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A STUDY ON CONSUMER PREFERENCES IN POPULAR BRANDED MOBILES THROUGH ONLINE AND OFFLINE MOBILE RETAILING

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ABSTRACT

In Current trend there were so many changes in retail sector particularly mobile sector. Customers expected in different versions and more storage capacity popular branded mobiles like Xiaomi, Samsung, Oppo, and I phone particularly to prefer more in online companies then offline due to more offers, lesser prices, and expected quality as well. Online retailers attract more customers for providing expected offers and normal prices are majorly affect offline retailers. The Primary data has been collected through Survey of consumers in Chennai areas like Vadapalani, Virugambakkam, and Kodambakkam and secondary data has been collected already available data like Books, Journals etc.

KEYWORDS

online mobile retailing, offline mobile retailing.

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INTRODUCTION

In this paper we will discuss about the popular branded mobiles offered by mobile sector in online companies and moreover difficulties faced by the mobile retailers.

Customer choosing popular branded mobiles like Xiaomi, Samsung, Oppo, Realme, One plus, Nokia, Apple I-phone, Vivo, Motorola, Lenova, Zen etc. in online by provided services like lower prices, festival offers like big billion days offers, website add, product features, Emi and fastest delivery options, reviews and ratings, and offering high quality branded mobiles that induced more customers to prefer more in online. So how the offline retailers need to change the customers preference of mobile from online to offline and promote some strategies like offering normal prices and good quality, collecting valuable feedback from consumers, provide compliment gifts and identifying the trending branded mobile to increase their sales in street retailing.

REVIEW OF LITERATURE

Today, an increasing number of consumers of all demographics are engaged in multi-channel marketing by conducting information searches and purchase decisions both online and offline. They may search online for product information and reviews, visit a physical store to examine the product, and end up purchasing the product at either the physical store or the online store, whichever offers greater value in terms of price and convenience. Despite the trend towards multi-channel marketing, some Consumers may not participate initially, choosing instead to wait until they feel the technology and service are mature before participating. At first, consumers may be reluctant to engage in mobile marketing because of a lack of awareness or uncertainty regarding its benefits or because they may not own a device that allows for efficient mobile shopping. However, once mobile marketing becomes more widely available and the benefits become more observable, more consumers are likely to accept it. Hsu et al. (2007), Grant and O' Donohoe (2007), and Andrews et al. (2005) found that mobile marketing adoption varies with adopter segments and shopping style.

The six independent variables such as price, social influence, durability, brand name, product feature and after sales service combined significantly influence the consumers buying decision of mobile phone devices. The leading factor is price followed by product features and durability (Mesay Sata, 2013) [8]. The size, physical appearance and main menu of mobile phone are found to be the most important factors influencing the choices of mobile phones (Ling Hwang and Salvendy, 2007). Consumers' self-knowledge was measured by comparing the product attribute importance with the predicted judgements and the actual purchase. The consumers were having a relatively good predictive power of a product they have chosen, but not a perfect one (Hernan Riquelme, 2001).

OBJECTIVE OF THE STUDY

To identify the popular brands in the mobile phone industry and the customers' preference towards it in online and mobile showroom retailing.

RESEARCH METHODOLOGY

The sample for the present study was collected from the mobile phone customers aged between 18- 45 in Chennai district through interview method. The sample size was 100 respondents. The Convenience sampling method was used.

ANALYSIS AND DISCUSSIONS

TABLE NO. 1: CUSTOMER PREFERENCES TOWARDS BRANDED MOBILE PHONE

S. No.	Factors	No of respondents
1	Yes	76
2	No	24
Total		100

Table 1 Explains that 76 percent of the respondents preferred branded mobile through online and 24 Percent of the respondents to go with in store.

TABLE NO. 2: COMFORTABLE WITH PRICES WHILE PURCHASING ONLINE

S. No.	Factors	No of respondents
1	Yes	82
2	No	18
Total		100

Majority of the respondents likely to buy in online due to expected price availability and few consumers only preferring in store for normal prices.

TABLE NO. 3: MAJOR CUSTOMERS PREFERRED ONLINE DUE TO PREFERRED BRANDS AVAILABLE IN ONLINE APP.

S. No.	Factors	No of respondents
1	Strongly agree	62
2	Agree	23
3	Neutral	-
4	Disagree	15
5	Strongly Disagree	-
Total		100

In table 3 reveals that the 62 percent of the consumers are strongly agree with preferred brands available in online and 23 percent of the customers agree with same, but 15 percent of the consumers disagree with preferred brands in offline also.

TABLE NO. 4: OFFLINE RETAILERS FACED CHALLENGES ON ONLINE COMPANIES' OFFERING FESTIVAL PROMOTIONS

S. No.	Factors	No of respondents
1	Strongly agree	67
2	Agree	19
3	Neutral	14
4	Disagree	-
5	Strongly Disagree	-
Total		100

Table 5 shown that offline retailers majorly affect 67 percent of consumers strongly agree in store retailers faced challenges through online for offering big billion offers and some festival offers and 19 percent agree with the same but remaining 14 percent consumers have neutral whether offline also provided some reasonable offers on festival season.

TABLE NO. 5: ADVERTISEMENTS AND PRODUCT FEATURES CREATE IMPACT ON ONLINE COMPANIES TO REDUCE SALES IN OFFLINE

S. No.	Factors	No of respondents
1	Strongly agree	58
2	Agree	23
3	Neutral	-
4	Disagree	19
5	Strongly Disagree	-
Total		100

From the above table no 5 indicates that 58 percent of the consumers says they are strongly agree with the advertisement and Product features create impact on online companies to reduce the sales in offline because the consumers easily known about the offers in website add, TV add and product features like camera and storage facilities for this reason they can easily buy in online and 23 percent agree with same but remaining 19 percent disagree with offline sales not reduced through advertisement and product features.

TABLE NO. 6: COMFORTABLE WITH CONVENIENCE AND GOOD QUALITY THROUGH ONLINE RETAILER

S. No.	Factors	No of respondents
1	Strongly agree	66
2	Agree	23
3	Neutral	-
4	Disagree	11
5	Strongly Disagree	-
Total		100

In this table 6 reveals that 66 percent of the consumers strongly agree with good quality and comfortable with easy to buy mobile at home through online app like Flipkart, Amazon etc. and 23 percent agree with the same but, 11 percent disagree with online whether they feeling good and expected quality available in offline.

TABLE NO. 7: EMI AND DELIVERY OPTIONS, IN ONLINE AFFECT OFFLINE MOBILE RETAILER

S. No.	Factors	No of respondents
1	Yes	66
2	No	34
Total		100

Finally the table 7 shown that 66 percent of respondents preferred in online Emi and fastest delivery of mobile phone directly to home but 34 percent said no only in store in nearest place to directly buy and feeling the reality of touching the mobile.

TABLE NO. 8: REVIEWS AND RATINGS, AVAILABLE IN ONLINE APP AFFECT OFFLINE MOBILE RETAILER

S.no	Factors	No of respondents
1	Yes	78
2	No	22
Total		100

Finally, the table 8 shown that 78 percent of respondents preferred in online through identify high rated mobile and top rate reviews help consumers to prefer in online for branded mobiles but 22 percent said no only reviews and ratings not affecting offline mobile retailing.

SUGGESTIONS

- Online retailer's majorly satisfied consumers through prices so in store shoppers to be carefully analyze the consumer to offer some reasonable mobile prices.
- In store retailer to be understand the offers expected by consumers.
- Brick & motors to introduce store app for customers easily analyze the product features.
- Offline retailers need to provide some display and panel distribution through consumers.
- To collect feedback from existing in store customers after sales.
- Offline retailers also provided Emi options to be collaborate with insurance companies.

CONCLUSION

In this article we discussed the consumers expectation level is different for buying branded mobiles like Samsung, Oppo, Vivo, Apple-I phone, Xiaomi, etc through online shopping for providing excellent offers, and website add, good quality, product features, satisfied brand, Emi and fastest delivery options, reviews and ratings attract more consumer to prefer in online but in offline they need to improve the sales while they fulfilled their consumer expectations and identifying the valuable branded mobiles required by consumers.

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STUDY OF THE FACTORS INFLUENCING PARENTAL PREFERENCES FOR THE CHOICE OF MANAGEMENT EDUCATION OF CHILDREN: RESULTS FROM A FOCUS GROUP DISCUSSION

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BANGALORE

ABSTRACT

The purpose of the study is to know the preferences of parents towards management education and the choice of a management institution. The study also purports the factors and antecedents that go into selection of a B-School for their child. A focus group study was taken as a qualitative approach amongst the parents (both male and female) of children studying in a B-School in Bangalore. The students were mostly from various parts of India. The study showed that parents seek good faculty, good placements and social support for their wards and the infrastructure is secondary criterion. Parents seek good social support and want their children manage the diversity that is seen in the B-School. Study indicates a high collectivistic approach of the Hofstede framework, though on a long term, parents want their wards to take decisions individually and decide for themselves about their future. The implications of the study is that results are applied to the higher education with respect to management education, given that the focus group was limited to seven parents who had their wards studying in the B-School in Bangalore. The parent as a stakeholder can be delved into, assessments and reviews can be done from the parent's perspective too. This paper throws light on the underlying factors for parents that form the basis for choice of a B-School.

KEYWORDS

B- schools, parental influence, hofstede framework, focus group, management education.

JEL CODE

I23

INTRODUCTION

The last decade has witnessed a burgeoning growth of institutions of management education, thanks to the ever increasing demand for the courses for management. Apart from the universities a spate of institutions, both independent and private universities operate on a joint venture or a franchise based setup. As the choices are more, there is a pressing demand for a B-School to market itself. The level of involvement of the students, the time taken to decide given the various alternative choices, the placement processes makes marketing of a B-School more challenging. Added to it, as an initiative of the quality enhancement, many institutions comply or fine-tune their functioning to a host of accreditation organizations in the global level. Hence a B – School aspires itself to make itself a global management education provider. In this context, this paper perceives the management education from the perspective of an important stakeholder – the parent. The gender differences which were once skewed are reducing to a large extent with many institutions of repute like IIMs seeing more female students in their enrolments (Varma, 2019).

