

GOVERNMENT DEGREE COLLEGE

YELLANDU.

Bhadradri Kothagudem-Dist.

Telangana State

Email ID: gdcyellandu.jkc@gmail.com



STUDENT'S STUDY PROJECT REPORT

DEPARTMENT OF COMMERCE

TITLE

**“Awareness on Consumer Rights and
Protection – A Comparative Study of
Rural and Urban Consumers”**

Academic Year

2021-22



**GOVERNMENT DEGREE COLLEGE
YELLANDU**

(Affiliated to Kakatiya University, Warangal)
Bhadradri Kothagudem Dist, Telangana State



DEPARTMENT OF COMMETCE

DECLARATION

We, the students of Government Degree College, Yellandu declare that the work presented in this study project is original and carried throughout by us.

S.No.	Name of the student	Class/Group	Roll No.
1	B Sai Kumar	III B.Com	08020-2004
2	B Varma	III B.Com	08020-2005
3	K Sagar	III B.Com	08020-20011

S. Bindu
Signature of the Lecturer

P. Pedduru
Signature of the Principal
PRINCIPAL
Govt Degree College
Yellandu

Place : Yellandu

Date: 23/05/2022

Dr.P.Padma
M.Sc., Ph. D.,
Principal



GOVT DEGREE COLLEGE
Yellandu-507123
Bhadradi Kothagudem Dist,
Telangana State
E-mail: gdcyellandu.jkc@gmail.com
Accredited by NAAC with 'B' Grade

CERTIFICATE

Certified that this is a bonafide study project of the students from Department of Commerce, Government Degree College, Yellandu. I congratulate the students for carrying out a wonderful study project.

S. Binu
Lecturer

P. Padma
Principal
PRINCIPAL
Govt Degree College
Yellandu

Place : Yellandu

Date : 23/05/2022

Acknowledgement

We, the students of study project, express our gratitude to Dr. P Padma principal, Government Degree College, Yellandu for providing the facilities required for this work, and for giving valuable suggestions and encouragement throughout the project work.

We are thankful to Smt S Bindusree, Asst. Prof. of Commerce , Government Degree College, Yellandu for motivating and inspiring us in bringing out this work.

We are extremely grateful to all the lecturers and students for their opinion and timely suggestions.

CONTENTS

1. Introduction	5
2. Need and Importance of the Study	5
3. Review of Literature	6
4. Objectives	7
5. Sample and Methodology	7
6. Profile of Sample Consumers	7
7. Analysis of Data	9
8. Conclusions & Suggestions	16

AWARENESS ON CONSUMER RIGHTS AND PROTECTION – A COMPARATIVE STUDY OF RURAL AND URBAN CONSUMERS

Introduction

The advent of liberalization brought about sea changes in Indian economy. As a result Indian market is flooded with a variety of goods and services, attracting many international players and multinationals which in turn resulted in increase in purchasing power of Indian consumers. India has become a potential market for many corporate houses across the globe. There has been a substantial increase in disposable incomes of the people in the country. These changes have necessitated giving high priority for the protection of the consumers and promotion of responsible consumer movement in the country.

Need and Importance of the Study

As the market is flooded with a variety of goods and services, the number of producers and sellers has also increased many folds. Hence it has become difficult for the consumer to assess who is a genuine producer or seller. Producers have become stronger and organized while buyers are weak and unorganized. As a result, buyers are deceived quite often. In this context, it is imperative to protect consumers from unfair trade practices of the traders and service providers. It is important to bring awareness to consumers about the various consumer protection laws and need to inform about their rights. Consumer welfare and education is of paramount concern to the Govt. Policies were formulated to facilitate their right of choice, safety, information and mechanism for redressal of grievances in respect of products and services. The Govt. of India initiated setting up/enactment of consumer protection Act in the year 1986 to address these issues.

Consumer protection and awareness assumed greater importance in India with the enactment of Consumer Protection Act, 1986. Though there were several acts and legislature to protect consumers from exploitation, Consumer Protection Act is a powerful and comprehensive piece of legislation to provide simple and speedy and less expensive remedy for redressal of consumer grievances in relation defective goods and deficient services. There are six rights of consumer which are provided in the Act viz., 1) Right to Safety, 2) Right to Information 3) Right to Choose 4) Right to be Heard 5) Right to seek Redressal 6) Right to Education. Consumer Protection Act has become a powerful weapon in the hands of aggrieved consumer to settle disputes relating to purchase of goods and services through three tier quasi-judicial machinery at

district, state and national levels called district forums, state consumer disputes redressal commission and national consumer disputes redressal commission respectively.

This apart, Govt. of India has initiated a no. of steps to promote consumer movement and consumer awareness in the country. Such measures include the use of multi- media campaign for promoting consumer awareness and encouraging consumers' involvement through efforts of Govt. and non-Govt. organizations. In spite of all these, consumer movement is still in its infancy in our country. One of the major hindrances of consumer movement is the lack of awareness among consumers.

Review of Literature

The studies in the area of consumer awareness and protection are meager. No comprehensive studies have been taken up. Most of the research is done in the form of research articles in journals. There is still lot of scope to further explore in this area. However, an attempt is made to review the literature as follows:

Consumer awareness in rural India – an empirical Study 2009 conducted by Centre for Consumer Studies, IIPA. The study aimed:

- i) To examine the awareness levels of rural consumers on various consumer protection measures initiated by Govt. of India and other agencies.
- ii) To evaluate the rural consumers current knowledge, attitude, behavior and practices.
- iii) To examine the nature of unfair trade practices in rural areas.
- iv) To assess the level of satisfaction of rural consumers in relation to products and services in rural areas.

