


A STRUCTURAL EQUATION MODELLING APPROACH TOWARDS TAXPAYERS' PERCEPTIONS ON GOODS AND SERVICES TAX IN INDIA

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 31 January 2023</p> <p>Accepted 18 April 2023</p>	<p>Purpose: The Purpose of this article is to comprehend how Indian taxpayers perceive the goods and services tax.</p> <p>Theoretical Framework: India has completed five years after the successful implementation of Goods and Services Tax (GST). Many economic benefits were promised at the time of implementation of this tax regime. Thus, it becomes essential to understand tax payers' perceptions by developing a strong framework that influences their perceptions.</p> <p>Design/Methodology/Approach: A descriptive study approach was adopted for this objective. 200 replies were obtained in total. Using SPSS Amos, structural equation modelling was utilised to assess the assumptions produced. Attitude, knowledge, Equity, and fairness of taxpayers served as exogenous factors, while taxpayer impression served as the dependent variable. The real-world implication is used as a mediating variable in order to examine the impacts.</p> <p>Findings: The findings of the research indicate that tax knowledge, Equity, and fairness impact tax attitudes. This study provides some useful recommendations for further research in this sector.</p> <p>Research Implications: This study considers tax knowledge, tax equity and fairness and tax attitudes to measure tax payers' perception. However, tax rates, regular amendments, circulars, technology and other variables could also be considered by future researchers on this study.</p> <p>Originality/Value: Using a Structural Equation Modelling in understanding Tax Payers' Perceptions was hardly adopted in these types of studies. Variables considered for this study were also unique.</p>
<p>Keywords:</p> <p>Goods and Services Tax; Taxpayer Attitude; Tax Knowledge; Tax Equity and Fairness; Real-Life Implications; Taxpayer Perceptions.</p> <div data-bbox="172 1077 480 1323" style="text-align: center;">  </div>	<p>Doi: https://doi.org/10.26668/businessreview/2023.v8i4.2166</p>

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UMA ABORDAGEM DE MODELAGEM DE EQUAÇÕES ESTRUTURAIS PARA AS PERCEPÇÕES DOS CONTRIBUINTES SOBRE O IMPOSTO SOBRE BENS E SERVIÇOS NA ÍNDIA

RESUMO

Objetivo: O objetivo deste artigo é compreender como os contribuintes indianos percebem o imposto sobre bens e serviços.

Referencial Teórico: A Índia completou cinco anos após a implantação bem-sucedida do Imposto sobre Bens e Serviços (GST). Muitos benefícios econômicos foram prometidos no momento da implantação desse regime tributário. Assim, torna-se essencial entender as percepções dos contribuintes, desenvolvendo uma estrutura forte que influencie suas percepções.

Desenho/Metodologia/Abordagem: Para este objetivo, adotou-se uma abordagem de estudo descritivo. Foram obtidas 200 respostas no total. Usando o SPSS Amos, a modelagem de equações estruturais foi utilizada para avaliar as suposições produzidas. Atitude, conhecimento, equidade e justiça dos contribuintes serviram como fatores exógenos, enquanto a impressão do contribuinte serviu como variável dependente. A implicação do mundo real é usada como uma variável mediadora para examinar os impactos.

Resultados: Os resultados da pesquisa indicam que o conhecimento tributário, a equidade e a justiça impactam as atitudes fiscais. Este estudo fornece algumas recomendações úteis para futuras pesquisas neste setor.

Implicações da pesquisa: Este estudo considera o conhecimento tributário, a equidade e a justiça tributárias e as atitudes tributárias para medir a percepção dos contribuintes. No entanto, alíquotas de impostos, emendas regulares, circulares, tecnologia e outras variáveis também poderiam ser consideradas por futuros pesquisadores neste estudo.

Originalidade/Valor: O uso de uma Modelagem de Equações Estruturais para entender a Percepção dos Contribuintes dificilmente foi adotado nesses tipos de estudos. As variáveis consideradas para este estudo também foram únicas.

Palavras-chave: Imposto sobre Bens e Serviços, Atitude do Contribuinte, Conhecimento Fiscal, Equidade e Justiça Fiscal, Implicações da Vida Real, Percepções do Contribuinte.

