described as VAT as it is a tax levied on the value added to the goods and/or services. The term GST/VAT is used interchangeably across the world (Suresh Narayanan, 2014). GST in India was implemented during 1st July 2017 but the effort for the same was started from the year 2000

As per article of 366 of the 122nd Constitutional Amendment Bill, 2014 (constitution 101st Amendment Act, 2016 "Goods and Services Tax means any kind of taxes levied on supply

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of goods and/or services except taxes on the supply of alcoholic liquor for human consumption".

In a country like India having federal structure was a major challenge for the government to introduce GST. However, there was vision that GST will simplify and bring qualitative changes in the indirect tax system in India after its implementation (Sapna Chadah & Prabhat Kumar, 2019). The successful gain in the performance of states VAT was taken as a green signal for the introduction of GST (Viswanathan, 2016). GST is not simply VAT but it is improvement over VAT plus disjointed service tax (Girish Garg, 2014). When VAT was considered as a major improvement at the state and central level compared to the earlier central excise duty at the national level and sales tax at the state level, then GST will definitely a further improvement towards comprehensive indirect tax system in India (Khan & Shadab, 2012).

1.3: Retail Sector in India

Indian retail sector is growing and modernizing rapidly towards India's economic growth. India is the fifth largest preferred retail destination globally and 63rd ranking in World Bank's Doing Business 2020. The country has high market potential, low economic risk and moderate political risk. According to the study of Boston Consulting Group, India is forecasted to become world's third largest economy by reaching to market size of US$1750 billion and consumption of US$ 400 billion by 2025. The Indian Retail Industry is the largest among all the industries, accounting for over 10 percent of the country's GDP and around 8 percent of the employment. The real GDP of India for the financial year 2020-21 at current prices stood at $195.86 lakh crore (i.e.US$ 2.71 trillion) and for the financial year 2021-22 is estimated to be $148.2 lakh crore (i.e. US$ 1,977.58 billion). As per Forrester Research in 2020, India's retail sector was estimated at US$883 billion. According to the data released by the Ministry of Statistics and Programme Implementation (MoSPI), the retail inflation as per India's Consumer Price Index (CPI) is eased to 4.2% in April 2021. Indian retail sector is benefitted from the FDI policies through 51% FDI in multi-brand retail and 100% FDI in single brand retailing.

GST implementation is one of the biggest advantages to the retail industry. The sector has witnessed cost efficiencies and structured compliances. It has made the organized retail companies to re-examine their supply chain process to optimize their number of warehouses, locations and linkages.

India's retail market is largely dominated by small and traditional retailers like local kirana shops, owner-managed general stores, apparel shops, footwear shops, chemist, paan and beedi shops, hand-cart hackers, pavement vendors, etc. they are so called 'unorganized retail'. It is witnessed from the last few years, that there is a large growth of organized retail sector through home grown companies and also the entry of foreign investors. However, the overall share of organized retailing in total retail business is remained low. The retail sector in India is in the nascent stage. Most of the country's share of organized retailing is more than 30%, whereas in India it is just 21%. Majority of the Indian retail market is occupied by the unorganized retail sector.