As regards awareness levels of rural consumers, the study revealed that 92.4% of respondents were not aware of CP Act, 34.2% know about Jago Grahak Jago, 90.8% agreed that they are not aware of their rights. In its recommendations the study emphasized the need to involve local panchayats, local NGOs, schools and colleges to bring about awareness on consumer rights apart from multi media campaign.

Another study by Suraiya Naik & Nur Faridah M.Zabil et al, indicated that the consumer awareness has a relationship with effective consume behaviour in terms of protecting their rights.

B.Krishnakumar and S.Sakthiventhan made a study to examine consumer protection awareness in rural areas in cuddalore district. The study found that the awareness levels of rural consumers on adulteration of food & drugs, measure of weights is low. The study recommended

that mass media and educational institutions need to play an effective role in consumer awareness in rural areas.

Objectives

The main objective of the study is to understand the awareness levels of the consumers with regard to consumer rights and protection. However, the specific objectives of the study are:

1. To understand the socio-economic profile of the sample respondents
2. To assess the level of satisfaction of consumers on various products & services.
3. To study the level of awareness of consumers on various aspects of consumer rights and protection.
4. To draw conclusions from the study and suggest measures for better protection of consumers.

Sample and Methodology

The present study is empirical in nature. It is mainly based on primary data and to some extent on secondary data. The secondary data was collected from books, journals, newspapers and other publications. A sample of 300 (150 Rural and 150 Urban) consumers was collected from Godavarikhani and adjoining villages. The sample consumers were drawn in such a way so as to best represent the socio-economic conditions of the region. In order to collect the primary data, a questionnaire is prepared and administered on the selected sample consumers. The sample is selected using random sampling technique. The data so collected was analyzed and tabulated. Appropriate statistical methods were used to classify and analyse the data.

Socio-Economic Profile of Sample Respondents

The socio-economic profile of the sample respondents covered from rural and urban consumers of the selected areas so as to make a representative sample is presented below. The males constitute 57 percent while females constitute 43 percent of the sample size. As far as the age is concerned, 40 percent belonged to 20-30 years, 25 percent from the age group 30-40, 14 and 13 percents belonged to 40-50 and below 20 age groups. The age group above 50 constitutes only 8 percent.

Table No.1

Age & Sex of Respondents									
	Sex			Age (in Years)					Total
	Male	Female	Total	Below 20	20-30	30-40	40-50	Above 50	
Rural	85	65	150	17	81	35	12	5	150
Urban	87	63	150	23	39	41	29	18	150
Total	172	128	300	40	120	76	41	23	300

As far as the educational status of the respondents is concerned, 19 percent sample respondents are illiterates, 30 percent are having education upto SSC, 32 percent are graduates, and 19 percent are Post Graduates. The family size of the respondents is also examined. Out of the total respondents, 15 percent are having a family from 2-3 members, 80 percent respondents are having 4-6 family members while only 5 percent constitute 7-9 family size.

Table No.2

Educational Status					
	Illiterate	Upto SSC	Graduate	P.G.	Total
Rural	27	49	50	24	150
Urban	29	41	46	34	150
Total	56	90	96	58	300

Table No.3

Family Size				
	2 to 3	4 to 6	7 to 9	Total
Rural	25	117	8	150
Urban	22	123	5	150
Total	45	240	13	300

As far as the occupational status is concerned, farmers constitute major segment of the sample i.e., 24 percent of which 85 percent are from rural areas. Among other respondents, unemployed youth constitute 23 percent, business or self employed constitute 19 percent and the remaining labourers and house wives constitute 11 percent and 8 percent respectively.

Table No.4

Occupational Status							
	Farmer	Labourer	Govt. Employee	Business or Self employed	Housewife	Unemployed	Total
Rural	61	21	13	17	13	25	150
Urban	11	12	32	39	11	45	150
Total	72	33	45	56	24	70	300

The purchasing power of consumers depends upon the income they earn. The study also examined the income levels of the sample respondents. The majority of the respondents i.e., 51 percent had an annual income less than Rs.60,000. The group with annual income between 60,000 and 2,40,000 consisted of 28 percent. 15 percent had income between 2,40,000 and 6,00,000 per annum. The respondents with annual income above 6,00,000 are only 6 percent who are from the urban areas.

Table No.5

Annual Income (in Rs.)					
	Below 60,000	60,000 to 2,40,000	2,40,000 to 6,00,000	60,000 and above	Total
Rural	106	41	3	0	150
Urban	46	44	43	17	150
Total	152	85	46	17	300

Analysis of Data

Consumer Satisfaction: Goods and Services

Consumer satisfaction is an important determinant of demand for various goods and services. Consumers make repeated purchase of goods only when they are satisfied with the functional utility of the product and the terms and conditions the sellers fulfill when they make at the time of purchase. On the other hand, the service sector like banking, insurance, health, etc is fast expanding in the market. The deficiency in these services lead to dissatisfaction in the consumers. In this study, an attempt is made to understand the satisfaction level of the sample respondents with regard to goods and services.