UN ENFOQUE DE MODELADO DE ECUACIONES ESTRUCTURALES HACIA LAS PERCEPCIONES DE LOS CONTRIBUYENTES SOBRE EL IMPUESTO SOBRE BIENES Y SERVICIOS EN LA INDIA

RESUMEN

Propósito: El Propósito de este artículo es comprender cómo los contribuyentes indios perciben el impuesto sobre bienes y servicios.

Marco teórico: India ha cumplido cinco años después de la implementación exitosa del impuesto sobre bienes y servicios (GST). Muchos beneficios económicos se prometían al momento de la implementación de este régimen tributario. Por lo tanto, se vuelve esencial comprender las percepciones de los contribuyentes mediante el desarrollo de un marco sólido que influya en sus percepciones.

Diseño/Metodología/Enfoque: Para este objetivo se adoptó un enfoque de estudio descriptivo. En total se obtuvieron 200 respuestas. Usando SPSS Amos, se utilizó el modelo de ecuaciones estructurales para evaluar las suposiciones producidas. La actitud, el conocimiento, la equidad y la justicia de los contribuyentes sirvieron como factores exógenos, mientras que la impresión del contribuyente sirvió como variable dependiente. La implicación en el mundo real se utiliza como variable mediadora para examinar los impactos.

Hallazgos: Los hallazgos de la investigación indican que el conocimiento tributario, la equidad y la justicia impactan las actitudes tributarias. Este estudio proporciona algunas recomendaciones útiles para futuras investigaciones en este sector.

Implicaciones de la investigación: este estudio considera el conocimiento tributario, la equidad y la justicia tributarias y las actitudes tributarias para medir la percepción de los contribuyentes. Sin embargo, las tasas impositivas, las enmiendas periódicas, las circulares, la tecnología y otras variables también podrían ser consideradas por futuros investigadores en este estudio.

Originalidad/Valor: el uso de un modelo de ecuaciones estructurales para comprender las percepciones de los contribuyentes apenas se adoptó en este tipo de estudios. Las variables consideradas para este estudio también fueron únicas.

Palabras clave: Impuesto sobre Bienes y Servicios, Actitud del Contribuyente, Conocimiento Tributario, Equidad y Justicia Tributaria, Implicaciones en la Vida Real y Percepciones del Contribuyente.

INTRODUCTION

India's VAT was one of the longest-standing indirect taxes. The inaugural discussion paper of the Empowered Committee of State Finance Ministers notes several problems in the Central and State VAT notwithstanding the VAT's efficacy in boosting tax revenue. CENVAT has not been expanded to include value chains in distribution trade below the manufacturing level. In addition, CENVAT excludes a variety of central taxes, such as additional excise tax, additional customs tax, and surcharges. Due to the omission of these taxes, producers and merchants cannot use the input tax and service tax set-off in its entirety. As with CENVAT, the Empowered Committee has found many inadequacies with the State VAT. Multiple indirect taxes on items and services, such as the luxury tax and the entertainment tax, are not included in the State's value-added tax. In addition, under the existing structure of State-level VAT, CENVAT is included in the price of products subject to State VAT, adding to the cascading effect generated by the CENVAT component. This CENVAT burden must go. In addition, since every product is manufactured using physical and intangible inputs, there should be an integration of VAT on goods and State-level services and a decrease in the cascading impact of the service tax. In the case of state VAT, this integration does not exist. Consequently, contrary to projections, although VAT may relieve some of the existing system's inefficiencies and boost tax buoyancy to some degree, it cannot be regarded a cure for indirect taxation's issues (Roychowdhury, 2012). Several studies emphasised the importance of tax attitude and knowledge of tax compliance behaviour. Some studies attempted to study the perceptions towards GST based on its intended benefits and shortcomings. Palil (2011) presented study results on the importance of tax knowledge in determining tax compliance in Malaysia's self-assessment system (SAS). The survey provided 1073 responses, and the researchers assessed the level of tax knowledge possessed by Malaysian taxpayers as well as the impact of tax knowledge on tax compliance behaviour as a consequence of this change in tax administration method. Individual taxpayers' tax knowledge and the influence of tax knowledge levels on tax compliance behaviour are assessed in two phases in the innovative SAS. Stage 1 focuses on the t-test and ANOVA capabilities of the new SAS. The second stage utilises stepwise multiple regressions to determine the relationship between tax knowledge and tax compliance. This study offers policymakers with further information about the significance of tax knowledge in a self-assessment system and how it might be integrated with an understanding of offence, penalty, and punishment. This study offers policymakers with further information about the significance of tax knowledge in a self-assessment system and how it may influence