The influence of regional subcultures in India cannot be neglected. Language diversity exists people in the northern parts of India can converse easily in Hindi, whereas in the south it is not so. Although the formal communication is English, its use is limited in informal situations. Diversity also exists based on region of origin; people in minority based on the region of origin would feel as an outsider when working in a different origin as the culture, practices and language differ. Many such cases are seen of people belonging to the north east regions (Meena, Kavita, 2015). With more and more students willing to travel to different parts of the country, a business school in India is exposed to more diversity than the previous years.

According to Daft (2008), a stakeholder is groups within or outside the organization that has a stake in the organization performance. The satisfaction level of each group can be assessed as an indication of organization's performance. Studies have indicated that the major stakeholders for a B-School are students; faculty and corporate and minor stakeholders are society and government, administrative staff and media (Nargundkar, et.al, 2009).

IDENTIFYING THE RESEARCH GAP

Various studies have been conducted to know the preferences towards management education. However, there are few research studies that explore the perspectives of management education from the parent's viewpoint. Added to it, the information level and the cognition of the parent may differ from the cognitions of other influencers like peers, other organizations, business surveys etc. In our study, we posit that parents form important stakeholders for the management institution. This paper, hence attempts to view the selection of a B-School from the parent's perspective.

STATEMENT OF THE PROBLEM

Given that various socio-economic factors influence the parent's decisions for higher education of students, it is important to know their preferences towards choice of B-School. The study is to delve into the parents' opinions, their information search, involvement in the selection and the expectations from the B-School.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE OF THE STUDY

1. Identifying the performance indicators used by parents for a B- School.

SECONDARY OBJECTIVES OF THE STUDY

1. To examine the various factors that parents consider in the choice of a higher education with specific reference to management schools.
2. To know the inclinations of parents specifically out station students with respect to diversity in the management institutes.
3. To examine the short run and long run perspectives of the parents for their children.

THEORETICAL BACKGROUND THE STUDY

The study examined the Hofstede framework to know the different factors involved in the choice of business schools. One of the principle factors in the Hofstede framework is the individualism and collectivism. While individualism is a national cultural attribute that describes the degree to which people prefer to act as individuals rather than as members of a groups, collectivism is the national cultural attribute that describes a tight social framework in which people expect others in groups of which they are a part to look after them and protect them (Robbins et.al, 2012). Though Indian parents favour individual decisions, for crucial decisions like education, collectivistic approach is taken both by the student and the parent as well.

REVIEW OF THE LITERATURE

Study had been taken up on the career choice of the MBA students by Agarwala (2008). The influence of family members in making career choices were studied and it was found that students exhibited collectivism and father was the most influential family member.

A similar study by Kongolo and Imenda (2012) showed that parental opinion of choice of management institution is higher in traditional universities though marginally in comparison of two universities in South Africa, one being the traditional universities and the other being universities of technology.

Another study by Bodycott (2009) explored the factors that Chinese parents and children look for when going for higher education to the Western universities. The value system of China is that parent-child relationship is reciprocal in nature – parent would sacrifice a lot to get his child educated, in turn the child would give respect and take care of the parents. In spite of their struggling income, Chinese parents look for foreign education for their children because it is perceived that students with a foreign degree have better employability skills. The parents rated the following factors as important ones in deciding for an overseas education, employment prospects, migration possibilities, proximity to home, scholarships, and cost of the tuition, whereas the students rated the following factors as important: accommodation, English speaking environment, language support, different programs, international experience, relatives or friends in the area, emotional and social support.

Studies have been conducted by Wilcox et.al (2006) on the social support factors that make a student retain in a university namely: compatible friends, accommodation, academic support, location of the campus etc. Student friends' support, living arrangements are very crucial for social stay in a University, as per the study. Study by Chahal and Devi (2015) explored the importance of infrastructure in service failures and service recovery and found that infrastructure played a major role in service failures and service recovery.

Study by David et. al (2003) reflected the gender issues in parental involvement in children's choice of higher education. Based on the interviews with students and parents in UK, they found that students decided whether to involve their parents in the choice of higher education or not and girls were more collaborative than boys in the choice of higher education. Parental involvement differed in terms of gender, educational and social backgrounds and perceptions of institutional and familial habits. The article also purports that gender of the parent is important in the choice of university for the children.

Ivy (2008) studied the 7Ps of marketing mix for MBA marketing. In a study conducted amongst students of Graduate School of South Africa, the factor analyzed data indicated seven distinct marketing factors – people, promotion and price and four new factors namely: programme (the range of electives and range of minors), prominence of the institution, prospectus and premiums (accommodation, computer programs, class size, computer facilities, exchange programs) were important in student's selection of MBA colleges. Publicity and league tables in mass media also play an important role in choice of MBA College, the study concluded.

Similar study by Mutairi and Saied (2016) amongst the students of Kuwait universities revealed the abovementioned points. Students selected MBA program to improve their knowledge and skills, alumni, friends' suggestions and university websites were the main source of information about the colleges, overseas accreditation, university and faculty reputation, admission requirements were the important evaluation criteria of an MBA program.

Another study by Ng et.al.(2008) pertaining to the choice of career of MBA students taken by self-administered questionnaires amongst 109 students of a mid-sized university in USA revealed that people (both family and non-family) were not the predictors of career decisions of students. Students displayed more individualist attitude towards career choices, thus embarking on the individualism aspect of the framework given by Hofstede.

Alfattal (2017) took up a quantitative and qualitative study with 25 parents and 25 Chinese students regarding the preferences to study abroad. It was found that access, affordability and parent's encouragement were the important factors in the students' decision to study in USA.

In a study amongst 212 students of under graduation (135 private, 77 public) by Calvo-Porrall et.al (2013) in Spain, using SERVQUAL scale, to assess the perceived quality in higher education, it was inferred that of the five dimensions of SERVQUAL scale, only the tangibility and empathy dimensions were most influential in assessing the service quality of an institution.

Beard et.al. (2009) found out that measures used at Kenneth W Montford College of Business used parent surveys and parent referrals while measuring the student and stakeholder satisfaction – the measure given by Malcolm Bardridge Award given in education.

Nargundkar et.al. (2009) studied the brand – building for B – Schools from various stakeholders' perspectives. They resolved that various literature show that student is a collaborative educational partner and they suggested the societal marketing orientation where by the primary function of a university is to address the goals of students, parents, government and society as a whole.

METHODOLOGY

A qualitative research is done to know the act of consumption rather than the act of buying. Consumer behavior, being a subset of human behavior, has to have an understanding of the consumer experiences. The interpretivist or post modernistic approach to consumer behavior assumes that it is not possible to have cause and effect relationship and that the consumption patterns are different (Schiffman et.al, 2007). One of the prominent methods of qualitative research is the focus group discussion. Focus group discussion was conducted for a period of about half an hour to 45 minutes in 2019 amongst the parents of wards studying in a B-School in Bangalore. The moderator /researcher allowed the parents to express their views, expectations and opinions regarding the B-School, its processes and the other requirements. Since some parents were comfortable in Hindi, they predominantly used Hindi in their views, all other used English. Four parents were mothers who expressed their concerns and who justified their choice of the B school as well. There were few working mothers who played a significant role in deciding the career choice of their children. Few of the parents had their children educated in under graduation in Bangalore. The moderator video graphed the focus group discussion and the transcripts were used for the study of the topic.

RESEARCH QUESTIONS

1. What are the criteria for choosing a B – School for your ward higher education?
2. What is/are the most important factor that you consider for your ward to join a B-School?
3. What are your immediate and long term perspectives for your ward as a parent?

Though the research questions were posed, the parents went into the deep delving of the questions that were posed. As for the criteria that was required for choice of B – School, the postulates of Bodycott (2009) the employment opportunities, the migration, proximity to home, scholarships and cost of the tuition were reflected in the discussion. Parent sought good placement from the college for his child - in line with the previous studies by Shenoy and Aithal (2016). Added to it the location of the B-School is also an important choice criterion as per the discussion.

Research question 1and 2

Parent 1: I want good placement expected, achha knowledge deta hai, faculty should be good.

Parent 2: I wanted to get my daughter educated in Bangalore, my elder daughter works here, there are 180-200 companies in Bangalore, by which my daughter can get enough help and opportunities.

Parent 3: I went to Hyderabad, saw the B-Schools there, I searched the net, there are around 50,000 colleges in India, why I chose this B-School is though the campus is not so very large, the course offered is PGDM while other colleges have MBA, wide range of subjects (electives) are being given, honestly what I am looking for is the good faculty and the placements.

Parent 4: I think my son has to get a proper exposure, we talk about global village, global exposure, when they come out as managers, they would require a global perspective, when they come out of MBA. Whatever be the qualification, they would be jumping into the global market. I want him to specialize in different subjects, the college is near my place, and I have a limited budget.

Parent 6: In the college, education should be good, it should have a good transport, and there should be a good library, when we spent the money it should reflect in the placements

Parent 7: My concern was that how the college treats/reacts to average students because my daughter has a lot of things to improve on. The concern was not about placements, transport or infrastructure. It was about will my daughter be able to make a mark.

Research question 3

Parent 1: My son short term perspective for my son is he should develop skills pertaining to management as a long term perspective, 3-4 years in the industry, they should be able to face the real situation, they should not have a feeling that having an MBA degree will stop their education, they should keep learning.

Parent 3: I want my daughter to have a long term vision, not a short one, she should develop herself, achieve something, that's why I made her join here. I had seen different colleges; my daughter wrote CAT but I felt this is the right college for her.

Parent 4: Wider perspective is that my son should understand what he wants to do, where he wants to go. My son asked me to guide him, I said I am 50 years old, how can I guide you, you have to chart out a path to yourself. Do I chase money, position or work? You have to decide what you want to do.

Parent 6: What we didn't get, our children should get, they should take decisions by themselves, we should be known by their name.

Parent 7: As a short term perspective, my daughter should have the critical thinking ability up her sleeve, not going with one approach, which any manager would not like, but multiple approaches that would make her manage better, long term perspective is that she should have the ability to see what is good for her i.e. she should be able to judge if she takes a decision five years from now, how that would impact her for the next five more years.

Diversity is one challenge that the outstation student face when they enter a tier I city like Bangalore. This is in consistence with the view of Aithal and Sureshkumar (2016) and Meena K. (2015).

Parent 7: My main concern is that my daughter never moved out of her hometown, she lacks the mindset to face the diversity, the communication skills is also not good. My very first concern was she has to see people from different backgrounds, experience diversity.

Infrastructure was not an important criterion when weighed with the other criteria for choice of B- School.