Table No.6

Goods and Services	Consumer Satisfaction: Goods and Services (in %)							
	Rural				Urban			
	Fully Satisfied	Some extent	Not at all	No Response	Fully Satisfied	Some extent	Not at all	No Response
FMCG Products	60	30	4	6	37	52	3	8
Health Services	35	52	9	4	39	51	9	1
Education	42	38	13	7	46	37	11	6
Banking	27	52	14	7	45	46	6	3
Insurance	27	34	17	22	38	40	11	11
Water and Electricity	43	34	8	15	52	43	5	0

As far as the FMCG products are concerned, majority of the respondents (60%) are fully satisfied with the quality of goods in rural areas while majority of the respondents (52%) are satisfied to some extent in urban areas. The variation in rural and urban indicates the awareness level of the consumers in both areas. As regards health services, the satisfaction level is same in both rural and urban areas as majority of the respondents are satisfied only to some extent. In education services, a slight variation is found in rural and urban areas. With regard to banking services, rural consumers are found to have moderate level of satisfaction while the satisfaction level of urban consumers is considerable. In recent times, insurance services are fast expanding in the rural areas. The study indicates only 27 percent respondents are fully satisfied with these services while 34 percent are satisfied to some extent. In urban scenario, 38 percent of respondents are fully satisfied while 40 percent are satisfied to some extent. As regards water and electricity, majority of rural and urban consumers are fully satisfied with these services. The level of dissatisfaction is insignificant in urban areas.

Inquiry about Terms and Conditions

Consumers generally do not seek information about products before they make any purchase decisions. A well informed customer makes a rational decision by taking choice of all the available brands. The study makes an attempt to find out whether the consumers inquire

about terms and conditions while purchasing the goods and availing services. The study revealed that the majority of respondents i.e., 58 percent always enquire about terms and conditions in rural areas while the majority (52%) from urban areas indicated that they seek information sometimes as and when it is needed.

Table No.7

	Inquire about Terms and Conditions (in%)		
	Yes	Sometimes	No
Rural	58	33	9
Urban	41	52	7
Total	50	43	8

Insistence on Cash Memo

In Indian market conditions, it is more prevalent that customers do not seek any receipt or memo as a proof of transaction while purchasing goods and availing services. As a result consumers will not have any right to claim compensation if the product is defective or the service is deficient. It is obligatory on the part of the consumer to demand a document as a proof of transaction. The study tried to examine whether the consumer insist on cash memo while purchasing goods and availing services. The study found that majority of the respondents (51%) in rural areas do not insist on cash memo where as 34 percent indicated that that they insist on cash memo while purchasing consumer durable items. The situation is found almost similar in the urban counterparts.

Table No.8

	Insistence on Cash Memo (in%)		
	Yes	Sometimes	No
Rural	15	34	51
Urban	5	51	44
Total	10	42	48

Product Information

Government of India has made it mandatory for the producers to display the product information on the product package so that the customer is able to go through the information and make a rational decision. The study made an attempt to take the opinion of the sample

respondents whether they ask for the product information such as available choices, contents, price and expiry date. The results of the analysis reveal that majority of the rural consumers ask for choice of available brands and price of the products. As regards expiry date, it is not much higher in rural areas. In the urban context, the sample consumers indicated positive response towards seeking product information in terms of available choices, content, price, and expiry dates.

Table No.9

	Product Information (in%)		
	Always	Sometimes	Never
i) Available Choices			
Rural	65	31	4
Urban	54	43	3
Total	60	37	3
ii) Content			
Rural	33	56	11
Urban	57	38	5
Total	45	47	8
iii) Price			
Rural	79	15	6
Urban	86	13	1
Total	83	14	3
iv) Expiry Date			
Rural	23	40	37
Urban	48	29	23
Total	36	34	30

Awareness about MRP

MRP stands for Maximum Retail Price. Now it is mandatory for every producer to display the MRP of the product on the product package. The study revealed that majority of the respondents are aware of the MRP. But in rural areas a significant no. of respondents are not aware of MRP. As regards bargaining on MRP, interestingly, rural consumers are more aware of the fact that they can bargain on MRP rates.

Table No.10

	Awareness about MRP (in%)	
	Yes	No
Rural	62	38
Urban	96	4
Total	79	21

Table No.11

	Bargaining on MRP (in%)		
	Yes	No	Can't Say
Rural	63	30	7
Urban	59	35	6
Total	61	33	6

Awareness about Standard Marks and Labels

Have you ever observed that there are some products in which some symbols or marks are found on their package or container? On a Coco cola bottle you find FPO mark, on a pressure cooker ISI mark, on a packaged bread either vegetarian or non-vegetarian symbol. These are called standardization marks. Standard mark is a mark or label given to the product which meets certain standards with respect to the quality in terms of material used, methods of manufacturing, labeling, packaging and performance. ISI is a Standardization mark issued by Bureau of Indian Standards (BIS) to certify that the products conform to the minimum quality standards. It covers electrical goods, cement, mineral water, paper, paints, biscuits, soaps & detergents etc. Agmark is logo prescribed by the Agricultural Marketing Department of Government of India for use on agricultural, horticultural, forestry and livestock products. The use of this logo ensures the standard of natural and prescribed products. Hall mark is special symbol given on gold and this mark ensures the purity of gold jewellery by indicating its gold content. FPO mark is seen on packages of processed foods like jam, jelly, fruit juice, pickles etc. The BEE star energy efficiency labels have been given to standardize the energy efficiency ratings of different electrical and electronic products.

In this study an attempt is made to understand the awareness levels of both rural and urban consumers about certain standard marks and labels. The study revealed that the awareness

levels of sample respondents with respect to ISI and Agmark labels are high. As regards hallmark symbol, a moderate level of awareness is found in both rural and urban areas. As far as the FPO and BEE labels are concerned, the majority of the respondents are found to have no knowledge of these marks and labels.

