

CUSTOMER PERCEPTION TOWARDS GST

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Abstract—In this paper describe the customer perception towards GST and it says slab rate of government and council meetings. Explanatory research is used in this research and highlights the digital payment and also the tax slabs under different type of goods and services. Get the customer insight about GST and they conclude its favour to nation but it not favor to the customers.

Keywords—Customer Perception, Digital Payment, GST, Indirect Tax, Tax Slab.

INTRODUCTION

The GST was implemented to the welfare of the customers or citizens in India. This GST is one of the indirect taxes is implemented in 1 June 2017 by the prime minister of India. However, to knows the Customer perception towards GST. The India management was implemented 4-tier of tax rate for all goods and service under the different slabs such as zero percentage, five percentage, twelve percentage, eight percentage and twenty-eight percentage.

These slabs are favor to the customer and reduce the tax burden. In 29th of GST council meeting was held on the month of August 14th 2018 in New Delhi. In the meeting they pinpoint digital payment such as 1. Cash back will be accessible in the form of incentive, the bill of payments made in digitally on the GST factor. 2. The payment through in digital modes such as BHIM UPI, UPI Aadhaar, Rupay Debit card, USSD (unstructured Supplementary Service Data). 3.A cash back of twenty percentage on the GST factor will be credited to the consumers, which will be limited to Rs. 100 only per transaction. 4. To check the tax payment compliances it will be a test by the GST council or not. 5. It will not be a compulsory adoption by the states. The states will have to volunteer for these processes to be implemented.

BENEFITS OF GST

To eliminate the cascade tax to the end customers. Reduce the black money due to digital mode of payment. Fearless of theft by third person due to digital mode of payment.

REVIEW OF LITERATURE

R. Karthick, Esther Hepziba. R (October-2017), A new dimension in taxing system has taken over in the recent past. The researcher says the modification of the tax system passed by the government. The implementation was created lot of misunderstandings among the different categories in the business entities. This paper says about the impact of GST implementation and their consumers value chain.

Dr. Manoj Kumer Agarwa (September 2017) the researcher says People also have a strong perception that GST has increased the tax burden on Businessman and GST has increased the tax problem to the Common Man too. People confirm in their perception that GST will increase the inflation (prices) in the country though by the same interval it is beneficial in long-term, it will increase the tax collection of the government and also is going to affect the small business very badly. However, the awareness is strongly reverse about accepting GST.

OBJECTIVES OF THE STUDY

To study the customers insight about GST. To know the tax slabs under different type of goods and services. To provide the suggestions based on findings.

RESEARCH METHODOLOGY

The Explanatory research was used to give the conclusive evidence to helps about accepting GST the problem. The researcher has able to adopt the new data and the new insight that discovers the research. Collecting primary data as well as secondary data.

THE TAX SLABS UNDER DIFFERENT TYPE OF GST

A) GST Rate on Goods: The government was imposed a 4-tier tax rate for all the goods and service under the slabs such as zero percentage, five percentage, twelve percentage, eighteen percentage and twenty-eight percentage.