Parent 4: I don't want a huge spacious campus. I had been to Delhi, Ghaziabad and seen large colleges with huge campus and wonderful canteens, but lectures would be going on one side and students would be loitering in the other. The students were looking for good malls and theatres nearby. But here the atmosphere is very business kind. My son said mom the place is quite small when compared to where I studied, why should I come here? I said; see you are coming here with a focus to study. I'm sure that my kid will go study and come back soon. I don't want my son to jump into the heat he has to understand what he is doing.

TABLE 1: DIMENSIONS THAT EMERGED FROM THE FOCUS GROUP DISCUSSION

Dimension	count
Placement	4
Knowledge	1
Good faculty	2
Location	1
Elective choice	2
Global experience	1
Ability to take decisions, develop critical thinking	6
Exposure to a college with students of diverse backgrounds	1

DISCUSSION FROM THE FOCUS GROUP

It was clear that the parents wanted good faculty, good teaching and good placements for their children. The choice of B-School depended on their budget and hence infrastructure was not an important determinant/criterion of selection, given that other factors assumed prominence. For almost all the parents, the ultimate aim of management education was their child's ability to take decisions or handle tough situations. Having English speaking friends, social support like accommodation, transport facilities were also given due significance. The other concern was that their children should be able to mingle with people with diverse backgrounds.

The focus group also indicated that though the decision was taken by the parent, few parents wanted the children themselves to decide which college is good for them, contrary to the fact that national culture of India follows a collectivistic framework of Hostede. Career choice being a crucial decision, parents wanted more self-indulgence and self-reflection on the part of their wards.

MANAGERIAL IMPLICATIONS

While the discussions forayed into various topics of placements, faculty, infrastructure and support systems for a B-School, what cannot be neglected is the process that involves even the parents as a stakeholder. For e.g. parents can be given feedback and assessment forms, surveys and be a part of the other review process. The institutes can have more personal interaction with the parents that perhaps would increase the referrals for the B-School.

CONCLUSION AND SCOPE FOR FURTHER RESEARCH

The research confines to the qualitative method of parental involvement in the choice of B-School and is limited to one city. Studies however can be taken at the quantitative level with more parent respondents. Studies can extend to the employability, managing work force diversity and other culture related aspects of the B-School indicators. A comparative study can be taken of B-School in Bangalore and B-School of any other tier II city in India. Studies can be taken up with the other stakeholders such as companies, alumni of the college and faculty of the B-School.

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ROLE OF ORGANISED RETAIL SECTOR IN INDIAN ECONOMY: A CASE STUDY OF JHARKHAND

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ABSTRACT

The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. Total consumption expenditure is expected to reach nearly US\$ 3,600 billion by 2020 from US\$ 1,824 billion in 2017. It accounts for over 10 per cent of the country's Gross Domestic Product (GDP) and around 8 per cent of the employment. India is the world's fifth-largest global destination in the retail space. The Indian retail industry is divided into organized and unorganized sectors. The organized retail however is at a very nascent stage, though attempts are being made to increase its proportion bringing in a huge opportunity for prospective new players. According to the 8th annual Global Retail Development Index (GRDI) of A.T. Kearney, Indian retail industry is the most promising emerging market for investment. In 2007, the retail trade in India had a share of 8-10% in the GDP (Gross Domestic Product) of the country. In 2009, it rose to 12%. It is also expected to reach 22% by 2010. With over 1,000 hypermarkets and 3,000 supermarkets projected to come up by 2021, India will need additional retail space of 700,000,000 sq ft. (65,000,000 m²) as compared to previous year. India has been ranked as the third most attractive nation for retail investment among 30 emerging markets by the US-based global management consulting firm, A.T. Kearney in its 9th annual Global Retail Development Index (GRDI) 2012. The state of Jharkhand has witnessed a paradigm shift from unorganized retailing to organized retailing over past few years. This has been possible due to digital revolution, increase in awareness, improvement in infrastructural facilities and increase in disposable income. Organised retail sector is likely to become one of the most prominent sectors that generate gainful employment opportunities for the Indian masses.

KEYWORDS

consumerism, digital revolution, E-tailing, Organised retail.

JEL CODE

L81

INTRODUCTION

Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. Total consumption expenditure is expected to reach nearly US\$ 3,600 billion by 2020 from US\$ 1,824 billion in 2017. It accounts for over 10 per cent of the country's Gross Domestic Product (GDP) and around 8 per cent of the employment. India is the world's fifth-largest global destination in the retail space.

Retail sector is expected to create huge employment as it will expand across the country at a massive scale. The reason for this expansion of retail is evidently related to the liberalization and opening up of the Indian economy which had immense effects on the consumer demand, tastes and preferences as well as the buying capacities of the Indian's (specially the growing middle class) over the past few years. Slowly and steadily retail has witnessed considerable growth while a new form of organized retail sector has emerged within the retail industry.

Retailing is a well recognized business function which compromises making available desired product in the desired quantity at the desired time. Retailing has been identified as a thrust area for the promotion of textiles, processed foods, agriculture and horticulture produces. The popular traditional form of retail has been the so-called 'unorganized' form of retailing mostly represented by local Kirana shops, road-side stalls, hand-cart and vendors on the pavement etc. Unorganized retailing is still the back bone of Indian retail industry contributing to over 95 per cent or total retail revenues.

However, with the opening up of the Indian economy since 1991 retail sector has gradually undergone considerable changes in its form. Though earlier mainly represented by the low-cost 'mom-and-pop' store format, retail today is emerging as a huge "industry". The major shift has been the emergence of an organized sector within the retail industry. The organized retail sector constitutes trading activities undertaken by licensed retailers, that is, those who have registered themselves to sales as well as income tax. These include the corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses.

REVIEW OF LITERATURE

Several attempts have been made from time to time by different researchers to study and evaluate Retail sector in different points of view. No direct research or study on this topic has ever been undertaken. Several books have also been published on the Retail Management but the present subject is still untouched. This fact is proved by the survey work under taken on this field of research.

Parasraman M.G. (2003) In 'Understanding Shoppers: Building powerful brands using shopper research', Tata McGraw-Hill, author has categorized shoppers in two typologies: Hindi medium type and English medium type, where the former were more traditional and looked up to the latter for innovating cultural leads. The study indicated that male shoppers belonged to the following segments: traditional, pleasure seeker, social chameleon, and intrinsic progressive man. Women shoppers were contented conservative housewives, the role bound archetypal provider, the anxious working woman rebel.

Newman Andrew, Peter Cullen (2006) The Book on 'Retailing: Environment and Operations', by Thompson Publication explains retailing as set of activities that markets products or services to final consumers for their own personal or household use. It does this by organizing their availability on relatively large scale and supplying them to consumers on relatively small scale. According to authors, the responsive retailer recognizes the importance of additional services for the customer.

Jain J.N., Singh P.P. (2007) Authors in their book on 'Modern Retail Management' by Deep & Deep Publication Pvt. Ltd., have given detail classification of various retailers as well as competitive analysis. Book also throws light on Retail locations; Store planning, Design and Layout of retail stores. Product and Merchandise Management is discussed while giving idea about branding strategies and private label brands. Dimensions and determinants of retail consumer buying behaviour is elaborated in detail.

Pradhan Swapna (2009) In her book, 'Retailing Management: Text & Cases', 3rd edition, Tata McGraw Hill, New Delhi, clarifies concepts of retailing. It also throws light on retailing in an international context as well as trends in retail in Asian countries. In addition to these private label and category management are also

included in revised edition. Store operations, Human Resource Management and organizational structure provide essential information for those who study retail management.

Singh Swati (2010) 'The Rise of Non-Metros- New Retail Frontiers' in this article researcher discusses the changes taking place in Tier II and III cities and also the factors that have facilitated transformation. As markets in metros face saturation, organized retailing is moving to non-metros to make the most of changing behavioral patterns brought about the increased earnings, western influences, increased number of working women and desire for luxury items. Consumers in small cities want to eat shop and get entertained under the same roof like their counterparts in metros.

IMPORTANCE OF THE STUDY

This research work is an attempt to find out the weaknesses in the existing system and to suggest remedies to plug in those weaknesses. The main points to highlight the importance of this research are given below:

- 1) Research on Organized retail sector will help us to understand the distribution system of products in India and Jharkhand and suggest measure to eliminate the middle men from the distribution cycle by establishing direct channel between the manufacturers and the consumers.
- 2) Research study shall enable us to study the existing marketing support system for the organised retailers and help us to measure their effectiveness, and also help us to identify the areas of further policy reforms for strengthening the retail sector.
- 3) Research will help us to study the infrastructural problems being faced by the retailers which in turn is affecting their revenue generation
- 4) Research will enable us to map the gap between demand and supply of products in Jharkhand and also to highlight the role of organized retail sector in bridging this gap.
- 5) Research will help us to explore the future possibility of growth of retail sector by analyzing the consumers demand and the latest trends.
- 6) Research will also help to understand the contribution of organised retail in Indian economy.

STATEMENT OF THE PROBLEM

The paper seeks to identify the role of organized retail sector in Indian Economy. Though Jharkhand is a newly created state there is a great potential of growth of organized retailing in the state. The emphasis of the paper is on deciphering the ways and means to ensure that a sustainable development is achieved so that it can be fruitful in the long run.

OBJECTIVES

The main objectives of the study are as per following:

1. To study about the various strategies, trends and opportunities in organised retailing.
2. To study the contribution of organised retail in Indian economy
3. To study the importance of technology driven organized retail sector in the modern marketing concept.
4. To study the growth of organised retail sector in Jharkhand
5. To study about the major and emerging formats of organised retailing.
6. To ensure that curriculum at universities is modified to address the changing scenario of retail sector and to build centers of excellence in institutes to assist the retailers.

HYPOTHESES

The following hypotheses have been formulated for carrying out the present research work.

1. Organised retail sector plays vital role in Indian economy
2. Jharkhand is suitable for Organised Retail Marketing.

RESEARCH METHODOLOGY

The required data relevant to the study will be collected from both primary and secondary sources in order to understand the multi-dimensional aspects.

Secondary data will be collected through Magazines & periodicals: Newspapers, Books and Annual Reports of Banks. For Primary data Sample size of 200 respondents from retailers and consumers will be selected. The data will be collected through structured schedule of questions and is to be analysed with statistical indices based on Likert methodology.