Table No.12

	Awareness about Standard Marks and Labels (in %)									
	ISI		Agmark		Hallmark		FPO		BEE	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Rural	83	17	68	32	45	55	9	91	9	91
Urban	82	18	49	51	66	34	17	83	12	89
Total	82	18	58	42	56	44	13	87	10	90

Awareness about Consumer Protection Act

The Consumer Protection Act is a comprehensive piece of legislation enacted in 1986 to protect the interests of the consumers. It provides a three-tier redressal mechanism at the district level, state level and national levels to address the complaints of the consumers. In spite of the wide publicity given by the Govt. ever since its enactment, many of the consumers are not aware of the act and its redressal mechanism. For this purpose, the present study tries to examine the awareness levels of the consumers with respect to the Consumer Protection Act. Interestingly, the study revealed that the majority of the sample respondents are aware of the Act both in rural and urban areas. As regards the sources of knowledge of the act, the sample respondents come to know about from a variety of sources. Majority respondents know about CPA through Television/Radio and Newspapers/Magazines. A considerable no. of respondents could not reveal the sources through which they know about CPA.

Table No.13

	Awareness about Consumer Protection Act (in %)	
	Yes	No
Rural	69	31
Urban	75	25
Total	72	28

Table No.14

	Sources of information about CPA (in %)					
	Television/Radio	Newspapers/Magazines	Hoardings	Neighbours	NGOs	Can't Say
Rural	34	29	3	8	4	23
Urban	33	22	1	9	1	35
Total	34	25	2	8	2	29

Awareness about Jago Grahak Jago

Jago Grahak Jago is an initiative of Department of Consumer Affairs, Government of India to educate the consumers about unfair practices of traders and service providers. It is being popularly publicized across the country in several regional languages. The study makes an attempt to understand the awareness level of consumers about Jago Grahak Jago. The study revealed that majority of the respondents knows about Jago Grahak Jago. Interestingly, the awareness levels of rural consumers are more than urban consumers in the study. Further, the study attempts to examine awareness levels of sample respondents with respect to Grievance Redressal Mechanism being adopted under Consumer Protection Act. Majority of the respondents do not know about the redressal mechanism. The scenario is same in case of urban and rural areas.

Table No.15

	Awareness about Jago Grahak Jago (in%)		
	Yes	No	Can't say
Rural	58	31	11
Urban	48	46	6
Total	54	38	8

Table No.16

	Awareness about Grievance Redressal Mechanism (in%)	
	Yes	No
Rural	35	65
Urban	37	63
Total	36	64

Conclusions and Suggestions

Conclusions

1. The sample respondents of rural and urban strata have been selected to make it a representative sample. Males constituted 57% of the sample size and 43 % were females. The age distribution of sample is 13% upto 20 years of age, 40% from 20-30 age group, 25% from the age group 30-40, 14 % and 18% belonged to 40-50 and above 50 years age groups respectively.
2. As far as the educational status of the respondents is concerned, 19 percent sample respondents are illiterates, 30 percent are having education upto SSC, 32 percent are graduates, and 19 percent are Post Graduates. As regards the family size, out of the total respondents, 15 percent are having a family from 2-3 members, 80 percent respondents are having 4-6 family members while only 5 percent constitute 7-9 family size.
3. As far as the occupational status is concerned, farmers constitute major segment of the sample i.e., 24 percent of which 85 percent are from rural areas. Among other respondents, unemployed youth constitute 23 percent, business or self employed constitute 19 percent and the remaining labourers and house wives constitute 11 percent and 8 percent respectively.
4. With regard to Annual income of the respondents, the majority of the respondents i.e., 51 percent had an annual income less than Rs.60,000. The group with annual income between 60,000 and 2,40,000 consisted of 28 percent. 15 percent had income between 2,40,000 and 6,00,000 per annum. The respondents with annual income above 6,00,000 are only 6 percent who are from the urban areas.

5. Consumer satisfaction is an important determinant of demand for various goods and services. As regards FMCG products, the study revealed that majority of the respondents (60%) are fully satisfied with the quality of goods in rural areas while majority of the respondents (52%) are satisfied to some extent in urban areas. With regard to services, the satisfaction level of consumers is moderate for health, education, banking, water and electricity. The respondents revealed less satisfaction towards insurance services. the disparities between rural and urban consumers is not acute in case of services.
6. The study revealed that the majority of respondents i.e., 58 percent always enquire about terms and conditions in rural areas while the majority (52%) from urban areas indicated that they seek information sometimes as and when it is needed.
7. The study found that majority of the respondents (51%) in rural areas do not insist on cash memo where as 34 percent indicated that that they insist on cash memo while purchasing consumer durable items. The situation is found almost similar in the urban counterparts.
8. The analysis reveals that majority of the rural consumers ask for choice of available brands and price of the products. As regards expiry date, it is not much higher in rural areas. In the urban context, the sample consumers indicated positive response towards seeking product information in terms of available choices, content, price, and expiry dates.
9. The study revealed that majority of the respondents are aware of the MRP. But in rural areas a significant no. of respondents are not aware of MRP. As regards bargaining on MRP, interestingly, rural consumers are more aware of the fact that they can bargain on MRP rates.
10. The study revealed that the awareness levels of sample respondents with respect to ISI and Agmark labels are high. As regards hallmark symbol, a moderate level of awareness is found in both rural and urban areas. As far as the FPO and BEE labels are concerned, the majority of the respondents are found to have no knowledge of these marks and labels.
11. The study revealed that the majority of the sample respondents are aware of the Consumer Protection Act in both urban and rural areas. As regards the sources of knowledge of the act, the sample respondents come to know about from a variety of

sources. Majority respondents know about CPA through Television/Radio and Newspapers/Magazines. A considerable no. of respondents could not reveal the sources through which they know about CPA.

12. The study revealed that majority of the respondents knows about Jago Grahak Jago. Interestingly, the awareness levels of rural consumers are more than urban consumers in the study.
13. As regards Grievance Redressal mechanism, majority of the respondents do not know about the redressal mechanism. The scenario is same in both urban and rural areas.