compliance. In addition, it acts as a gauge for tax administrators about the relative importance of tax knowledge in terms of influencing the design of tax education programmes, the simplification of tax systems, and compliance. Fallan (1999) analysed gender differences in tax attitude shifts resulting from greater tax knowledge. In this research, male students were exposed to more tax information that led them to reconsider their tax evasion, or tax ethics, than female students. Male students avoided taxes with far more diligence than their female counterparts. On the other hand, female students were more exposed to tax information that drove them to reevaluate their attitude about other people's tax evasion than their male counterparts; they had evolved a significantly restricted attitude against other people's tax evasion. Both male and female students' judgments of the tax system's fairness were drastically influenced by increased tax knowledge; they saw the tax system as more fair. Palil and Rusyidi (2013) studied the effect of religion on the connection between tax education and tax knowledge, as well as their impact on tax compliance. They polled 70 working individuals enrolled in an MBA programme at a Malaysian public institution for this aim. Their research assessed three variables: tax awareness (education, knowledge), tax compliance, and religion. They collected fifty valid responses. Utilizing Pearson correlation and hierarchical regression, the hypotheses were evaluated. In the results, 90% of respondents said that the majority of people are religious. The authors found that respondents' tax compliance was lower than their tax knowledge and education. The results suggested that religious beliefs are crucial for keeping individuals responsible for tax compliance. Saad (2014) assessed the attitudes of taxpayers about their tax knowledge and the perceived complexity of the income tax system. In addition, the investigation investigated the root reasons of noncompliance. Thirty participants were interviewed by telephone, and theme analysis was used to analyse the data. The data reveal that individuals lack technical knowledge and find the tax system challenging. Contributing factors to taxpayer noncompliance include tax literacy and complexity. Fallan (1999) examined the impact of greater tax knowledge on perceived fairness and tax compliance attitudes among New Zealand college students participating in an introductory taxation course. In contrast to earlier research, the results indicated that improved tax knowledge had no noticeable influence on perceptions of fairness or attitudes about tax compliance. Susyanti and Askandar (2019) Determined the impact of tax knowledge and understanding on tax compliance among owners of micro, small, and medium-sized enterprises (MSMEs) in the culinary sector. The collected data was analysed quantitatively. The survey was completed by 50 owners of micro, small, and medium-sized enterprises. This study found a positive relationship between tax knowledge and

tax compliance understanding. This shows that improving tax knowledge and comprehension might boost tax compliance. Kassa (2021) examined the factors that contribute to tax avoidance by taxpayers. The researcher used a quantitative methodology and a descriptive and explanatory study design. This study included both primary and secondary sources of data. From the target population of 4,979, 370 respondents were selected using a simple and stratified random selection method. To check the quality of the data, exploratory factor analysis (EFA) was done on each variable measurement. After factor analysis, the data were analysed using Pearson correlation and multiple regression. The study found a positive and statistically significant relationship between the independent variables and the dependent variable. In addition, the regression analysis indicated that tax justice, knowledge, and moral responsibility had a statistically significant influence on taxpayers' propensity to engage in tax evasion. Moral responsibility and subjective norms, however, did not. Night and Bananuka (2019) Using data from small business enterprises (SBEs) in a developing African economy, assessed the moderating effect of electronic tax system adoption on the relationship between attitude toward electronic tax systems and tax compliance. Using a quantitative research approach and a questionnaire with closed-ended questions, this study was conducted. This study used a cross-sectional and correlational research design. 214 managers of SBEs submitted usable questionnaires, and the data were analysed using SPSS v22 and the Med Graph tool (MS Excel version). Adoption of electronic tax systems mediates the link between perceptions of electronic tax systems and tax compliance. In addition, the findings demonstrated that the adoption of an electronic tax system and an individual's attitude toward it were strongly associated with tax compliance. As the study was cross-sectional, it was unable to monitor behavioural changes over time. The study used a quantitative research approach, limiting respondents' capacity to accurately articulate their feelings. The study was conducted in Uganda, and it is possible that the results might be applicable to other developing countries with similar conditions. Deb and Chakraborty (2017) Identified the factors that affect people's perspectives on taxes and tax evasion. The study gives a foundation for research hypotheses. Using the cross-sectional research method, a survey of 125 respondents was performed. Prior to conducting the major survey, a pilot study was conducted to assess the validity and reliability of the interview schedule. The reduction of data was performed by factor analysis. The findings of inferential statistics reveal that some demographics influence tax perception and evasion, along with other variables such as penalty and prosecution laws and tax rates. In addition, a research roadmap has been offered. Damayanti et al. (2015) analysed the behaviour of taxpayers about tax