Data collected from different sources will be tabulated and classified chapter-wise so as to make the study systematic and scientific. Different tables will be prepared for the purpose to concentrate on each and every aspect of the study. After tabulation of the data, an analysis will be made using different statistical tools so that the factual position of the related aspects might be found out and the reliable conclusion might be drawn. At the time of analyzing the data, various statistical and mathematical tools, such as percentage, averages, proportion, growth rate, index numbers, trend values etc. will be used frequently.

RESULTS AND DISCUSSION



The Indian retail industry is divided into organized and unorganized sectors. The Indian retail sector is highly fragmented, with a major share of its business is being run by unorganized retailers like the traditional family run stores and corner stores. The organized retail however is at a very nascent stage, though attempts are being made to increase its proportion bringing in a huge opportunity for prospective new players.

The first category retailers comprise traders who possess legal permissions or licenses to undertake the activity, are registered with sales tax/VAT etc. Such enterprises are supermarkets, hypermarkets, retail chains, and also the privately-owned large retail businesses. Their presence on scene, though of a recent origin, is gradually gaining in importance, and slowly eating into the business of second category of retailers.

The last few years have witnessed the entry of a number of organized retailers opening stores in various modern formats in metros and other important cities. Unorganized retailers normally do not pay taxes and most of them are not even registered for sales tax, VAT, or income tax.

Foundation for organized retail in India was laid by Mr. Kishore Biyani of Pantaloon Retail India Limited (PRIL) following pantaloons' success venture a host of Indian business giants such as Reliance, Bharti, Birla and others are now entering into retail sector. A number of factors are driving India's retail market. These include increase in young working population, hefty pay-packets, nuclear families in urban area, increasing working-women population, increase in disposable income and customer aspiration, increases in expenditure for luxury items and low share of organized retailing, India's retail boom is manifested in sprawling shopping center multiplex-malls and huge complexes that offer shopping entertainment and food all under one roof.

GROWTH OF ORGANISED RETAIL SECTOR

An increasing number of people in India are turning to the services sector for employment due to the relative low compensation offered by the traditional agriculture and manufacturing sectors. The organized retail market is growing at 3.5 pegged at 6 percent.

According to the 8th annual Global Retail Development Index (GRDI) of A.T. Kearney, Indian retail industry is the most promising emerging market for investment. In 2007, the retail trade in India had a share of 8-10% in the GDP (Gross Domestic Product) of the country. In 2009, it rose to 12%. It is also expected to reach 22% by 2010. The enormous growth of the retail industry has created a huge demand for real estate. Property developers are creating retail real estate at an aggressive pace. With over 1,000 hypermarkets and 3,000 supermarkets projected to come up by 2011, India will need additional retail space of 700,000,000 sq ft. (65,000,000 m²) as compared to previous year. India has been ranked as the third most attractive nation for retail investment among 30 emerging markets by the US-based global management consulting firm, A.T. Kearney in its 9th annual Global Retail Development Index (GRDI) 2012.

TABLE 1: MARKET SIZE OVER THE LAST FEW YEARS

Year	Market Size In India (in billion U.S. dollars)
2000	204
2002	238
2004	278
2006	321
2008	368
2010	424
2012	518
2013	490
2014	534
2015	600
2016	641
2017	672
2021 (EXPECTED)	1200
2026 (EXPECTED)	1750

Source: India Brand Equity Foundation Report

GROWTH DRIVERS OF ORGANISED RETAIL IN INDIA

1. Higher disposable income
2. Personal consumption as a percentage of GDP
3. Growing working women population
4. Adoption of nuclear family culture
5. Growth in urban population
6. Plastic money becoming a greater pie of credit
7. Internet is driving awareness and online purchases
8. Attitudinal shift towards branded products

FINDINGS**ROLE OF ORGANISED RETAIL IN INDIAN ECONOMY**

Planning Commission of India, in its Approach Paper for the Eleventh Five Year Plan (2007-12) has noted: "Organized retailing brings many advantages to producers and also to urban consumers, while also providing employment of a higher quality. Organized retailing in agricultural produce can set up supply chains, give better prices to farmers for their produce and facilitate agro-processing industries. Modern retailing can bring in new technology and reduce consumer prices, thus stimulating demand and thereby providing more employment in production." The organized retail market boom expected to become one of the pillars of Indian economy. The role of Organised retail sector has been outline below.

1. **Benefits to Agriculture Sector:** On the agricultural front, the organized retailing will work with farmers to improve yields by enabling them to obtain quality input supplies; adopt superior farm technology; and access timely credit at reasonable rates. Organized retailing will offer the farmer an alternative market which is more transparent, and less time consuming. Organized retailers have already started procuring fruits and vegetables from farmers directly bypassing middlemen who add more cost than value to food chain. All these will enhance farmer's realization, improve quality of products at the shop and reduce the ultimate consumer price.
2. **Advantage to Manufacturing Sector:** The Planning Commission of India has identified four sectors viz. food processing industry; textiles and clothing; tourism; construction as the major employment generating sectors for the Eleventh Plan period. Except tourism, all these sectors are getting filling with the growth of organized retail. Small and Medium Industry (SMI) sector will get a tremendous boost by producing for the big organized retail companies and will grow along with the organized retail business.
3. **Improvement of Government Revenues:** Another important advantage of organized retailing is its contribution to government revenues. Unorganized retailers normally do not pay taxes and most of them are not even registered for sale tax, VAT, or income tax. Organized retailers are corporate entities and hence file tax returns regularly. The growth of organized retail business will be associated with a steady rise in tax receipts for the central, state and local government.
4. **Boost to Exports:** Organized retail's link with exports comes through foreign investors. International retailers look for sources around the world and a country in which they operate becomes a source for their global sales. Some of the international retailers that have plans for India in the future have already developed suppliers in the country and have started exporting from India.
5. **Rise in Growth and Productivity:** In India, organized retail will raise productivity and growth by pulling up the current lagging sectors, such as agriculture, food processing industry and textiles. Organized retail has potential to lift the Indian economy to higher levels of growth and productivity by removing the inefficiencies of various sectors. Besides, in order to meet the rapidly growing demand for retail space, construction of real estate is taking place at a fast pace.
6. **Impact on Employment:** Retail is a huge sector for employment. The growth of organized retail is enhancing the employment potential of the Indian economy. While providing direct employment in retail, it will drive the growth of a number of activities in the economy which in turn will open up employment opportunities to several people. Organized retailing is expected to bring about positive employment impact in terms of quantity (more jobs will be created) and quality (security of job, benefits etc. will be better).

ORGANISED RETAILING IN JHARKHAND

Jharkhand is the 28th state of the Indian Union. The state of Jharkhand, located in eastern India was carved out from the state of Bihar on November 15, 2000 with Ranchi as its capital. The date is important as it also marks the birth anniversary of the legendary Bhagwan Birsa Munda. Jharkhand shares its border with the states of Bihar to the north, Uttar Pradesh and Chhattisgarh to the west, Orissa to the south, and West Bengal to the east.

Organised retailing is a recent development. It is the outcome of socioeconomic factors. India is standing on the threshold of retail revolution. Retail Industry, one of the fastest changing and vibrant industries has contributed to the economic growth of our country. Within a very short span of time, retail industry has become

the most attractive, emerging retail market in the world. Healthy economic growth, changing demographic profile, increasing disposable incomes, changing consumer tastes and preferences are some of the key factors that are driving growth in the organised retail market in Jharkhand. In Jharkhand the number of middle class consumer is growing rapidly. With rising consumer demand and greater disposable income has given opportunity of retail industry to grow and prosper. They expect quality products at decent prices. Modern retailers offer a wide range of products and value added services to the customers. Hence this has resulted into growth of organised retailing in Jharkhand.

Growing consumerism would be a key driver for organized retail in Jharkhand. Rising incomes and improvements in infrastructure are enlarging consumer markets and accelerating the convergence (meeting) of consumer tastes.

A research has been conducted through a self-structured questionnaire. Stratified Random Sampling method has been used and data has been collected from 50 retailers across major cities of Jharkhand including the capital city of Ranchi. The reliability of questionnaire as depicted by Cronbach Alpha is 0.935. For the measurement of Central Tendency, Mean and Standard Deviation have been used. The objective is to analyse the major drivers of Organised Retailing in Jharkhand.

RESULTS

TABLE 2: MAJOR DRIVERS OF ORGANISED RETAILING IN JHARKHAND

Sl. No.	Drivers of Retailing	Mean	Standard Deviation	Rank
1	Increase in FDI	3.80	1.13	4
2	Development of Retail Ancillary	3.61	0.98	9
3	Growth of real-estate	3.76	0.99	5
4	Increase in Disposable Income	3.63	0.77	8
5	Urbanisation	3.71	0.90	7
6	Growing Consciousness	3.76	1.16	6
7	Infrastructure	3.94	0.97	1
8	Changing Demographics	3.82	1.14	3
9	International Brands	3.10	1.08	10
10	Economic Growth	3.90	1.14	2

The results depict that growing infrastructural facilities and changing Demographics with economic growth have been the key impetus to the growth of organized retailing in Jharkhand.

RECOMMENDATIONS AND SUGGESTIONS

SUGGESTIONS TO THE GOVERNMENT

1. Organised retail Sector must be given proper impetus as it may contribute towards greater tax revenue in the long run.
2. Measures must be taken to ensure that the rate of interest on loans is lowered so that interest burden may not adversely affect profitability.
3. Export promotion schemes must be effectively implemented to promote small scale retailers.

SUGGESTIONS TO THE RETAILERS

1. The retailers must stick to fair trade practices so that the loyalty of customers may be retained.
2. Efforts must be given to ensure Total Quality Management so that economy in expenses can be maintained without sacrificing profitability.

CONCLUSION

With the turning wheel of time, retailing is witnessing a paradigm shift from unorganised retailing to organized retailing. Over past one decade, e-tailing (retailing through the application of internet and electronic means) has gained remarkable momentum. In countries like Britain Organised retailing accounts to almost 85% of total retail trade, the penetration in India is not even 20%. So with the rapid infrastructural development, growing National Income and per capita income, Organised retail sector is likely to witness a great boom in next few years and it will generate huge employment opportunities in the years to come.

LIMITATIONS

1. Since it is practically difficult to study the trends in retailing in entire India, a case study of Jharkhand has been taken.
2. The data has been taken from 50 retailers.