Suggestions

1. Markets are flooded with adulteration food, substandard goods and unsafe products. The quality of service being provided is not only poor but lacks transparency resulting in consumer exploitation. Therefore, there is a need to prioritize the protection of consumers by strengthening consumer protection mechanism.
2. The awareness levels of consumers are still to improve further. The multimedia campaign has not been able to educate the consumers to a large extent. The consumer education on consumer protection & rights can be brought by introducing the subject in curriculum of schools and colleges. So that the school and college children can become agents of change in this regard.
3. The information on product package is vital to make a purchase decision. Many consumers do not go through product information while making purchase decision. There a need to enlighten or educate consumer about the significance of product information. Similarly, education on standardization marks and labels needs attention.
4. Consumers are largely unaware of Consumer Protection Act and its various provisions in spite of its enactment after 30 years. It is appropriate to include the provisions of act as a subject of learning in schools and colleges.
5. The awareness about MRP on product package and terms and conditions while making purchase of goods and services is found poor in rural areas. The rural consumers must be educated on these issues.
6. Consumers generally do not seek any receipt or cash bill while purchasing goods and services. As a result they cannot claim any compensation in case the product is defective

or service is deficient. Therefore, it is necessary to educate consumers on the significance of proof of transactions.

7. It is appropriate to encourage cashless and online transactions in the purchase of goods and services. They may serve as a proof of transactions in case of any default by seller or service provider.

Bibliography

1. Consumer Awareness in Rural India – An Empirical Study (2009), Prof. Suresh Misra & Sapna Chadah, Centre for Consumer Studies, IIPA, New Delhi.
2. Consumer Protection Act, 1986, en.wikipedia.org
3. Kumar,N. and Batra, N., 1990, Consumer Rights – Awareness and Action, Indian Journal of Marketing.
4. Impact of Consumer Awareness and Knowledge to Consumer Effective Behavior, Suraiya Ishak & Nur Faridah M.Zabil, Malaysia, Oct, 2012.
5. A study on Consumer Protection Awareness among Rural Consumers in Cuddalore district, Krishna Kumar,B. & Sakthiventhan, S., International Journal of Exclusive Management Research, June 2012, Vol.2, issue 6.

GOVERNMENT DEGREE COLLEGE

YELLANDU.

Bhadradri Kothagudem-Dist.

Telangana State

Email ID: gdcyellandu.jkc@gmail.com



STUDENT'S STUDY PROJECT REPORT

DEPARTMENT OF COMMERCE

TITLE

**“A STUDY ON PUBLIC AWARENESS
TOWARDS
GOODS AND SERVICES TAX (GST)”**

Academic Year

2021-22



**GOVERNMENT DEGREE COLLEGE
YELLANDU**

(Affiliated to Kakatiya University, Warangal)
Bhadradri Kothagudem Dist, Telangana State

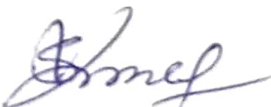



DEPARTMENT OF COMMETCE

DECLARATION

We, the students of Government Degree College, Yellandu declare that the work presented in this study project is original and carried throughout by us.

S.No.	Name of the student	Class/Group	Roll No.
1	S Sowjanya	III B.Com	08020-2019
2	E Mamatha	III B.Com	08020-2008
3	A Vanaja	III B.Com	08020-2002


Signature of the Lecturer


Signature of the Principal
PRINCIPAL
Govt Degree College
Yellandu

Place : Yellandu

Date: 23/05/2022

Dr.P.Padma
M.Sc., Ph. D.,
Principal



GOVT DEGREE COLLEGE

Yellandu-507123

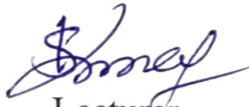
Bhadradri Kothagudem Dist,
Telangana State


E-mail: gdcyellandu.jkc@gmail.com

Accredited by NAAC with 'B' Grade

CERTIFICATE

Certified that this is a bonafide study project of the students from Department of Commerce, Government Degree College, Yellandu. I congratulate the students for carrying out a wonderful study project.


Lecturer


Principal
PRINCIPAL
Govt Degree College
Yellandu

Place : Yellandu

Date : 23/05/2022

Acknowledgement

We, the students of study project, express our gratitude to Dr. P Padma principal, Government Degree College, Yellandu for providing the facilities required for this work, and for giving valuable suggestions and encouragement throughout the project work.

We are thankful to Sri T Surendra Kumar, Lecturer in Commerce , Government Degree College, Yellandu for motivating and inspiring us in bringing out this work.

We are extremely grateful to all the lecturers and students for their opinion and timely suggestions.

A STUDY ON PUBLIC AWARENESS
TOWARDS GOODS AND SERVICES TAX (GST)

I. INTRODUCTION:

In India, there are different indirect taxes applied on goods and services by Central and State Government. Introduction of GST(Goods and Service Tax) to replace the existing multiple tax structures of centre and State taxes. GST is a single tax on the supply of goods and services, right from the manufacturer to the consumer. GST is being introduced in the country after a 13 year long journey since it was first discussed in 2003, in the report of the Kelkar Task Force on Indirect Taxes. The Goods and Service Tax (GST) is implemented in India from 1st July, 2017. It is a comprehensive tax mechanism where in all major indirect taxes are clubbed into one, whether they are levied on services or goods .Amalgamating several Central and State taxes into a single tax would mitigate cascading or double taxation, facilitating a common national market.

In simple terms, GST means the state will share the Central Sales Taxes that it is currently receiving fully with the Center. The Center in return will share the Service Tax with the States. France was the first in the world to introduce GST or Goods and Services tax in 1954.