compliance. The analysis employed a sample of 323 individual taxpayers from central Java to explain tax compliance behaviour. The approach utilised to collect data was a survey. This study illustrates how fiscal psychology and subjective norm theory may be used to explain tax compliance behaviour. This indicates that tax compliance behaviour is affected by the desire to comply, which is influenced by personal standards and the government's viewpoint. Adhikari (2020) determined the impact of taxpayer understanding and knowledge on tax compliance in Nepal. The population of the research comprised of taxpayers registered with the Nepalgunj Inland Revenue Office. This study included both convenience sampling and targeted sampling as its sample methods. Between January and March of 2020, sixty questionnaires with a five-point Likert scale were delivered to taxpayers in the submetropolitan region of Nepalgunj. 60.52 questionnaires were returned and included in the analysis of the data. The methodologies employed for data analysis included descriptive statistical analysis and linear regression analysis. The findings demonstrate that a taxpayer's knowledge and grasp of tax has a positive and considerable effect on compliance. The impact of taxpayer understanding is greater than that of taxpayer awareness. As a consequence, it was suggested that the tax office establish regular and continuous tax education programmes in order to increase taxpayers' awareness. To construct a structural model, Kumar et al. (2019) used interpretive structural modelling (ISM) to determine the driving- and dependent-nature of several barriers. According to their findings, the most significant obstacles to the implementation of the GST include a shortage of skilled labour, a lack of clarity on GST rules, political reluctance, and a lack of an effective tax division plan. Along with the preceding research, Ramkumar and Chitra (2018) Rather than conducting a poll of customer opinions, we used a microeconomics method, concentrating on disposable income and spending capacity, to examine consumer sentiments towards the implementation of the GST. Consumers were satisfied with things purchased inside the 0% tax level. The introduction of the goods and services tax does not result in an increase in consumer income. Rathi and Sreeraj (2018) ascertained consumers' perceptions of the GST in Mannarkkad. The research used a survey to gather data from 30 respondents in the region. The major objectives of the research were to assess customers' views of the different components of the GST and to establish whether there were significant differences in customer attitudes by gender, age, educational attainment, and income level. The primary findings of the research are that customers have a positive outlook and that there are no significant differences in customer attributes such as gender, age, educational achievement, or income level. Dey et al. (2020) in Odisha, the impact of the goods and services tax on customer attitudes was analysed. Residents

of the several districts of Odisha were surveyed using structured questionnaires. It was discovered that more than 95% of consumers were aware of GST and that customers' education, occupation, and location had a substantial impact on their views of pricing, spending, and consumption following the implementation of GST. Deshmukh et al. (2022) To establish the extent to which the introduction of GST has affected the economy, people, and consumers, a case-based qualitative investigation was conducted. Situation–actor–process and learning–action–performance analysis frameworks were used for the case analysis in this research. According to the statistics, India's tax base has exploded in comparison to its income collection. Nonetheless, efforts are necessary to address the low tax-to-GDP ratio, the skewed GST payer base, the negative stakeholder views of GST (as shown by Twitter sentiment analysis), and the evil of tax evasion. The economy also benefits from the government's Make in India and Aatmanidhra Bharat programmes, as well as from the advantages to consumers, MSMEs, a higher ranking for ease of doing business, and MSMEs. However, the results from these studies are contradictory from the abstract point of view. Similarly, these studies are also restricted to a particular time frame and need to be evaluated or empirically verified from time to time on taxpayers' perception of tax policies. The present study seeks to bridge all these gaps. The current research is undertaken with two objectives. First, the paper seeks to study the relevance of three exogenous constructs in influencing taxpayers' perception of GST in India and recommends taxpayer-centric tax reforms. Second, it aims to explore the mediating role of real-life implications of GST in influencing overall taxpayers' perception.