SCOPE FOR FURTHER RESEARCH

Retail sector in India will witness tremendous changes in the upcoming era of Artificial Intelligence. Therefore, it will be interesting to decipher the role of retail sector in Indian economy, once Robotics and Artificial Intelligence are effectively applied in Organised Retailing in India. This creates ample scope for further research in this field of study.

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ABSTRACT

The purpose of this study was to investigate and analyze the impact of the core banking system in district co operative banks in Kerala. The researcher has tested the hypotheses by using the method of applied research, using qualitative and quantitative methods and using the standard questionnaire. The questions from 100 people have been questioned. In this research, the core banking systems impact was identified. The main influential variables are selected from the research literature and their impact on the operations of the core banking system has been analyzed. Kozhikode district co operative bank have used core banking system for their day to day routing work. Bank managers and customers were happy with good performance of core banking facilities of banks. Banks have to face various challenges while adopting banking technology. Banks are adopting new technology and implementing it. In that, they have adopted core banking system like Automated teller machine, internet Banking, Mobile banking etc. it appears that banks are using electronic banking, online banking, internet banking, Automated teller machine, mobile banking etc. technologies in bank is not only beneficial for bank employees but also to customer, tradesmen, traders, investors and various companies functionally to all the institutions. Because of core banking system, banks have increased its efficiency and full made development. The customers could transact anywhere at any branch, at any place in time. Core banking system, banks could do all functions in banking sector development and increased its efficiency and could available to everyone at everywhere. This study shows that Core Banking System has delivered better customer services. Core Banking Systems in district co operative banks have been transformed as a customer service channels. The results of the research indicate have had found a positive impact on customer satisfaction by implementation of Core Banking Systems in district co operative banks in Kerala.

KEYWORDS

banking, core banking system, customer satisfaction, district co-operative banks, electronic banking.

JEL CODES

G21, M15.

INTRODUCTION

Core banking system (CBS) is normally defined as the business conducted by a banking institution with its retail and small business customers. Many banks treat the retail customers as their core banking customers and have a separate line of business to manage small business. Larger business is handled by the corporate banking division of the institution. Core banking basically is depositing and lending of money.

Banks use core banking applications to support their operations where 'CORE' stands for "Centralized Online Real-time Environment". Bank branches access applications from centralized data centers. It means that the deposits made are reflected immediately on the servers of bank and the customer can withdraw the deposited money from any of the branches of bank throughout the world. These applications now also have the capability to address the needs of corporate customers providing a comprehensive banking solution. Normal core banking functions will include deposit accounts, loans, mortgages and payments. Banks make these services available across multiple channels like ATMs, internet banking and branches. Banks had legacy software's developed for specific work or tasks. With advent of technology, internet and globalization there was a need to have something that was "networked", carry out multiple transactions simultaneously. To do this banks needed Core Banking System or CBS, which allowed customer management, report generation, banking transactions, fund transfer, data analysis, and integration to few other software's. CBS facilitated linking distant bank branches, offer internet and mobile banking, ATM transactions such that customers could seamlessly access banking services 24*7 at their convenience.

Core banking systems are banking applications on a platform enabling a phased, strategic approach that is intended to allow banks to improve operations, reduce costs, and be prepared for growth and development. Introducing and implementing a modular, component-based enterprise solution facilitates integration with a bank's existing technologies. An overall service-oriented-architecture (SOA) helps banks reduce the risk that can result from manual data entry and out-of-date information, increases management information, review and avoids the potential disruption to business caused by replacing entire systems. Core banking systems are new jargon frequently used in banking circles. The advancement in technology, especially Internet and information technology has led to new ways of doing business in banking. These technologies have cut down time, working simultaneously on different issues and increasing efficiency. The platform where communication technology and information technology are merged to suit core needs of banking is known as core banking systems. Here, computer software is developed to perform core operations of banking like recording of transactions, passbook maintenance, interest calculations on loans and deposits, customer records, balance of payments and withdrawal. This software is installed at different branches of bank and then interconnected by means of communication lines like telephones, satellite, internet etc. It allows the customers to operate accounts from any branch if it has installed core banking systems. This new platform has changed the way banks are working. Core banking systems typically include deposit, loan and credit-processing capabilities, with interfaces to general ledger systems and reporting tools.

PROFILE - THE KOZHIKODE DISTRICT CO-OPERATIVE BANK LTD

The Kozhikode District Co-operative Bank Ltd., (erstwhile Malabar Co-op Central Bank Ltd known as MCC Bank) was registered and started functioning on 03.12.1917.

In the beginning, the name of the Bank was Malabar District Co-operative Bank Ltd., registered under Section 9 of Act II of 1912(India). Initially, the area of operation of the Bank was extended to the whole of the former Malabar District of the Madras State.

With the reorganization of Indian States, the state of Kerala came into existence in 1956 by combining Travancore, Cochin, Malabar and Kasaragod Taluk in South Canara. At the time of formation of Kerala State, there was only one Co-operative Central bank. The membership of the Bank transferred from Madras State Co-op Bank to Kerala State Co-op Bank. In the year 1958 name of the Bank changed as Malabar Co-operative Central Bank Ltd.

After the formation of Kerala State, Malabar District was divided into three revenue districts viz., Kozhikode, Kannur and Palakad. Separate Central Co-operative Banks for these districts were formed with effect from 01.07.1963. The Bank was again divided into three and the Malabar Co-operative Central Bank's area of operation has been confined to the whole area of Kozhikode revenue district. Thereafter Malappuram and Wayanad revenue Districts and respective District Co-

operative bank were also formed. Thus the old Malabar district was divided into five revenue districts and separate District Co-operative banks were formed for the newly formed districts, thus confining the area of operation of the Bank to the whole area of Kozhikode revenue district comprising of Kozhikode, Koyilandy and Vatakara Taluks. In 1985 the Bye-laws of the Bank was amended and Malabar Co-operative Central Bank Ltd., was renamed as Kozhikode District Co-operative Bank Ltd., No. F-1635.

SERVICES PROVIDED BY KDC BANK

BANKING SERVICES

<ul style="list-style-type: none"> • Deposits • Loans • Agriculture Finance • Lockers • Life Insurance Agency 	<ul style="list-style-type: none"> • Student’s Savings Scheme • No frill Accounts • Fund Transfer • Demand Drafts 	<ul style="list-style-type: none"> • Institutional Banking • Industrial Finance • Consortium Lending • Agency Of Govt. Schemes
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Source: www.kdcbank.com

ELECTRONIC BANKING SERVICES

<ul style="list-style-type: none"> • rtgs / neft • sms Alerts 	<ul style="list-style-type: none"> • RuPay Debit Cards • Mobile Banking 	<ul style="list-style-type: none"> • (IMPS)Immediate Payment Service
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Source: www.kdcbank.com

KDC BANK OFFERS THREE TYPE OF RUPAY DEBIT CARDS

<ul style="list-style-type: none"> • RuPay Debit Cum ATM Card 	<ul style="list-style-type: none"> • RuPay Jandhan Card 	<ul style="list-style-type: none"> • Students RuPay Card
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Source: www.kdcbank.com

REVIEW OF LITERATURE

The review of literature on District Co operative Banks was taken by the researcher and the review of some of the important papers, committees are given below. The researcher focused on understanding the customer satisfaction in banking services, the contribution of The Reserve Bank of India and the journey of Indian banks in technology adoption and Core Banking System to offer better customer service and improvement in customer satisfaction. The review of literature consists of various published research papers on banking and RBI reports on the topic and publications of the Banks.

1. Core Banking System Electronic Banking and Payment System – Reading Material prepared by R. Rajagopalan, Member of Faculty, RBSC. This document gives an overview of the various components of the Core Banking System and the impact on the banks because of the introduction of centralized core banking systems.
2. Determinants of customer satisfaction in retail banking, Terrence Levesque Associate Professor, School of Business and Economics, Wilfrid Laurier University, Waterloo, Ontario, Canada and Gordon H.G. McDougall Professor, School of Business and Economics, Wilfrid Laurier University, Waterloo, Ontario, Canada This paper Points out that customer satisfaction and retention are critical for retail banks, and investigates the major determinants of customer satisfaction and future intentions in the retail bank sector. Identifies the determinants which include service quality dimensions (e.g. getting it right the first time), service features (e.g. competitive interest rates), service problems, service recovery and products used. Finds, in particular, that service problems and the bank’s service recovery ability have a major impact on customer satisfaction and intentions to switch.
3. Developing an Instrument to Measure Customer Service Quality in Branch Banking, Necmi Kemal Avkiran, International Journal of Bank Marketing, Vol. 12 No. 6, 1994, pp. 10-18. This research papers attempts to develop a utilitarian multi-dimensional instrument that can be applied to measuring customer service quality as perceived by branch bank customers. The focus of the study is on retail operations as embodied by the branch. Homogeneity of retail banking products forces customer service quality to emerge as a principal factor to be analysed in competitive strategies. It assumes that customer service quality is expected to be a major determinant of branch performance.
4. Do Better Customers Utilize Electronic Distribution Channels? The Case of PC Banking, Lorin M Hitt, University of Pennsylvania, Wharton School, Philadelphia and Frances X Frei, Harvard Business School, Cambridge, Massachusetts; Management Science/Vol. 48, No. 6, June 2002. Many service firms are pursuing electronic distribution strategies to augment existing physical infrastructure for product and service delivery. But little systematic study has been made for whether and how characteristics or behaviors might differ between customers who use electronic delivery systems and those who use traditional channels. This paper explores these differences by comparing customers who utilize personal-computer-based home banking to other bank customers. Case studies and detailed customer data from four institutions suggest that PC banking customers are apparently more profitable, principally due to unobservable characteristics extant before the adoption of PC banking. Demographic characteristics and changes in customer behavior following adoption of PC banking account for only a small fraction of overall differences. It also appears that retention is marginally higher for customers of the online channel.
5. Reserve Bank of India - Information Technology and Banking - Banking Technology beyond CBS - Address by Dr K C Chakrabarty, Deputy Governor, Reserve Bank of India at Executive Roundtable organized by IDRBT at Kolkata on July 2, 2010. This speech gives an overview on the success of implementation of CBS in the Indian Banking Sector and highlights the importance of looking beyond CBS to enhance productivity and customer services from Banks and highlights the importance of implementing CRM (Customer Relationship Management) solutions in Banks.