1.4: Forms of Organized Retail Sector
The various forms of organized retail sector are presented below:
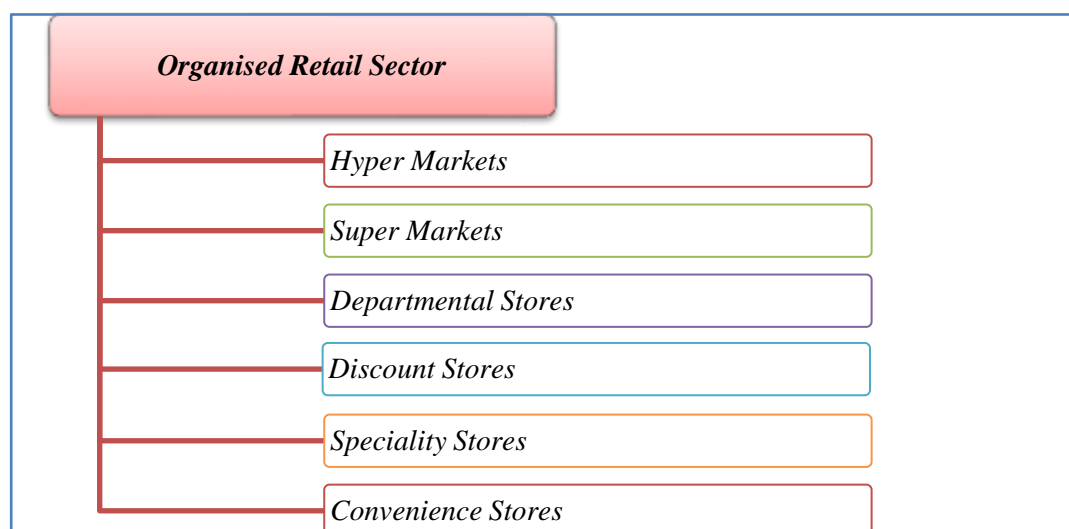
Figure 1.1: Forms of Organized Retail Sector

- **Hyper Markets:** Hyper Market is the combination of a departmental store and supermarket. This was invented with the intention of attracting more number of customers by providing everything the customers' needs. Today, this hypermarket is established in both urban and rural market places across the country and it provides all the large departments like restaurants, cafes, beauty parlors, etc. under one roof.
- **Super Markets:** Super markets are self-service stores established in 9000 sq. ft., sell various kind of food and non-food items. They located in prime area of markets and malls by offering products at lower prices due to economies of scale. These types of super markets focus more on the FMCG products than consumer durables. Some of the important players like Wal-Mart, Carrefour brought these best practices to Indian market. TESCO, Costco, Sainbury, Asda are all the players which have the presence in the supermarket segment. They called as complete market because all kinds of low level, mid-level and high-level quality products are available at this super market stores.
- **Department Stores:** Department stores are large stores ranging from 20000 – 50000 sq. ft., selling different types of non-food items such as apparel, toys, footwear, household durable items, etc. under one roof in different departments. Under each department, they maintain a stock of various Indian and other country brands products and organized in different departments for the purpose of accounting. Department stores are called as shopping centers.
- **Discount Stores:** Discount stores are one type of retail store operates at low cost, limited customer's services and low prices. They sell all products at a good discount in order to attract the customers. They operate on self-service basis and offers variety of branded products such as housewares, house furnishing, home appliances, apparels, sporting goods, toys, etc. They bought stocks from wholesalers as well as from manufacturers.
- **Specialty stores:** These stores are small in size and offers limited categories of products. They provide high level of customer services. They focus on one or two specific categories. All the related items to that particular specialty product will be available at this store.
- **Convenience stores:** These stores operate its retail business in less than 5000 sq. ft., focusing on basic necessities to the customers. They located near the customer's place offering limited categories of products with less quantity. They provide low level items with super-fast services to the customers. This is a small shop which works throughout the week with extended hours depending upon need.