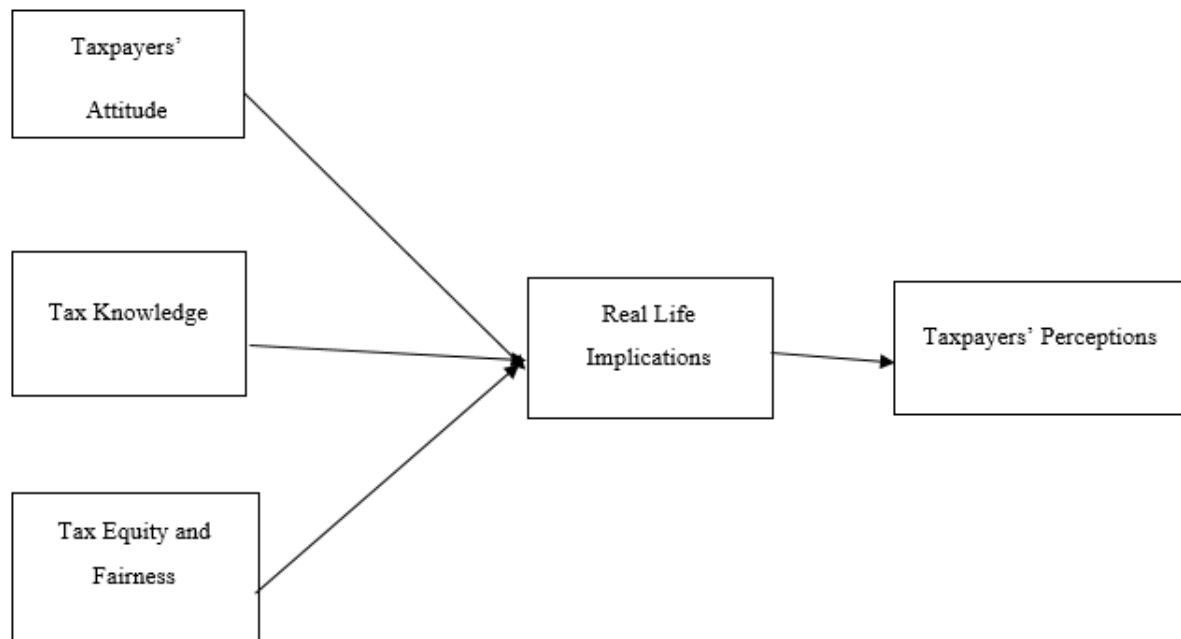
Theoretical Framework

The majority of India's complex indirect tax structure was replaced with a Goods and Services Tax (GST) on July 1 2017, via a series of progressive phases. The ramifications for the significance of this finding cannot be emphasised. In fact, the advantages of domestic trade liberalisation, as assessed by a tax system such as the GST, are substantial., outweigh the benefits of trade liberalisation (Jha, 2020). GST was introduced to achieve a common economic market domestic consumption-based tax system, making exports zero-rated and enhancing cooperative federalism. With the idea of the input tax credit, The GST/VAT system ensures that tax is paid only on the value-added at each supplier tier (ITC). Consequently, this tax system greatly reduces the 'cascading effect' of taxes, benefiting the common man (Guna & Anuradha, 2021). The newly imposed GST in India has had several effects on the Indian economy. To name a few:

- (a) It has united the Indian market via the smooth transfer of tax credits, which was not feasible under the prior VAT system.
- (b) A single indirect tax law regime has replaced many indirect tax law regimes, simplifying compliance.
- (c) The number of rate slabs has been decreased, which might lessen litigation.
- (d) Using a standardised IT gateway, compliance processes have been standardised.
- (e) As a result, business decisions may not be influenced.
- (g) Under the new system, the federal and state governments simultaneously levy GST on all products and services based on a single taxable value. The state and federal GST rates are same.
- (h) The fact that the GST is a destination-based tax, along with its handling of exports, is pro-export; imports and interstate supply are taxed at the central level solely, with profits divided equally between the federal and state governments.
- (j) Previously, services were exclusively taxed at the central level; currently, they are taxed at both the national and state levels, illustrating India's growing federal system.
- (k) State governments are sufficiently represented in the decision-making process (the GSTN) and in the regulations governing the decision-making process.

The contract between the government and the taxpayer is greatly dependent on the taxpayer's opinion of the government. If taxpayers see taxes paid and public services given by the government as fair, they may incline to comply with tax regulations, which has a favourable impact. (Deb & Chakraborty, 2017). Based on the theoretical framework, a hypothesized model was developed for the present study as shown in Figure 1.