GST is the India's biggest tax reform. There would be a single tax policy across the country that will allow free movement of goods and services to each and every state of India. It is a single tax replacing 17 State and Central taxes. The following taxes are being subsumed into GST:

At the Central level, the following taxes are being subsumed:

1. Central Excise Duty
2. Additional Excise Duty
3. Service Tax
4. Additional Customs Duty
5. Special Additional Duty of Customs.

At the State level, the following taxes are being subsumed:

1. Value Added Tax (VAT) / Sales Tax
2. Entertainment Tax
3. Octroi or Entry Tax
4. Purchase Tax
5. Luxury Tax
6. Taxes on Lottery, betting and gambling.

GST will comprise of:

- Central GST (CGST) - which will be levied by centre
- State GST (SGST) - which will be levied by state.
- Integrated GST (IGST) - which will be levied by central Government on inter - state supply of goods and services.

ADVANTAGES OF GST:

GST is a win-win situation for the entire country. It brings benefits to all the stakeholders of industry, Government and the consumer.

1. GST will lower the cost of goods and services give a boost to the economy and make the products and services globally competitive.

2. GST aims to make India a common market with common tax rates and procedures and remove the economic barriers thus paving the way for an integrated economy at the national level.
3. GST is a destination based tax. It follows a multi-stage collection mechanism. In this, tax is collected at every stage and the credit of tax paid at the previous stage is available as a set off at the next stage of transaction.
4. GST shifts the tax incidence near to the consumer and benefits the industry through better cash flows and better working capital management.
5. GST will boost Indian exports in the international market thus improving the balance of payments position.
6. GST will bring more transparency to indirect tax laws. Since the whole supply chain will be taxed at every stage with credit of taxes paid at the previous stage being available for set off at the next stage of supply.
7. It's implementation has long term benefit. The lower tax burden could translate into lower prices on goods for customers.
8. More business persons will come under the tax system thus broadening the tax base. This may lead to better and more tax revenue collections.
9. Manufacturing costs will be reduced, hence prices of consumer goods likely to come down.
10. The procedure of GST registration would also be made simple, thereby improving the ease of starting a business in India.

DISADVANTAGES OF GST:

1. Taxes on Services would go up from 15% to 18% .Banking and insurance services affected majorly.
2. Some retail products currently have 4% tax on them. After GST, garments and clothes could become more expensive.
3. Some Economist say that GST in India would impact negatively on the real estate market. It would add up to 8 percent to the cost of new homes and reduce demand by about 12 Percent.
4. Adoption and migration to the new GST system would involve teething troubles and learning for the entire ecosystem.

II. STATEMENT OF THE PROBLEM

The new GST is to be passed by the Parliament of India. There is a lack of awareness among the general public. Even the professionals in the Indian Financial System are facing problems of clarity in the concepts of GST. Therefore, it is the need of the hour to have a study on the public awareness towards GST

III. OBJECTIVES OF THE STUDY

The design of this research is descriptive in nature. Necessary secondary data has been collected from various research papers, magazines, articles, news papers, websites etc.

The objectives of the paper are:

- 1) To understand the concept and necessity of GST.
- 2) To study the advantages and limitations of GST.
- 3) To analyse awareness level of public towards GST.
- 4) To draw conclusions based on study.

IV. REVIEW OF LITERATURE

- Dr. G. Sunitha and P. Satischandra broadly discussed about GST in their research paper titled “Goods and Service Tax (GST): As a new path in Tax Reforms in Indian Economy”. The authors have tried to explain the concept of GST and different models of GST. They also focused on the impact of GST on Indian markets. According to them the current tax structure is the main hurdle for growth of Indian economy. New tax structure of GST will remove this hurdles and boosts Indian economy.
- Dr. R. Vasanthagopal concluded in “GST in India: A Big Leap in the Indirect Taxation System” in International Journal of Trade, Economics and Finance, Vol. 2, No. 2, April 2011 that GST will be booming Indian economy. According to him India is suffering from complicated tax system. GST will give a boost to the Indian economy.
- Garg summarizes in the article “Basic Concepts and Features of Good and Services Tax in India” published in International Journal of scientific research and Management, 2(2), 542-549 about impact of GST on Indian Tax structure and find out that GST will strengthen nation’s economy and development.
- Neha and Manpreet Sharma describes about GST in their research paper titled “A study on Goods and Service Tax in India”. They tried to find out the benefits of GST and current status of GST in India. According to them we are moving towards GST due to faults in our current indirect tax structure. Our current indirect tax structure is unable to increase the competitiveness of industries. Both the authors’ emphasis on the benefits of GST.

- Nitin Kumar write a research paper named “Goods and Service Tax in India-A Way Forward” in “Global Journal of Multidisciplinary Studies”, Vol. 3, Issue6, May 2014 and he noted that implementation of GST in India will be a great move and it will be remove all the problems of current tax structure in India.

V. NEED FOR THE STUDY

There are many research projects regarding the students’ perception towards GST, Public Awareness and Impact of GST and so on. “A Study on public awareness towards Goods and Services Tax in Metpally(Town) area is an untouched topic, hence the present study has been undertaken to fill up that gap.

VI. METHODOLOGY

The research was based on both primary data and secondary data. Primary data was collected by using questionnaire and secondary data have been collected from journals, websites, and newspapers and so on. The researcher was not possible to study the entire population of Public Awareness about GST in Metpally (Town) . So the researcher has collected only limited respondents i.e. 50 respondents. The researcher has selected the method of Judgment sampling.

VII. LIMITATIONS

The limitations of the study include

1. The area of the study is restricted to Metpally (Town) area only.
2. The content of the study is subject to change since the GST
3. The researcher has collected data only from 50 general public due to time constraint.