- **No Tax:** Hull cereal grain like barley, wheat, oat, rye, Horn cores unworked and waste of the product, Palmyra Jaggery, All type of salt like Di-calcium Phosphate (DCP) of animal feed, Kajal (other than kajal pencil sticks), Picture book, colouring book for children's, Human hair - dress, thin, bleach, Sanitary Napkin.
- **Five Percent Tax Slab:** Cashew nut, Cashew nut in shell, Ice and snow, Bio gas, Insulin, Aggarbatti, Kite, Coir mat, matting and floor covering, Pawan Chakki as Wind-based Atta Chakki, Postage or revenue stamps, stamp-postmark, first-day cover, Numismatic coin, Braille paper, braille typewriter, braille watch, hearing aids and other appliance of disability.
- **Twelve Percentage Tax Slab :** Preparation of vegetable, fruit, nut or other part of plant, pickle, murabba, chutney, jam, jelly, Ketchup, sauce, mustard sauce but excluding curry paste, mayonnaise, salad dressing, mixed condiment and mixed dressing, Bari made of pulse including mungodi , Menthol and menthol crystal, peppermint, fractionate or de-terpenate mentha oil, dementholise oil, Mentha piperita oil, spearmint oil, All diagnostic kit, Plastic bead, Exercise book, note book, Fly ash block, Glasses for corrective spectacle, flint button, Spoon, fork, ladle, skimmer, cake server, fish knife, tong, Fixed Speed Diesel Engine, Two-way radio (Walkie talkie) used by defence, police and paramilitary force, Intraocular len, Corrective spectacle, Playing card, chess board, carom board and other board game like ludo.
- **Eight Percentage Tax Slab:** Kajal pencil sticks, Dental wax , Plastic Tarpaulin, School satchel, bag other than of leather, toilet case, Hand bag, shopping bag of artificial plastic material, cotton , jute, Handbag of other material excluding wicker work, Headgear, Precast Concrete Pipe, Salt Glazed Stone Ware Pipe, Aluminium foil, Goods including hook and eye, Rear Tractor tyre , tube, wheel rim, centre housing, housing transmission, support front axle, Weighing Machinery, Printer other than multifunction printer, Ball bearing, Roller Bearing, Part and related accessories , Transformer Industrial Electronic, Electrical Transformer , Static Converter (UPS), Recorder , CCTV, Set top Box for TV, Computer monitor not exceeding 17 inches , Electrical Filament or discharge lamp, Winding Wire, Coaxial cable and Optical Fiber, Stapling machine (stapler), pencil sharpening machine, Baby carriage, Measuring length for use in the hand (for example, measuring rod and tape, micrometer, calliper), Bamboo furniture, Swimming pool and paddling pool.
- **Twenty-eight percentage** are reducing the tax rate on certain item based on customer preference.

B) GST Rate on Service:

- **Five percentage Tax Slab:** Railway Transport of goods, passenger, Goods transport in a vessel from outside India, renting a motor cab without fuel cost, Transport service in AC contract or radio taxi, Transport by air, Tour operator service, leasing of aircraft, print media ad space, Working in printing of newspaper.
- **Twelve percentage Tax Slab:** Rail transport of goods in container from a third party other than Indian Railway, Food or drink at restaurant without AC or heating or liquor license, Rent of accommodation for more than Rs.1000 and less than Rs.2500 per day, Chit fund service by foremen, Construction of building for the purpose of sale, IP rights on a temporary basis.
- **Eighteen percentage Tax Slab:** Food or drinks at restaurant with liquor license, Renting for accommodation for more than Rs.2500 but less than Rs.5000 per day, Food or drinks at restaurant with AC or heating, Outdoor catering, Supply of food, Shamiyana, and party arrangement, Circus, Indian classical, folk, theatre, drama, Supply of work contract.

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- **Twenty-eight percentage Tax Slab:** Entertainment events amusement facility, water park, film, theme park, joy ride, merry-go-round, race course, go-carting, casino, ballet, sport event like IPL, Race club service, Gambling, Food or drink at AC 5-star hotel, Accommodation in 5-star hotel. C) GST on Loans and Advances (a) Personal Loan- eighteen percentage (b) Home Loan- eighteen percentage (c) Car Loan- eighteen percentage

FINDINGS

Many of them knows GST, but knowledge is limited, very few of them having in-depth knowledge. Many of them says product rate are increased. Some of them says it favor for country but it not favors for customers.

SUGGESTION

Food, cloth and shelter is essential need of each and every individuals or customers, but these items are under the tax, it not humanity of the government. From the GST most of them affect poor peoples. Most of them no awareness about GST. GST is good but fixing slab percentage is very challenging to customer.

CONCLUSION

GST has one of the major ways to increase our nation monetary level and which can be used to improve India across the world. GST expenses may be handled by upper- and middle-class people's but, poor people can't have that much capacity to face this tax in day to day life. Everyone struggled more due this GST rules and regulation, so GST as everyone struggling every day to manage their daily expenses.

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ANNEXURE

Answer all the questions below

1. Do you know about GST? Yes / No
2. GST implemented to the product, rate could be? Increased / Decreased
3. Is GST favor to our country? Yes/No
4. What is your insight about GST?