1.5: Review of Literature

Joseph et al. (2008) examined the unorganized retailer's experiences after the entry of organized retailers, the sales and profits of unorganized retailers shows a declining trend. The survey highlighted that, the majority of the unorganized retailers continue to do their business independently and hardly 10% of the unorganized retailers wanted to take franchisee with organized retailers. **Gopa Kumar (2011)** stated India would adopt Canadian model of dual GST and destination-based tax. The power of tax is distributed between center and the state government as per 115th Constitution Amendment Bill, 2011. The proposal to claim ITC under GST for inter-state transactions came out based on various models. Finally, IGST model was considered to levy tax on cross border transactions and ITC under IGST can be claimed from both dealers and government. **Kalpana Singh (2014)** mentioned the size of Indian retail sector is expected to $1.3 trillion which is more than double by 2020. Further, the study also found that the traditional retailers have fear due to the convenient shopping offered by the organized retailers to the consumers. **Shikha Bhatnagar (2015)** explained the transformation in the Indian market from traditional retailing to modern organized retailing due to the revolutionary changes in the consumers buying behavior. **Mukherjee & Rao (2015)** the study describes that the unorganized sectors always try to escape form the formal regulations in general, taxation in particular. Inclusion of unorganized sector in the taxation system is a big challenge always for the government. **Jaspreet Kaur (2016)** analyzed the impact of GST on various goods and services. He specifies that GST implementation will badly affect the unorganized sector. Therefore there is a need for them to come under the bracket of GST. **Zainan et al. (2017)** investigated the relationship between various factors like tax compliance by using tax knowledge, tax complexity and tax fairness to know how GST compliance influence the taxpayers' behaviors in Malaysia. The researcher suggested the tax authority to be fairness in framing, implementing and maintaining GST system. **Gowtham Ramkumar (2018)** investigated that Goods and Services Tax implementation in India affected the common people adversely in the beginning period. The researcher analysed the consumer's perception regarding FMCG goods in an economic approach. He concludes that the consumers are neutral about this opinion with regard to GST. **Ivy Katty Tan & Jamaliah Jamil (2018)** explored through the survey that consumer spending towards households' products decreases after GST implementation. The author tries to highlight the challenges and opportunities faced by the various countries across the world after GST implementation. Among many countries, New Zealand, Gabon, Mauritius and Australia became a successful country in effectively managing the country post GST period. Finally, the study concluded that, India is also one of the countries managing GST effectively. **Binh Tran-Nam (2019)** emphasized that GST is a broad-based consumption tax levied on goods and services at all stages of supply chain. The study found that, Australia was not struggled for the implementation of GST due to the fact that, two years' time gap was given between announcement and commencement of GST with the approach of 'education first, enforcement later'.

1.6: Objectives of the study

The researcher aims at following objectives:
1. To understand the rationale of GST implementation in India.
2. To study the growth of retail sector and the forms of organised retail sector in India.
3. To evaluate the impact of GST on buying behaviour of the customers towards retail sector.

1.7: Research Methodology

1.7.1: Research Design

The research design that has been used to undertake this study is an exploratory research design because GST is a recently occurred phenomenon and does not have a large pool of literature and research work available on it. An exploratory research design helps in exploring the varying levels of depth of the research area or topic; it is flexible and effective for laying the foundation for future research work. Exploratory research involves focused group interviews, either personal interviews or through questionnaires, and the main objective which is satisfied through this research design is the identification of the key variables or the key issues as per the topic of research.

1.7.2: Data Source and Data Collection

The research is conducted through a primary survey. A questionnaire has been designed to collect information from the respondents of the target group of Customers. The questionnaire includes statements which assess the customers buying behaviour on the retail sector post GST implementation.

1.7.3: Sampling Method and Sample Size

A sample size of 500 respondents was selected on the basis of purposive and judgmental sampling to carry out the research through a structured questionnaire where the respondents were required to respond to the statements by choosing one option on a 5 point Likert scale ranging from strongly agree to strongly disagree. Three parameters were used such as level of awareness, attitude and acceptance. Each parameter has different statements. Likert scale has been used to figure out the varied opinions with regard to the level of awareness, attitude and acceptance towards different retail outlet after GST implementation. This research was carried out in different districts of Karnataka State on a random sampling basis.

1.7.4: Tools used for Analysis

A descriptive statistics technique is used to analyse the impact of GST on the buying behaviour of customers towards different retail outlets. Hence, the data collected from the customer from different districts of Karnataka State has been entered in SPSS (Version-26). The average factor score of attitude, awareness and acceptance are different significantly between the customers who visit and who do not visit various markets is tested by using independent sample t-test. Before conducting the independent sample t-test, the test of homogeneity of variance is applied by using Levene's test.

1.8: Analysis and Interpretation

To study the buying behaviour of the customers towards retail sector after the implementation of GST, the following hypothesis has been formulated.

H_0: The perceived level of attitude, awareness and acceptance towards retail sector after GST implementation do not differs significantly across the customers who have visited various retail outlets.

H_1: The perceived level of attitude, awareness and acceptance towards retail sector after GST implementation differs significantly across the customers who have visited various retail outlets.