FEATURES OF CORE BANKING

1. Customer relationship management (CRM) features including a 360 degree customer view.
2. The ability to originate new and modern products and customers.
3. Banking analytics including risk analysis, profitability ratio analysis and provisions for capital reserve allocation and collateral management.
4. Banking finance including general ledger and reporting system.
5. Banking channels such as teller systems, side counter applications, mobile banking and internet banking solutions.
6. Banking best practice workflow process.
7. Banking content management facilities.
8. Governance and compliance capabilities such as internal controls management and internal auditing.
9. Improve Security control and audit capabilities.
10. Core banking operations helps to maximize growth, increase productivity and mitigate risk.

ADVANTAGES OF CORE BANKING

1. Limited Professional Manpower to be utilized more effectively.
2. Customer can have anywhere / any time, more convenient and easier banking.
3. ATM, Interest Banking, Mobile Banking etc. Electronic Payment Gateways are available.
4. More stronger and economical way of management information system.
5. Depletion in branch manpower.
6. Additional manpower can be sort out for marketing, recovery and personalized banking.
7. Instant information available for decision support.

8. Quick and accurate implementation of policies.
9. Improved Recovery Process causing reduction on recovery costs, NPA provisions.
10. Innovative, redefined or improved processes i.e. Inter Branch Reconciliation causing reduction in manpower at Head Office.
11. Reduction in software maintenance at branch and Head office.
12. Centralized printing and backup resulting in reduction in capital and revenue expenditure on printing and backup devices and media at branches.
13. Electronic Transactions with other Financial Institutions.
14. Increased speed in working resulting in more business opportunities and reduction in penalties and legal expenses.

DISADVANTAGES

As mentioned in the earlier paragraphs a copy of the software had to be loaded into each of the servers at various branches.

As we all know, the program requires constant changes either due to bugs in the program or due to changes in the business process or for any other justify able reasons.

These changes are made at the central office (Computer Planning and Policy Department (CPPD). Copies of this program would have to be made effective at the branches.

The methodology adopted for updating is that a copy of the program would be taken on a CD or Floppy and passed over to a branch or personally carried by a member of the staff of the CPPD for updating the copy of the program residing in the server of the branch. Sometimes it was also communicated through e-mail. While theoretically it seems simple, the problems that have been faced are with the need to change program often. There were different versions of the program available and operational at different branches of the bank. Version control mechanism was not effective.

In addition to changes in program master data regarding rates of Fixed Deposits, Loans, Penalties, etc., have to take place almost immediately in the entire bank at a single point of time. This was possible only by sending e-mails to the branches and instructing the Branch Managers to get the Systems Administrators of their respective branches to update the masters.

The Branch Managers being busy with operations were not devoting time to personally ensure that these corrections are made properly. This resulted in a situation when modifications were made differently at different branches at different points of time.

Also intentionally some 'mistakes' could be committed. This situation led to a great extent of chaotic condition of branch transactions at the head office and not to speak of suspense or sundry accounts created in each branch to ensure the trial balance tallied.

IMPORTANCE OF THE STUDY

Study the impact of the implementation of Core Banking system on the bank customers. District cooperative banks are today passing through a stage of transition where impact on the way business is done has dramatically changed due to the implementation of Core Banking Systems (CBS). A change in the business process has its influences on customer satisfaction. The study focused on the customer satisfaction by Core Banking System.

STATEMENT OF THE PROBLEM

The implementation of the Core Banking Systems has resulted in the growth of services offered by the District Cooperative Banks in the areas of payment and settlement, funds transfers, electronic means of fund transfer and the increase of digital transaction processes rather than manual processes. These Banks are in a state of transition where the impact has been on the business delivery due to the implementation of Core Banking Systems hence it becomes imperative to study the impact of Core Banking Systems on District Cooperative Banks.

OBJECTIVES

1. To study whether the implementation of Core Banking System has improved customer satisfaction.
2. To suggest improvements in the implementation of Core Banking System for better customer satisfaction.

HYPOTHESIS

H1: Core Banking System has improved customer satisfaction by the Kozhikode District Co-operative Banks in Kerala.

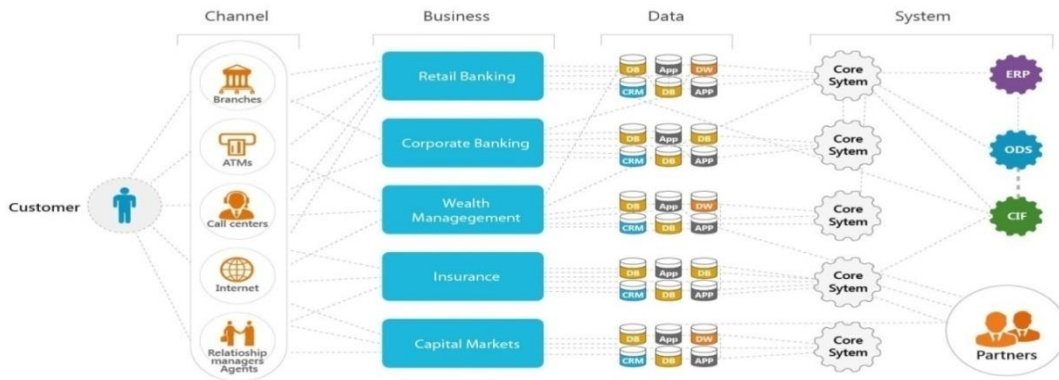
RESEARCH METHODOLOGY

In the study both primary and secondary data are collected. Yearly data over the period of 2015 – 2018 (3 years) has been considered to check the customer satisfaction by the implementation of core banking system in District Co operative Banks in Kerala. The researcher has undertaken the research design where a sample survey of 100 bank customers by face to face interview and online questionnaire to check their satisfaction by implementing core banking system in Kozhikode District Co operative Banks in Kerala.

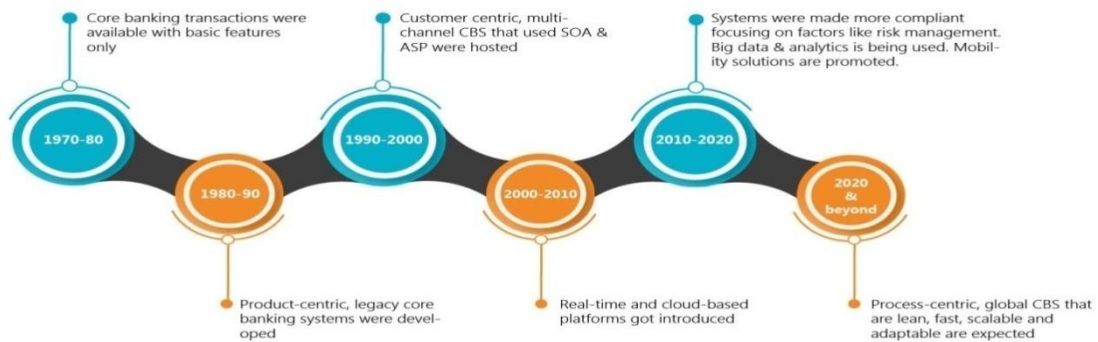
CHART 1: CORE BANKING SYSTEM – AN OVERVIEW

CORE BANKING SYSTEM ARCHITECTURE – AN OVERVIEW

Core Banking Systems are exhaustive. Here is a typical representation:



EVOLUTION OF CBS ARCHITECTURE – GLOBAL



THE FUTURE OF CBS ARCHITECTURE



Source: www.sesameindia.com

BANK CUSTOMER DEMOGRAPHICS

The total sample size was one hundred customers (100) who were interviewed from the Kozhikode District Cooperative bank for the purpose of this study. The details of the customer demographic is shown in Table 1.

TABLE 1: DEMOGRAPHICS OF BANK CUSTOMERS

Attribute	Total number of respondents in Numbers	Percentage of respondents in percentage (%)
Total	100	100
Gender		
Male	68	68
Female	32	32
Marital Status		
Married	71	71
Single	29	29
Age		
18-25	18	18
26-40	41	41
41-60	33	33
>60	8	8
Banking Relationship		
0-5	23	23
>5-10	32	32
>10-15	29	29
>15	16	16
Education		
Non Graduate	16	16
Graduate	32	32
Post Graduate	15	15
Professional	37	37
Occupation		
Salaried	54	54
Business / Self Employed	24	24
Professional services	15	15
Students & Others	7	7

Source: Primary data

FACTORS INFLUENCING THE SATISFACTION OF CORE BANKING SYSTEM

Analysis of the open enquiry on satisfaction with the core banking system to identify the specific aspects of the core banking system, which satisfied the respondents, proved that majority of them identified factors which were intrinsic characters of the core banking. The researcher analyzed about how far the core banking system satisfies the requirements of the customers. The information collected from the respondents was analyzed and tabulated and inferences drawn from them are presented in Table 3.

TABLE 2: FACTORS INFLUENCING THE SATISFACTION OF CORE BANKING SYSTEM

Sl. No	Opinion	No. of Respondents	Percentage to Total
1	Time saving	12	11.68
2	Easy accessibility	18	17.70
3	Error free	4	3.65
4	Convenience	39	39.05
5	Network with other banks	28	27.92
	Total	100	100

Source: Primary data

Table 2 shows that the essential factor, namely, convenience was rated as a major satisfier by a high percentage of 39.05 per cent and network with other banks by 27.92 per cent of the customers. Easy accessibility was chosen by 17.70 per cent and time saving scored 11.68 per cent. It was found that very few respondents rated error free as a source of satisfaction of them.

Thus it is inferred from Table 2 that, majority of the respondents is satisfied with the core banking system because it is convenient to them.

DATA ANALYSIS AND INTERPRETATION**HYPOTHESES ARE VERIFIED BELOW**

One Sample t-test was used to verify the hypotheses pertaining to the perception of Bank customers. Since the concepts / variable customer satisfaction were measured on a scale of 1 to 3, a score of 1.5 in the middle of the scale indicates an average perception. Therefore, a score of above 1.5 will indicate a perception of improvement in all these parameters.

H1: Core Banking Systems has improved 'customer satisfaction' by the Kozhikode District Co operative Banks in Kerala.