Figure 1. The Research Framework



Source: The authors, based on ROL

METHODOLOGY

This research is based on the research philosophy of Positivism. This is because a researcher arrives at the conclusions based on the data collected and their interpretation objectively so that the findings are quantifiable. This study is deductive as it is based on scientific investigation, and the hypotheses are supported by the existing theories of taxations and psychology. The research strategy for this study is a survey. The survey was carried out in various areas of Chennai city. The time horizon of this study is cross-sectional. The variables' data were collected between April 1, 2022, and April 13, 2022. To gather primary data for the research, a standardised questionnaire was sent. The framework for sampling relied on proportional stratified random sampling. The strata included taxpayers from the northern, southern, and central regions of Chennai. During the two-week period, 200 replies were obtained, which comprised the final data set. Structural equation modelling—path analysis was used to test the proposed model and hypotheses. Before proceeding with the path analysis, confirmatory factor analysis was conducted to test the validity of the model measures. Reliability analysis was also shown to test the reliability of the constructs. The research questionnaire was split into four pieces. The first segment comprised of statements designed to gauge the Indian taxpayers' attitude toward the newly implemented GST. The second segment comprised questions designed to assess the taxpayers' understanding of goods and services, as well as their opinions of the justice and equity of India's GST system. The third segment

includes statements to determine how taxpayers perceive the effect of the GST on their daily activities. The fourth portion comprised statements about the outcome variable, which was the taxpayers' view of GST in India. For all measures, the scales used/created by previous researchers provided the requisite validity and were accepted with appropriate modifications for the current study. The descriptions of the measurements and their respective sources are presented in Table 1.

Table 1. The Measures Used

Constructs	No. of Items	Description	Source
Taxpayers' attitude (TA)	5	Taxpayers' attitudes may be defined as positive or negative views of tax compliance behaviour	(Nkwe, 2012)
Tax knowledge (TK)	7	Tax knowledge is the level of awareness or sensitivity of the taxpayers to tax legislation.	(Oladipupo & Obazee, 2016)
Tax equity and fairness (TF)	5	Equality of sacrifice	(Duff, 2008)
Real-life implications (RLI)	6	Relevance of taxes in day-to-day life	(Parakh, 2017)
Taxpayers' perception (TP)	5	Perceived understanding of the impact of tax laws	(Damayanti et al., 2015)

Source: The authors.