To examine the level awareness, level of acceptance and attitude towards retail sector after GST implementation, the stated hypothesis is being tested by using one sample t-test. Since, the statement related to awareness, attitude and acceptance are 5-points Likert scale, the neutral value of 3 is considered as cutoff point; where the mean value of more than 3 indicates the higher level of awareness and acceptance and positive attitude towards retail sector after GST implementation; whereas the mean value of less than 3 indicates the lower

level of awareness and acceptance and negative attitude towards retail sector after GST implementation.

As represented in **Table 1.1**, the average level of attitude of respondents who visit convenience stores (3.6397) towards retail sector after GST implementation is relatively lower than the respondents who do not visit convenience stores (3.6961). The average level of awareness of respondents who visit convenience stores (4.1709) towards retail sector after GST implementation is relatively higher than the respondents who do not visit convenience stores (4.0841). Similarly, the average level of acceptance of respondents who visit convenience stores (3.6249) towards retail sector after GST implementation is relatively lower than the respondents who do not visit convenience store (3.6940).

Table 1.1: Descriptive Statistics of Level of Attitude, Awareness and Acceptance across Type of Retail Outlet

Visit	Statistics	Attitude	Awareness	Acceptance
Convenience stores				
No	Mean	3.6961	4.0841	3.6940
	N	212	212	212
Yes	Mean	3.6397	4.1709	3.6249
	N	288	288	288
Total	Mean	3.6636	4.1341	3.6542
	N	500	500	500
Specialty retailers				
No	Mean	3.6861	4.1311	3.6673
	N	444	444	444
Yes	Mean	3.4853	4.1577	3.5503
	N	56	56	56
Total	Mean	3.6636	4.1341	3.6542
	N	500	500	500
Discount stores				
No	Mean	3.6464	4.1295	3.6193
	N	429	429	429
Yes	Mean	3.7674	4.1619	3.8651
	N	71	71	71
Total	Mean	3.6636	4.1341	3.6542
	N	500	500	500
Department stores				
No	Mean	3.6767	4.1178	3.6509
	N	398	398	398
Yes	Mean	3.6126	4.1975	3.6671
	N	102	102	102
Total	Mean	3.6636	4.1341	3.6542
	N	500	500	500
Super markets				
No	Mean	3.7123	4.0689	3.6785
	N	344	344	344
Yes	Mean	3.5563	4.2778	3.6008
	N	156	156	156
Total	Mean	3.6636	4.1341	3.6542
	N	500	500	500
Hyper markets				
No	Mean	3.7019	4.1123	3.6764
	N	419	419	419

Yes	Mean	3.4657	4.2469	3.5398
	N	81	81	81
Total	Mean	3.6636	4.1341	3.6542
	N	500	500	500

The average level of attitude of respondents who visit specialty retailers (3.4853) towards retail sector after GST implementation is relatively lower than the respondents who do not visit specialty retailers (3.6861). The average level of awareness of respondents who visit specialty retailers (4.1577) towards retail sector after GST implementation is relatively higher than the respondents who do not visit specialty retailers (4.1311). Similarly, the average level of acceptance of respondents who visit specialty retailers (3.5503) towards retail sector after GST implementation is relatively lower than the respondents who do not visit specialty store (3.6673).

The average level of attitude of respondents who visit discount stores (3.7674) towards retail sector after GST implementation is relatively higher than the respondents who do not visit discount stores (3.6464). The average level of awareness of respondents who visit discount stores (4.1619) towards retail sector after GST implementation is relatively higher than the respondents who do not visit discount stores (4.1295). Similarly, the average level of acceptance of respondents who visit discount stores (3.8651) towards retail sector after GST implementation is relatively higher than the respondents who do not visit discount store (3.6193).

The average level of attitude of respondents who visit department stores (3.6126) towards retail sector after GST implementation is relatively lower than the respondents who do not visit department stores (3.6767). The average level of awareness of respondents who visit department stores (4.1975) towards retail sector after GST implementation is relatively higher than the respondents who do not visit department stores (4.1178). Similarly, the average level of acceptance of respondents who visit department stores (3.6671) towards retail sector after GST implementation is relatively higher than the respondents who do not visit department store (3.6509).