VIII. ANALYSIS AND INTERPRETATIONS

TABLE -1

SOCIO- ECONOMIC DETAILS

S.No	Particulars		No. Of Respondents	Percentage
1	Gender	Male	34	68%
		Female	16	32%
		Total	50	100%
2	Occupation	Business	30	60%
		Government Employee	10	20%
		Private Employee	10	20%
		Total	50	100%
3	Income Level	1,00,000-3,00,000	35	70%
		3,00,000-5,00,000	10	20%
		Above 5,00,000	5	10%
		Total	50	100%
4	Educational Level	Primary Level	05	20%
		Secondary Level	10	20%
		UG	20	40%
		PG	15	30%
		Total	50	100%

Source:
Primary Data

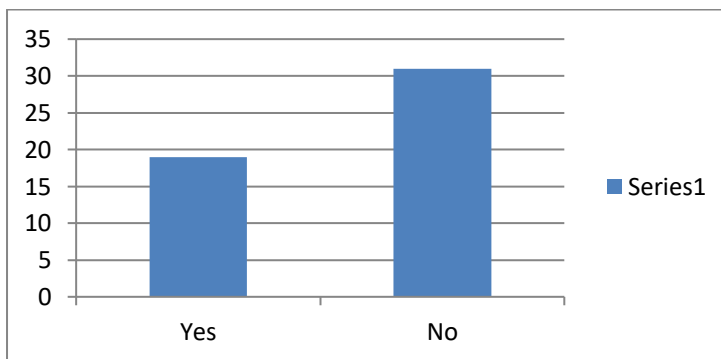
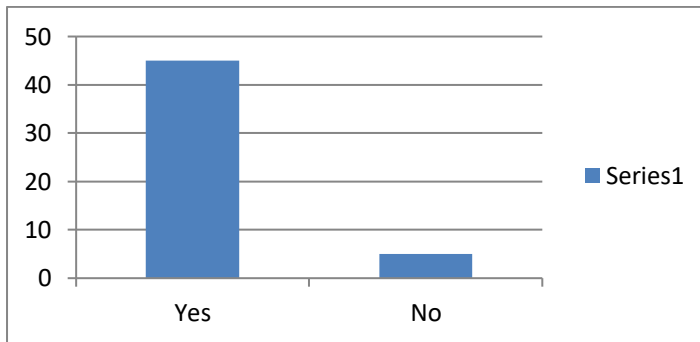
68% of the respondents are Male; 60% of the respondents are occupied in Business people; 70% of the respondents are Rs. 1, 00,000 – 3, 00,000; 40% of the respondents are UG Degree Holders.

TABLE- 2
AWARENESS ON GST

S.No.	Particulars	No. of Respondents	Percentage	
1	GST known	Yes	45	90%
		No	5	10%
		Total	50	100%
2	Any Idea about GST slab rates	Yes	19	38%
		No	31	62%
		Total	50	100%
3	GST reduce the Tax Burden	Yes	26	52%
		No	24	48%
		Total	50	100%
4	GST boon or bane	Boon	29	58%
		Bane	21	42%
		Total	50	100%
5	Do you know the Apex body of GST	Yes	14	28%
		No	36	72%
		Total	50	100%
6	Do You want any awareness programs on GST in future	Yes	48	96%
		No	2	4%
		Total	50	100%

7	Do you know the maximum Turnover limit under the GST	Yes	12	24%
		No	38	76%
		Total	50	100%
8	Any Govt. Dept. conducted awareness on GST till today	Yes	10	20%
		No	40	80%
		Total	50	100%

Source: Primary Data



Majority of the respondents (90%) have aware about the new GST 62% of the respondents has to no idea about the GST slab rates. Majority of the respondents (52%) agree that the new GST will reduce the tax burden to consumers but the remaining 48% of the respondents expected that the GST will not reduce the tax burden to consumers, it will be considered because the percentage of people those who have agreed and disagreed difference is very low. 42% of the respondents quote GST as a bane rather than a boon to India.

In the case of GST apex council, majority of the respondents i.e. 72% why because that is the central issue and nobody know that the process of GST and apex councils, the reason behind that the GST is not popular in the ground level. So we observe the above figures 96% of the respondents wanted to more awareness programs on GST in future and 76% of the people have no knowledge about the maximum limitation of income for the registration under the GST. 80% of the respondents express their feeling no one can conduct any awareness programs and seminar on GST. Based on these figures the government and ant tax departments need to conduct more interaction programs. So it should be important to create awareness to the people in the market about GST

TABLE - 3
LEVEL OF EXPECTATION

S.No.	Particulars		No.of Respondents	Percentage
1	Price of Goods would reduce after implementing GST	Agree	25	50%
		Disagree	15	30%
		No Idea	10	20%
		Total	50	100%
2	GST is India's move towards a developed nation	Agree	30	60%
		Disagree	15	30%
		No Idea	5	10%
		Total	50	100%
3	Satisfy principle of "One Nation One Tax"	Agree	35	70%
		Disagree	10	20%
		No Opinion	5	10%
		Total	50	100%

Source: Primary Data

It is found that the (50%) have agree about the statement, “The price of goods would reduce after implementing GST”; 10% of the respondents have no opinion about the statement, “GST is India’s move towards a developed nation”; 10% of the respondents have no opinion about the statement, “GST in India would satisfy the principle of ‘One Nation One Tax’.

