THE GOODS AND SERVICE TAX [GST] EXPERIENCE OF RETAILERS IN KERALA

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ABSTRACT

The introduction of Goods and Services Tax [GST] is a significant step in the reform of indirect taxation in India. The GST is expected to consolidate all State economies. The basic idea in the implementation of GST is to create a single, cooperative and undivided Indian market to make the economy stronger and powerful. One of the major concerns of GST implementation is its impact on the retailers. The main objective of this study is to examine the factors like awareness, expectation, preparedness and issues and challenges faced by the retailers in Kerala upon the implementation of Goods and Service Tax. The study used quantitative approach with a descriptive research design. Survey using convenient sampling method was adopted in Eranakulam district to identify the 120 respondents who participated in this study. The collected primary data was analyzed using the Statistical Package for Social Sciences [SPSS]. Descriptive and inferential statistics were applied for analysis purpose. The analysis reveals that majority of the retailers are aware about the basic features of GST. But they don’t have deeper clarity in several aspects related to this new taxation system. Majority of the retailers are not satisfied with the assistance and awareness provided by the tax authorities. The study made it evident that retailers are facing many problems due to uncertainties, confusion and transitional issues upon the implementation of GST.

Key Words

Taxation, Goods and Service Tax, Retailers, G S T Network, Awareness about GST, Expectations about GST, Preparedness for the adoption of GST, Issues and challenges of GST implementation.