The average level of attitude of respondents who visit super markets (3.5563) towards retail sector after GST implementation is relatively lower than the respondents who do not visit super markets (3.7123). The average level of awareness of respondents who visit super markets (4.2778) towards retail sector after GST implementation is relatively higher than the respondents who do not visit super markets (4.0689). Similarly, the average level of acceptance of respondents who visit super markets (3.6008) towards retail sector after GST implementation is relatively lower than the respondents who do not visit super markets (3.6785).

The average level of attitude of respondents who visit hyper markets (3.4657) towards retail sector after GST implementation is relatively lower than the respondents who do not visit hyper markets (3.7019). The average level of awareness of respondents who visit hyper markets (4.2469) towards retail sector after GST implementation is relatively higher than the respondents who do not visit hyper markets (4.1123). Similarly, the average level of acceptance of respondents who visit hyper markets (3.5398) towards retail sector after GST implementation is relatively lower than the respondents who do not visit hyper markets (3.6764).

However, these average factor score of attitude, awareness and acceptance are different significantly between the customers who visit and who do not visit various markets is tested by using independent sample t-test. The result of the independent sample t-test is presented in **Table 1.2.** Before conducting the independent sample t-test, the test of homogeneity of variance is applied by using Levene's test.

The Levene's test of equality of variance for attitude, awareness and acceptance is statistically insignificant; therefore, the assumption of equality of variance is not violated. Therefore, the corresponding t-test value for attitude, awareness and acceptance with 498 degree of freedom is 0.952, -1.048 and 0.737 respectively. These t-test values are statistically insignificant at 5% level because of p-value of attitude (0.341), awareness (0.295) and acceptance (0.461) are more than 0.05. Therefore the null hypothesis of 'the perceived level of attitude, awareness and acceptance towards retail sector after GST implementation do not differs significantly across the customers who have visited convenience store' is not rejected; therefore it can be conclude that the perceived level of attitude, awareness and acceptance towards retail sector after GST implementation across the customers who have visited convenience store is same.

The Levene's test of equality of variance for attitude and acceptance is statistically significant and for awareness is statistically insignificant; therefore, the assumption of equality of variance is violated for attitude and acceptance; and equality of variance is not violated for awareness. Therefore, the corresponding t-test value for attitude with 62.02 degree of freedom, for acceptance with 65.606 degree of freedom is 1.657 and 0.708 respectively. The t-test value of awareness with 498 degree of freedom is -0.204. All these t-test values are statistically insignificant at 5% since the p-value of attitude (0.103), awareness (0.838) and acceptance (0.482) are more than 0.05. Therefore the null hypothesis of 'the perceived level of attitude, awareness and acceptance towards retail sector after GST implementation do not differs significantly across the customers who have visited specialty retailers' is not rejected; therefore it can be conclude that the perceived level of attitude, awareness and acceptance towards retail sector after GST implementation across the customers who have visited specialty retailers is same.

Table 1.2: One-Sample Test on Level of Attitude, Awareness and Acceptance across Type of Retail Outlet

Perceptions	Assumptions	Levene's Test: Equality of Variances		t-test for equality of means			
		F	Sig.	t	df	Sig. (2-tail)	Mean Difference
Convenience Stores							
Attitude	Equal	3.015	0.083	0.952	498	0.341	0.05637
	Unequal			0.967	477.673	0.334	0.05637
Awareness	Equal	0.207	0.649	-1.048	498	0.295	-0.08681
	Unequal			-1.033	430.458	0.302	-0.08681
Acceptance	Equal	0.048	0.827	0.737	498	0.461	0.06907
	Unequal			0.736	451.325	0.462	0.06907
Specialty Retailers							
Attitude	Equal	20.036	0.000	2.173	498	0.003	0.20077
	Unequal			1.657	62.02	0.103	0.20077
Awareness	Equal	0.111	0.739	-0.204	498	0.838	-0.02653
	Unequal			-0.205	69.829	0.838	-0.02653
Acceptance	Equal	4.315	0.038	0.797	498	0.426	0.11704
	Unequal			0.708	65.606	0.482	0.11704
Discount Stores							
Attitude	Equal	1.277	0.259	-1.445	498	0.149	-0.12098