IX. FINDINGS

The following are the findings of the study:

1. It is found that 68% of the respondents are male.
2. It is found that majority of the respondents (60%) are Business people.
3. Most of the respondents (40%) are UG Degree Holders.
4. The analysis revealed that 70% of the respondents are earning an annual income ranging from Rs.1,00,000 to Rs. 3,00,000.
5. Majority of the respondents (90%) know about the new GST.
6. It is found that 62% of the respondents have no idea about the slab rates of tax in GST.
7. Most of the respondents (52%) agree that; the new GST will reduce the 'tax burden' on consumers.
8. It is found that 58% of the respondents quote GST as a boon to India.
9. Most of the respondents (50%) agree the statement, "The price of goods would reduce after implementing GST".
10. It is found that 10% of the respondents have no opinion about the statement, "GST is India's move towards a developed nation".
11. The analysis revealed that 70% of the respondents have agreed about the statement, "GST in India would satisfy the principle of 'One Nation One Tax'".

X. CONCLUSION

In conclusion, we can say that GST is one tax that can be a major breakthrough in the Indian taxation system. GST is an indirect tax which entails that the tax is approved till the last stage where it is the purchaser of the goods and services who bears the tax. The Government of India claims that GST will enhance Indian GDP by 2%. With the enactment of GST, customers will have funds to spend because of lower tax rates. It can be seen that it will completely change the indirect tax system in India. Let us hope this “One Nation, one Tax” proves to be a game changer in a positive way and proves to be beneficial to the common man.

GST awareness events such as Training Workshops, Seminars, Town hall meetings, Trade interaction, etc. organized by Commercial Taxes Department , Central Board of Excise and Customs (CBEC) and other organizations with the aim to train and educate the trading community for easy GST compliance and transition.

The Commercial Taxes Department has started GST help desks to assist people in understanding and accepting the GST based tax system. GST rates and HSN codes are also available On Google play store (URL; goo.gl/CBnu5).

XI. SUGGESTIONS

The following are the suggestions of the study:

1. It is suggested that the awareness towards GST should be provided to the illiterate and the women community.
2. It is also suggested that the government should come forward to take short films with respect to the new GST and screen the same in familiarized televisions’.
3. The educated should provide awareness to the general public so as to promote economic development and overall growth of the nation.

4. Even the educated and the business people are not aware of the various important issues in the new GST, so the Government should take necessary steps to make familiarize the concepts of the new GST in India.

REFERENCES:

1. Khurana, A. & Sharma, A. 2016. Goods and Services Tax in India - A Positive Reform for Indirect Tax System. International Journal of Advanced Research. 4(3): 500-505.
2. Kumar, N. 2014. Goods and Service Tax in India-A Way Forward. Global Journal of Multidisciplinary Studies. 3(6).
3. Neha & Sharma, M. 2014. A study on Goods and Service Tax in India. The International Journal's Research Journal of Social Science and Management. 3(10):119-123.
4. Shaik, S., Sameera, S. & Firoz, S. 2015. Does Goods and Services Tax (GST) Leads to Indian Economic Development? IOSR Journal of Business and Management. 17(12): 01-05.
5. Sunitha, G. & Sathischandra, P. 2017. Goods and Services Tax (GST): As a new path in Tax reforms in Indian economy. International Journal of Research in Finance and Marketing. 7(3): 55-66.
6. Vasanthagopal, R. 2011. GST in India: A Big Leap in the Indirect Taxation System. International Journal of Trade, Economics and Finance. 2(2).
7. The Institute of Cost Accountants of India. An Insight of GST in India.
8. www.gstindia.com
9. www.cbec.gov.in
10. www.cbec-gst.gov.in
11. www.gstawareness.cbec.gov.in
12. www.tgct.gov.in

QUESTIONNAIRE

A Study on Public Awareness towards Goods and Services Tax
(GST)

QUESTIONNAIRE

Profile of the Respondents:

1. Name: _____
2. Sex: i) Male ii) Female
3. Educational Qualifications: i) Primary Level ii) Secondary Level
iii) Graduate(U.G) iv) Post Graduate
4. Occupation: i) Business ii) Govt. Employee
iii) Private Employee iv) Cultivation
5. Total Annual Income:
i) 1-3 Lakhs ii) 3-5 Lakhs iii) Above 5 Lakhs
6. Organization / Company of the Respondent: _____

AWARENESS ON GST

01. Do you know what is GST []
(a) Yes (b) No
02. How do you come to know about GST []
(a) TV Add (b) Paper Add
(c) Govt. Awareness program (d) Others
03. Do you know GST is a []
(a) Direct Tax (b) Indirect Tax
04. From which date the GST is in force []
(a) 01-07-2017 (b) 07-01-2017
(c) 01-08-2017 (d) 01-01-2017

05. Do you know the Slabs under GST []
- (a) 0% (b) 5% (c) 12%
- (d) 18% (e) 28% (f) All
06. Which of the following is not covered under GST []
- (a) Petrol (b) Atta
- (c) Mobile phones (d) Pens
07. Which is the apex body of the GST []
- (a) GST Council (b) Finance Ministry
- (c) State Govt. (d) Central Govt.
08. Any Govt. Department created awareness on GST []
- (a) Yes (b) No
09. Are you Interested to take part in GST awareness programs in future []
- (a) Yes (b) No
10. Do you feel that ...GST reduces the Tax Burden []
- (a) Yes (b) No (c) Can't say
11. Price of Goods would reduce after implementing GST []
- (a) Agree (b) Disagree (c) No Idea
12. GST will satisfy the Principle of 'One Nation One Tax' []
- (a) Agree (b) Disagree (c) No Idea
13. GST will help India's move towards a developed Nation []
- (a) Agree (b) Disagree (c) No Idea
14. Finally, Your Opinion about GST, GST is Boon Or Bane []
- (a) Boon (b) Bane (c) Can't say