TABLE 3

	n	Mean	Std. Deviation	t-Value	P-Value
Customer satisfaction	100	2.5376	.23976	29.562	<0.001 Significant

Source: Primary data

Interpretation: The above findings show that the average improvement in satisfaction after the introduction of CBS was perceived as 2.53 with a standard deviation of .239. As stated above a mean of >1.5 indicates better perception of satisfaction and a mean of < 1.5 indicates poorer perception of satisfaction after introduction of CBS. In the above table since the mean is 2.53 applying one sample t-test for testing the null hypothesis 'mean = 1.5' and alternate hypothesis as mean > 1.5 the value of t= 29.562 with p < 0.001, indicating that there has been an improvement in the customer satisfaction due to introduction of CBS.

RESULTS & DISCUSSION

The researcher has found a positive impact in the areas of Customer Satisfaction by implementation of CBS in District Co operative Banks in Kerala. CBS has centralized most of the back office operations and allowed the launch of new banking products at all locations simultaneously, new delivery channels and superior digital experience for its customers. Thus the study indicates that there has been an improvement in the customer satisfaction due to introduction of CBS.

FINDINGS

The essential factor, namely, convenience was rated as a major satisfier by a high percentage of 39.05 percent, thus the majority of the respondents is satisfied with the core banking system because it is convenient to them. The average improvement in satisfaction after the introduction of CBS was perceived as 2.53 with a standard deviation of .239. Mean of >1.5 indicates better perception of satisfaction and a mean of < 1.5 indicates poorer perception of satisfaction after introduction of CBS. In the above table since the mean is 2.53 applying one sample t-test for testing the null hypothesis 'mean = 1.5' and alternate hypothesis as mean > 1.5 the value of $t = 29.562$ with $p < 0.001$, indicating that there has been an improvement in the customer satisfaction due to introduction of CBS.

RECOMMENDATIONS

District Co operative Banks need to continue providing better solutions and processes, work on improved customer satisfaction and offer new products to customers with Core Banking System as the process and technology backbone of the bank. There is a lot of scope for banking institutions to expand their e-banking services to have a more sophisticated customer base. Banks have the responsibility of providing quality core banking services as the customers are quality conscious. Designing a comprehensive and advanced technological core banking framework is also vital aspect for banks to consider due to the elements of competition. They must also provide easiest and fastest services with the right quality.

CONCLUSIONS

Core banking has become the matter of compulsion for the banking industry. Most banks are moving from branch banking to core banking. If right core banking system is implemented satisfactorily, it will surely enhance capabilities of the bank in all fronts and make, "Banking without boundaries" a reality.

LIMITATIONS

General case study limitations apply to this study too. Some respondents were not willing to respond. Late reply of respondents, take enough time to complete and return questionnaires.

SCOPE FOR FURTHER RESEARCH

Researchers can further develop the study to include the infusion stage and study the outcome of successful implementation of core banking systems in banks.

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A STUDY OF COMPARATIVE ANALYSIS OF TAXATION SYSTEM IN PRE & POST GST SCENARIO AT TEXTILE INDUSTRY IN BADDI (HIMACHAL PRADESH)

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ABSTRACT

The concept of Goods & Service Tax is a "Dual Taxation system" in consideration of India as a Nation & it is popularly known by the name of GST. Firstly, in India the idea of GST was developed in the regime of Atal Bihari Vajpayee Government in 2003 & then afterwards it got implemented in 1 July 2017. Dual taxation system means it has two components i.e. Central GST & State GST. Total 160 countries in world has implemented the GST. France was the first country to implement the GST in 1954. The introduction of goods and services tax has abolished the taxes such as octroi, Central sales tax, State level sales tax, entry tax, stamp duty, telecom license fees, turnover tax, tax on consumption or sale of electricity, taxes on transportation of goods and services. This paper highlights of the comparative analysis of taxation system in Pre and post GST scenario at Textile Industry in Baddi Himachal Pradesh. Henceforth it gives idea about the effect of it on various Textile Industry around the Nation (India). At a consumer level, GST would reduce the overall tax burden & allow them to claim Input Tax Credit. Though Various GST Returns have implemented in practices by government it has mixed response in general as well as in industrial sectors.

KEYWORDS

GST, textile hub (Baddi), textile industry, textile products.

JEL CODES

H20, H21.

1. INTRODUCTION

After Independence in 1947, India has developed into open Market Economy. In Early 1990's Started the Process of liberalization and reduced controls on foreign trade and investment. It has served to accelerate the country's growth rate with a forecast to rise to 7.5% in fiscal year 2018/19. (As per Economic Survey Report 2017-18 Govt. of India). India has a well-developed tax structure with clearly demarcated authority between Central and State Governments and local bodies.

The possibility of GST was first mooted in 2003, amid the administration of Atal Bihari Vajpayee and it at last turned into a reality on July 1, 2017! This postponement of 14 years was a direct result of different legitimate obstacles. Presentation of the GST required revisions in the Constitution to at the same time enable the Center and the States to impose and gather this duty. The Constitution of India has been corrected by the Constitution (101st Amendment) Act, 2016 for this reason. Article 246A of the Constitution enables the Center and the States to impose and gather the GST.

GST in India is a DUAL TAX. India has a government structure where both the Center and the States have been allocated the forces to impose and gather assesses through fitting enactment. Both the levels of Government have particular duties to perform as per the division of forces endorsed in the Constitution for which they have to raise assets. A double GST is, thusly, be with regards to the Constitutional necessity of financial federalism.

2. REVIEW OF LITERATURE

Before embarking upon the research study author made an attempt to review the literature on the subject. A number of research papers and articles provide a detailed insight on GST. The findings from the literature are presented here.

Poirson (2006) studied the Indian tax system from the perspective of how effective it is towards encouraging growth of the economy. The author has compared the Indian tax system to other countries and concluded that Indian economy is highly indirect tax dependent, effective tax rates and productivity are lower, and marginal tax rates are higher. The study has concluded that indirect taxes are a big contributor of total taxes which can be regressive, effective tax rates are lower and marginal effective tax rates are high.

Ahmad (2009) discussed the GST specifically in relation to the place of supply rules for services to be adopted, the method to apply dual GST. The author has discussed the options to introduce the dual GST in India which could be Concurrent Dual GST, National GST or State GST. Under the concurrent dual GST the better option was the one where GST is applied on both goods and services. The other option explored was whether the Central GST would be on goods and services but state GST would be only on goods. This option also recommended one single return with both CGST and SGST details and PAN based registration. Given the difficulties in identifying the state where SGST on services is payable, one more variant of dual GST was where the center collects SGST on behalf of states and then apportioning it on some scientific basis. The authors then discussed the various rates available to tax, the slab structures, exemptions, etc. The paper concluded that whilst GST is much awaited all these issues need to be addressed for it to be effective.

Ehtisham Ahmed and Satya Poddar (2009) studied "Goods and Service Tax Reforms and Intergovernmental Consideration in India" and found that GST introduction will provide simple and transparent tax system with increase in output and productivity of economy in India. But the benefits of GST are critically dependent on rational design of GST.

NCAER (2009) pointed out that the introduction of GST in India would lead to benefits like increase in efficiency in use of energy, increase in general economic welfare, increase in the exports, increase in the GDP, increase in the return on capital, optimum returns and allocation of the factors of production, reduction in general price level, etc. The paper has stated how indirect taxes have always been a major contributor in the GDP in India as compared to most countries forming a part of the study. Similarly, in India, indirect taxes form major part of the total taxes collected in the economy. The paper further states that with the introduction of GST, resources would be used better; the tax could become environment friendly. Further, the recommended rate for the comprehensive GST is 6-10%. It was suggested that there should be fewer taxes, most indirect taxes should be subsumed within the GST, and there should be very few exemptions. The paper also studies the impact of the proposed GST on the imports, tax collections, exports, etc.

Dr. R. Vasanthagopal (2011) studied "GST in India: A Big Leap in the Indirect Taxation System" and concluded that switching to seamless GST from current complicated indirect tax system in India will be a positive step in booming Indian economy. Success of GST will lead to its acceptance by more than 130 countries in world and a new preferred form of indirect tax system in Asia also.

Jana V. M., Sarma & V Bhaskar (2012) studied "The Road Map for implementation of Goods and Service Tax". He found that the steps to be undertaken to implement the comprehensive tax system i.e., GST. The authors have thrown light on the constitutional amendment required for the implementation of GST in India.

Syed Mohd Ali Taqvi (2013) studied the challenges and opportunities of Goods and Service Tax in India. He explained that GST is only indirect tax that directly affects all sectors and sections of our country. It is aiming at creating a single, unified market that will benefit both corporates and economy. He also explained the proposed GST model will be implemented parallel by the central and state governments as Central GST and State GST respectively.

Jaiprakash (2014) in his research study mentioned that the GST at the Central and the State level are expected to give more relief to industry, trade, agriculture and consumers through a more comprehensive and wider coverage of input tax set-off and service tax setoff, subsuming of several taxes in the GST and phasing out of CST. Responses of industry and also of trade have been indeed encouraging. Thus GST offers us the best option to broaden our tax base and we should not miss this opportunity to introduce it when the circumstances are quite favourable and economy is enjoying steady growth with only mild inflation.

Nitin Kumar (2014) studied "Goods and Service Tax- A Way Forward" and concluded that implementation of GST in India help in removing economic distortion by current indirect tax system and expected to encourage unbiased tax structure which is indifferent to geographical locations.

Nishitha Gupta (2014) in her study stated that implementation of GST in the Indian framework will lead to commercial benefits which were untouched by the VAT system and would essentially lead to economic development. Hence GST may usher in the possibility of a collective gain for industry, trade, agriculture and common consumers as well as for the Central Government and the State Government.

Saravanan Venkadasalam (2014) analyzed the post effect of the goods and service tax (GST) on the national growth on ASEAN States using Least Squares Dummy Variable Model (LSDVM) in his research paper. He stated that seven of the ten ASEAN nations are already implementing the GST. He also suggested that the household final consumption expenditure and general government consumption expenditure are positively significantly related to the gross domestic product as required and support the economic theories. But the effect of the post GST differs in countries. Philippines and Thailand show significant negative relationship with their nation's development. Meanwhile, Singapore shows a significant positive relationship.

Agogo Mawuli (2014) studied "Goods and Service Tax-An Appraisal" and found that GST is not good for low-income countries and does not provide broad based growth to poor countries. If still these countries want to implement GST then the rate of GST should be less than 10% for growth.