	Unequal			-1.623	104.834	0.108	-0.12098
Awareness	Equal	0.016	0.899	-0.275	498	0.783	-0.03234
	Unequal			-0.272	93.838	0.786	-0.03234
Acceptance	Equal	0.133	0.716	-1.857	498	0.064	-0.24573
	Unequal			-1.796	92.342	0.076	-0.24573
Department Stores							
Attitude	Equal	0.491	0.484	0.883	498	0.378	0.06411
	Unequal			0.897	160.122	0.371	0.06411
Awareness	Equal	0.604	0.437	-0.784	498	0.433	-0.0797
	Unequal			-0.805	162.366	0.422	-0.0797
Acceptance	Equal	0.36	0.549	-0.141	498	0.888	-0.01618
	Unequal			-0.142	158.66	0.887	-0.01618
Super Markets							
Attitude	Equal	7.029	0.008	2.483	498	0.013	0.15596
	Unequal			2.325	257.891	0.021	0.15596
Awareness	Equal	5.16	0.024	-2.374	498	0.018	-0.20893
	Unequal			-2.609	379.517	0.009	-0.20893
Acceptance	Equal	3.803	0.052	0.777	498	0.437	0.07771
	Unequal			0.742	269.08	0.459	0.07771
Hyper Markets							
Attitude	Equal	5.941	0.015	2.998	498	0.003	0.23617
	Unequal			2.515	99.096	0.013	0.23617
Awareness	Equal	2.07	0.151	-1.211	498	0.226	-0.13459
	Unequal			-1.334	124.896	0.185	-0.13459
Acceptance	Equal	5.774	0.017	1.087	498	0.277	0.1366
	Unequal			0.958	102.266	0.340	0.1366

The Levene's test of equality of variance for attitude, awareness and acceptance is statistically insignificant; therefore, the assumption of equality of variance is not violated. Therefore, the corresponding t-test value for attitude, awareness and acceptance with 498 degree of freedom is -1.445, -0.275 and -1.857 respectively. These t-test values are statistically insignificant at 5% level because of p-value of attitude (0.149), awareness (0.783) and acceptance (0.064) are more than 0.05. Therefore the null hypothesis of 'the perceived level of attitude, awareness and acceptance towards retail sector after GST implementation do not differs significantly across the customers who have visited discount stores' is not rejected; therefore it can be conclude that the perceived level of attitude, awareness and acceptance towards retail sector after GST implementation across the customers who have visited discount store is same.

The Levene's test of equality of variance for attitude, awareness and acceptance is statistically insignificant; therefore, the assumption of equality of variance is not violated.

Therefore, the corresponding t-test value for attitude, awareness and acceptance with 498 degree of freedom is 0.883, -0.784 and -0.141 respectively. These t-test values are statistically insignificant at 5% level because of p-value of attitude (0.378), awareness (0.433) and acceptance (0.888) are more than 0.05. Therefore the null hypothesis of 'the perceived level of attitude, awareness and acceptance towards retail sector after GST implementation do not differs significantly across the customers who have visited department stores' is not rejected; therefore it can be conclude that the perceived level of attitude, awareness and acceptance towards retail sector after GST implementation across the customers who have visited department store is same.