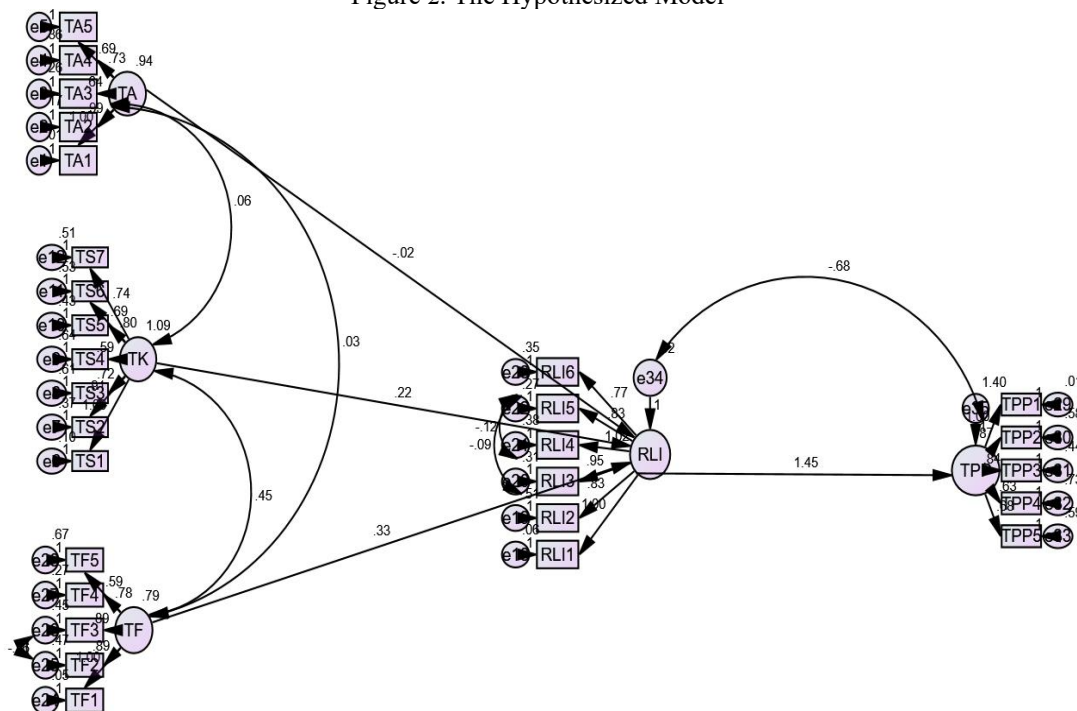
RESULTS AND DISCUSSION

SPSS Amos was used to analyse the study's data. Amos offers a user-friendly interface for bootstrapping parameter estimates, effect estimates, sample means, sample variances and covariances, correlations, model comparisons, and method comparisons. It can accommodate non-recursive models, models with fixed parameters, and models containing data from many populations (Barnidge & Zúñiga, 2017). The findings related to reliability, validity, and testing of the hypotheses are discussed below.

Reliability and Validity Analysis

The investigated reflective constructs were submitted to reliability and validity analyses. The item loadings (see Figure 2) were checked to verify they meet the 0.70 threshold. All components had Cronbach's alpha values above 0.85, composite reliability above 0.70, and average variance extracted (AVE) scores above 0.5. The maximum shared variance (MSV) was less than the average variance estimate (AVE), fulfilling the acceptance level criteria, hence supporting the model's internal consistency, convergent validity, and discriminant validity. (See Table 2)

Figure 2. The Hypothesized Model



Research Framework developed based on theory and literature review is tested with SEM. Tax payers' Attitude (TA), Tax Knowledge (TK), Tax Equity and Fairness (TF) are taken as independent variables measuring the tax payers' understanding of Real-Life Implications (RLI) of GST law introduced in India. This understanding about real life implications of GST will determine tax payers' perception towards GST implemented in India. Accordingly, seven hypothesis (including simple mediation effects) were developed and tested using SEM.

Table 2. Convergent and Discriminant Validity

Constructs	Cronbach Alpha	Composite Reliability	Average Variance Explained	MSV	Max R(H)	TA	TK	TF
TA	0.918	0.872	0.585	0.004	0.990	0.765		
TK	0.907	0.892	0.526	0.240	0.948	0.060	0.725	
TF	0.909	0.859	0.524	0.240	0.956	0.037	0.490***	0.724

Source: The authors

Table 3. Model Fit

Measure	Estimate	Threshold	Interpretation
CMIN	576.484	--	--
DF	339	--	--
CMIN/DF	1.701	Between 1 and 3	Excellent
CFI	0.942	>0.95	Acceptable
SRMR	0.064	<0.08	Excellent

RMSEA	0.059	<0.06	Excellent
PClose	0.034	>0.05	Acceptable

Source: The authors

Covariance structure analysis was used to evaluate the structural model represented in figure2. The value of standardised root mean square residual (SRMR) is 0.064, which is less than 0.08 and thus acceptable; CMIN/DF value 1.701 is acceptable as it is within the threshold of 1–3; CFI value 0.942 is also acceptable as it is greater than 0.90; RMSEA value 0.059 is acceptable too as it falls within the threshold of less than 0.06; while the PClose value of 0.034 is less than 0.05 and also acceptable. Thus, all model fit measures are acceptable and support the overall fitness of the structural model (See Table 3).

Table 4. Hypothesis Testing Regression Weights

Hypothesis	Path	Estimate	S. E	CR	p-Value	Result
H ₁	RLI <--- TA	-.024	.033	-.722	.470	Rejected
H ₂	RLI <--- TK	.220	.042	5.227	0.00	Accepted
H ₃	RLI <--- TF	.327	.053	6.147	0.00	Accepted
H _{4a}	TPP<--- RLI <--- TA	-.034	.054	-.629	.529	Rejected
H _{5a}	TPP<--- RLI <--- TK	.318	.061	5.213	0.00	Accepted
H _{6a}	TPP<--- RLI <--- TF	-.473	.075	6.306	0.00	Accepted
H ₇	TPP <--- RLI	1.447	0.197	7.350	0.00	Accepted

Source: The authors

Result H₁ – The first alternative hypothesis is that the attitude of taxpayers toward GST affects the practical consequences of GST. It is evident from Table 4 that the calculated p-value of 0.470 exceeds the significance threshold of 0.05 at the 5 percent confidence level. Thus, the null hypothesis, which claims that the attitudes of taxpayers have no effect on the actual effects of the GST, is accepted and the alternative hypothesis is rejected.

Result H₂ – The second alternative hypothesis asserts that taxpayers' awareness of the Goods and Services Tax alters their views of the tax's practical effects. Table 4 demonstrates that the calculated p-value of 0.00 is less than the significance threshold of 0.00 at the 1 percent confidence level. Therefore, the alternative hypothesis is adopted and the null hypothesis is rejected, which argues that the attitude of taxpayers has no effect on the actual consequences of the GST.

Result H₃ – The third alternative hypothesis asserts that the justice and fairness of a taxation system impact taxpayers' perceptions of the real-world effects of GST. It is evident from Table 4 that the estimated p-value of 0.000 is less than the acceptable significance threshold of 0.00 at the 1 percent confidence level. Thus, the alternative hypothesis is accepted

while the null hypothesis is rejected.

Result H_{4a} – This hypothesis relates to the influence of Real Life Implications on mediation. It is said that the perception of the real-world repercussions of GST impacts the overall perception of GST among taxpayers in India. Table 4 demonstrates that the calculated p-value of 0.529 exceeds the acceptable significance threshold of 0.05 at the 5 percent confidence level. Thus, the null hypothesis that taxpayers' attitudes do not impact the total taxpayers' view of GST in India through their perception of GST's real-world consequences is supported, whereas the alternative hypothesis is rejected. Therefore, there is no mediation effect in this instance.

Result H_{5a} – This idea relates to the mediation effect as well. It is said that taxpayers' understanding of GST affects their overall view of GST in India through influencing their perception of GST's real-world ramifications. Table 4 demonstrates that the calculated p-value of 0.000 is less than the acceptable significance threshold of 0.01 at the 1 percent confidence level. Thus, the alternative hypothesis is accepted and the null hypothesis is rejected. In this instance, there is a complete mediation effect.

Result H_{6a} – This idea relates to the mediation effect as well. It is said that equity and justice in the GST system impact the general taxpayers' view of GST in India through their perceptions of GST's real-world repercussions. It is evident from Table 4 that the calculated p-value of 0.000 (***) is less than the acceptable significance threshold of 0.01 at the 1 percent confidence level. Thus, the alternative hypothesis is accepted and the null hypothesis is rejected. In this instance, there is a complete mediation effect.

Result H₇ - The last alternative hypothesis asserts that taxpayers' opinions of the GST's real-world repercussions impact their overall impressions of the tax. It is evident from Table 4 that the estimated p-value of 0.000 is less than the acceptable significance threshold of 0.00 at the 1 percent confidence level. Therefore, the alternative hypothesis is accepted and the null hypothesis is rejected.

CONCLUSION AND IMPLICATIONS

In the light of economic policy changes and revisions adopted in goods and services legislation that have a substantial effect on the day-to-day activities of taxpayers, this research explores the significance of key elements that influence taxpayers' views of GST. From a theoretical standpoint, the research contributes to the knowledge of the studied constructs and explains the literature-established connections between them. The research demonstrates the

significance of addressing particular aspects (TA, TK, and TF) that impact taxpayers' assessments of the present situation, hence validating its theoretical use. Exploring the potential mediating function of GST's real-world ramifications adds to the current body of knowledge.

On the practical front, the findings have a substantial effect on both TK and TF's ability to influence TPP. To capitalise on this relationship, the government must continue to focus on the factors that improve taxpayers' views of tax rules and their applicability to their daily activities. Some of the significant ramifications of this research are explored below.

First, it is proposed that appropriate efforts be made to improve the attitude of taxpayers. For this purpose, the government and other government-recognized organisations may run awareness campaigns on the necessity of tax revenues for development and welfare programmes, as well as the logic behind tax policy. This would assist improve the attitude of taxpayers towards GST.

Second, tax education should be required for graduate and postgraduate students. Efforts should be made to publish newspapers, periodicals, and other media that are solely devoted to taxation legislation, since this will assist in expanding people' tax awareness.

LIMITATIONS AND SCOPE FOR FURTHER RESEARCH

In the future, academics and scholars might resolve the shortcomings of this research. The geographical scope of this investigation is the primary restriction. The survey solely includes taxpayers in the city of Chennai. Future studies may explore other geographical factors. In future study, other concepts such as the advantages of the GST legislation, the GST's aims, and its degree of success might be treated as distinct concepts. In conclusion, there is always room to enhance the psychometric and diagnostic features of the measures and make future research more robust.

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