The Levene's test of equality of variance for attitude and awareness is statistically significant and for acceptance is statistically insignificant; therefore, the assumption of equality of variance is violated for attitude and awareness; and equality of variance is not violated for acceptance. Therefore, the corresponding t-test value for attitude with 257.891 degree of freedom, for awareness with 379.517 degree of freedom and for acceptance with 498 degree of freedom is 2.325, -2.609 and 0.777 respectively. The t-test value of attitude and awareness is statistically significant at 5% since the p-value of attitude (0.021) and awareness (0.009) are less than 0.05. Therefore, the null hypothesis of 'the perceived level of attitude and awareness towards retail sector after GST implementation do not differs significantly across the customers who have visited super markets' is rejected; therefore it can be conclude that the perceived level of attitude and awareness towards retail sector after GST implementation across the customers who have visited super markets is different. The t-test value of acceptance is statistically insignificant at 5% since the p-value (0.437) is more than 0.05. Therefore, the null hypothesis of the perceived level of acceptance towards retail sector after GST implementation do not differs significantly across the customers who have visited super markets' is cannot be rejected; therefore it can be conclude that the perceived level of acceptance towards retail sector after GST implementation across the customers who have visited super markets is same.

The Levene's test of equality of variance for attitude and acceptance is statistically significant and for awareness is statistically insignificant; therefore, the assumption of equality of variance is violated for attitude and acceptance; and equality of variance is not violated for awareness. Therefore, the corresponding t-test value for attitude with 99.096 degree of freedom, for acceptance with 102.266 degree of freedom and for awareness with 498 degree of freedom is 2.515, 0.958 and -1.211 respectively. The t-test value of attitude is statistically significant at 5% since the p-value of attitude (0.013) and it is less than 0.05. Therefore, the null hypothesis of 'the perceived level of attitude towards retail sector after GST implementation do not differs significantly across the customers who have visited hyper markets' is rejected; therefore it can be conclude that the perceived level of attitude towards retail sector after GST implementation across the customers who have visited hyper markets is different. The t-test value of awareness and acceptance is statistically insignificant at 5% since the p-value of awareness (0.185) and acceptance (0.340) is more than 0.05. Therefore, the null hypothesis of the perceived level of awareness and acceptance towards retail sector after GST implementation do not differs significantly across the customers who have visited hyper markets' is cannot be rejected; therefore it can be conclude that the perceived level of awareness and acceptance towards retail sector after GST implementation across the customers who have visited hyper markets is same.

1.9: Findings

1. As per the opinion of the customers of the study, the purpose of 'one-nation, one tax' is not served due to existence of multiplicity of taxes (CGST, SGST, IGST), multiple authorities (Central Government, State Government and local Government) and multiple slab rate of tax of GST (5%, 12%, 18%, 28%) even under the new GST system.

2. Though the study found that, consumers have higher level of attitude, awareness and acceptance towards retail sector after GST implementation, 72% of the customers have stated that the awareness programme conducted by the government is found less sufficient.
3. The perceived level of attitude, awareness and acceptance towards retail sector after GST implementation across the customers who have visited convenience store, specialty store, discount store and department store is same
4. The perceived level of attitude and awareness towards retail sector after GST implementation across the customers who have visited super markets is different, whereas the perceived level of acceptance towards retail sector after GST implementation across the customers who have visited super markets is same.
5. The perceived level of attitude towards retail sector after GST implementation across the customers who have visited hyper markets is different, whereas the perceived level of awareness and acceptance towards retail sector after GST implementation across the customers who have visited hyper markets is same.

1.10: Suggestions and Conclusion

Since GST is a consumption based tax, ultimate burden is on the final consumers especially the middle income and lower income group of the people because GST is regressive in nature, regardless of the income level; it is charged based on their spending level of goods and services. Every segment of the public is disliked the taxation system. Customers with less or no knowledge about GST spread negatively among the communities which adversely affects the economy. Therefore, the government should create more and more awareness programmes to the public about GST. Further, frequent changes in the tax rates of GST creates burden for the retailers in fixing the prices of goods and services. Therefore, GST council should communicate the changes to be made with regard to provisions of GST in general, rates of GST in particular to the business sector in advance such that they can be able to prepare for the changes.

'One nation, one tax' purpose will serve only of the government reduces multiple taxes, multiple authorities and multiple tax rates existed even in GST system. The government should also display the benefit of GST visible to the common public in a holistic approach by taking into account of various issues, challenges faced by them and the drawbacks into consideration. Further, the government should bring new provisions to redress the grievance of middle and low income group of the people.

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