Shefali Dani (2015) has suggested that GST administration is an irrisolute endeavor to legitimize backhanded expense structure. Roughly more than 150 nations have executed GST idea. The legislature of India must examination the GST administration set up by different nations and furthermore their aftermaths previously actualizing GST. IT is the need of hour that, the legislature must make an endeavor to protect the huge poor populace of India, against the expansion because of execution of GST. GST will disentangle its current roundabout duty framework and should expel wasteful aspects made by the current heterogeneous expense framework, just if there is a reasonable agreement over issues of edge constrain, income rate, and incorporation of oil based commodities, power, alcohol and land.

Srinivas K. R (2016) in his article "Issues and Challenges of GST in India" mentioned that central and state governments are empowered to levy respective taxes as per the Indian constitution which is likely to change the complete scenario of present indirect taxation system. GST will be a compressive indirect tax structure on manufacture, sales and consumption of goods and services throughout India, to replace the various indirect taxes levied by the both the governments.

Poonam (2017) in her study cleared that in the system of indirect taxation GST plays a very important role. The cascading and double taxation effects can be reduced by combing central and state taxes. Consumer's tax burden will approximately reduce to 25% to 30% when GST is introduced and then after Indian manufactured products would become more and more inexpensive in the domestic and international markets. This type of taxation system would directly encourage economic growth. GST with its transparent features will prove easier to administer.

Madhu Bala (2018) Studied the Critical Review of GST in India. The Author had expected the Both Growth Prospects and challenges towards impact of GST on Indian Economy. Author Analysed the Positive Aspects that Elimination of Cascading Effect, Reduce Production Cost, Increase in Tax Revenue, leads to Sustainable Growth in Economy also Author emphasized on Challenges that Negative Effect on Real Estate, Higher Prices of Essential Goods, Dual Control Raises Conflict.

Sudip Benerjee And Priya Agarwal (2018), Studied the Impact of GST after Implementation on Indian Industry and founded Benefits By Comparing Pre GST Tax slabs and Post GST Tax slabs on various sectors. Authors also focussed on Inflation effect after Introduction of GST as considering the Example of various countries.

Meenakshi Bindal and Dinesh Chand Gupta (2018), studied the impact of GST on Indian economy by describing the rate mechanism. this study also focussed on impact of GST on general people that how they would get benefits and emphasized on barriers for introduction of New tax regime
With the above reviews, we can assume that GST is a tax reform which will change the scenario of the country as a support for this review study.

3. RESEARCH METHODOLOGY

3.1 TOPIC OF RESEARCH

"A Study on Comparative Analysis of Taxation system in Pre & Post GST scenario At Textile Industry In Baddi (Himachal Pradesh)"

3.2 AIM & OBJECTIVES OF RESEARCH

1. To analyse the GST Impact on Textile Industry at Baddi.
2. Comparative Analysis of Pre GST & Post GST taxation system on Textile Industry in Himachal Pradesh.
3. To Understand the Need of GST and procedure for claiming such Input Tax credit.

3.3 SCOPE OF STUDY ON GST IMPLEMENTATION IN TEXTILE INDUSTRIES AT BADDI.

The scope of the paper is limited to the understanding of GST implementation in Textile companies in Baddi. The process includes fetching various Purchase Registers, General Ledgers of various purchases, reporting process using SAP server and how Input Tax Credit is claimed from the government for Textile Products & Raw material like sliver, fibre, Dye Chemical etc.

3.4 HYPOTHESIS

H1: - GST implementation effects the sales and production cost for Small scale textile Industry compare to pre GST taxation system.

H0: - GST implementation not effects the sales and production cost for Small scale textile Industry compare to pre GST taxation system

3.5 DATA COLLECTION

Secondary Data: The secondary data is collected through:

The secondary data is collected through:

- a. Data and Files of Textile Companies
- b. Internet
- c. Media & Meetings of GST Council

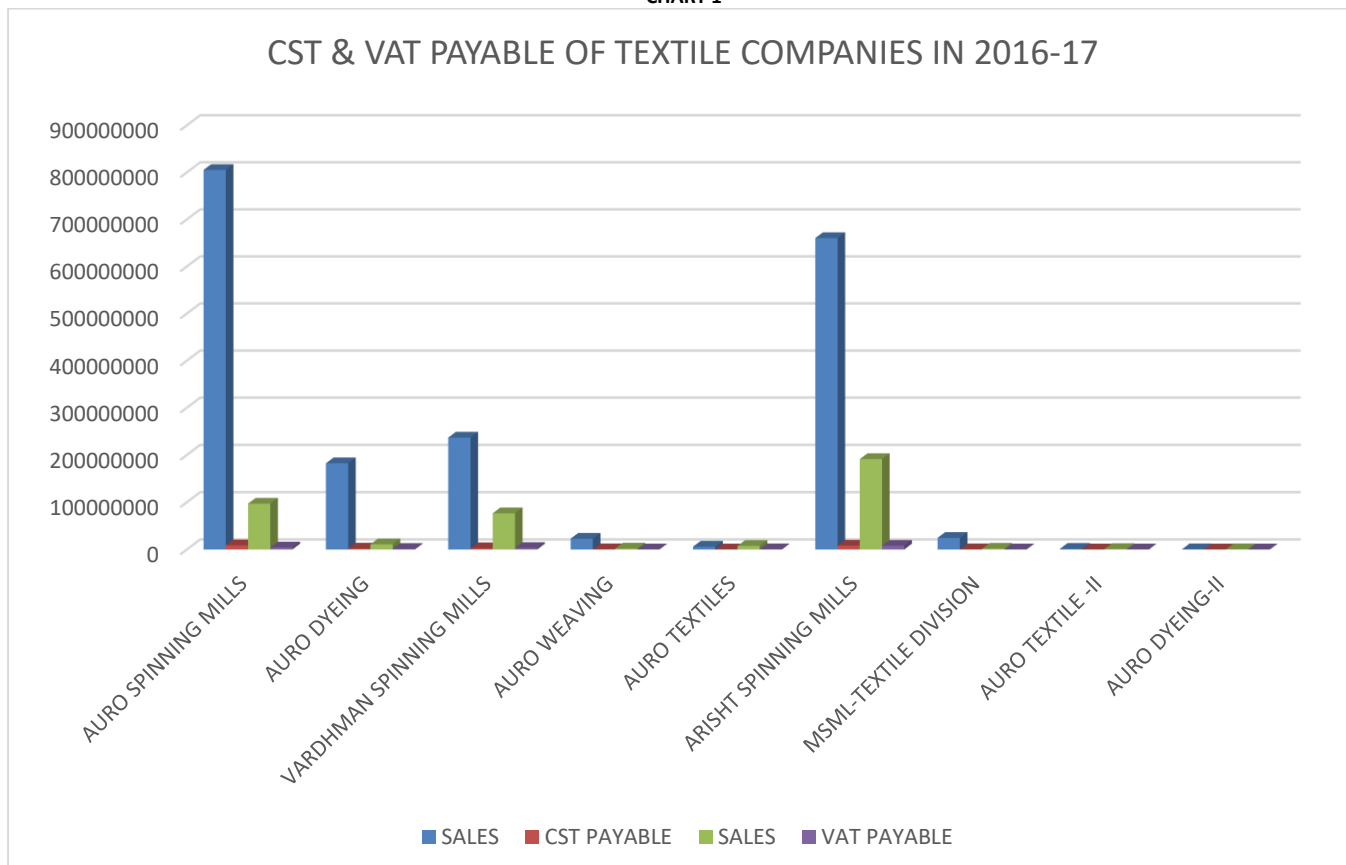
4. ANALYSIS

DATA INTERPRETATION (PRE GST)

TABLE 1: CST & VAT PAYABLE

UNIT	AURO SPINNING MILLS	AURO DYEING	VARDHMAN SPINNING MILLS	AURO WEAVING	AURO TEXTILES	ARISHT SPINNING MILLS	MSML-TEXTILE DIVISION	AURO TEXTILE -II	AURO DYEING-II
SALES	805153965.4	182261473.34	236747928.99	22783904.95	5844628.88	660341598.3	24620599.35	1422099	484585.09
CST PAYABLE	8728088.448	1844572.88	2552005.23	337889.58	152766.11	7967321.02	281678.98	32450.81	9358.3909
SALES	96922392.53	10857573.15	76564822.74	1793836.9	7514838.64	191139536.6	1592099.5	1019258.7	323656.5
VAT PAYABLE	4151463.693	1096071.31	3145855.79	89691.89	375742.12	7854722.688	79605.03	50962.94	16182.825

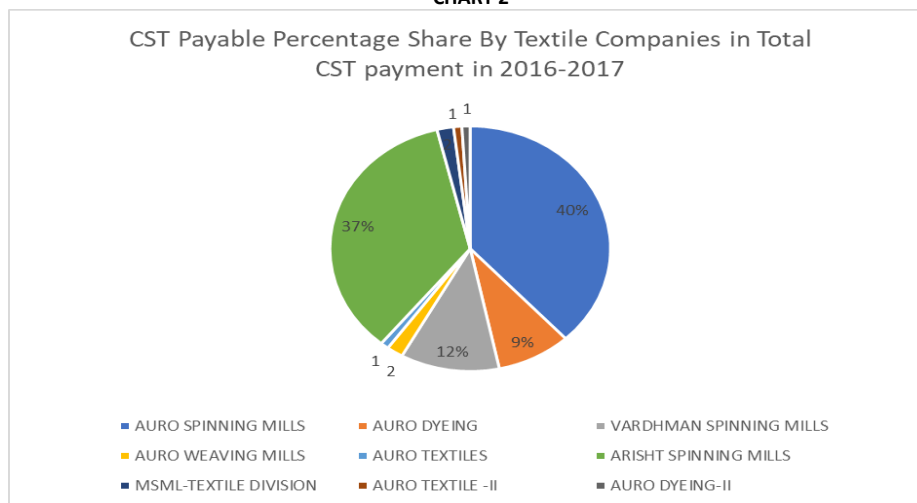
CHART 1



In Table1 total sales along with CST payable and VAT payable has presented. Highest CST paid by Auro spinning Mills for Rs.8728088.48 on Sale of Rs.805153965.4. Similarly, Highest VAT paid for RS.7854722.68 on sale of RS.660341598 by Arisht Spinning Mills. CST tax slabs were Variable like 1%, 2%,5% & 13.75%.VAT payable were deposited on Tax Slabs of 4%,5% & 13.75 %.

CST PAYABLE IN 2016-2017

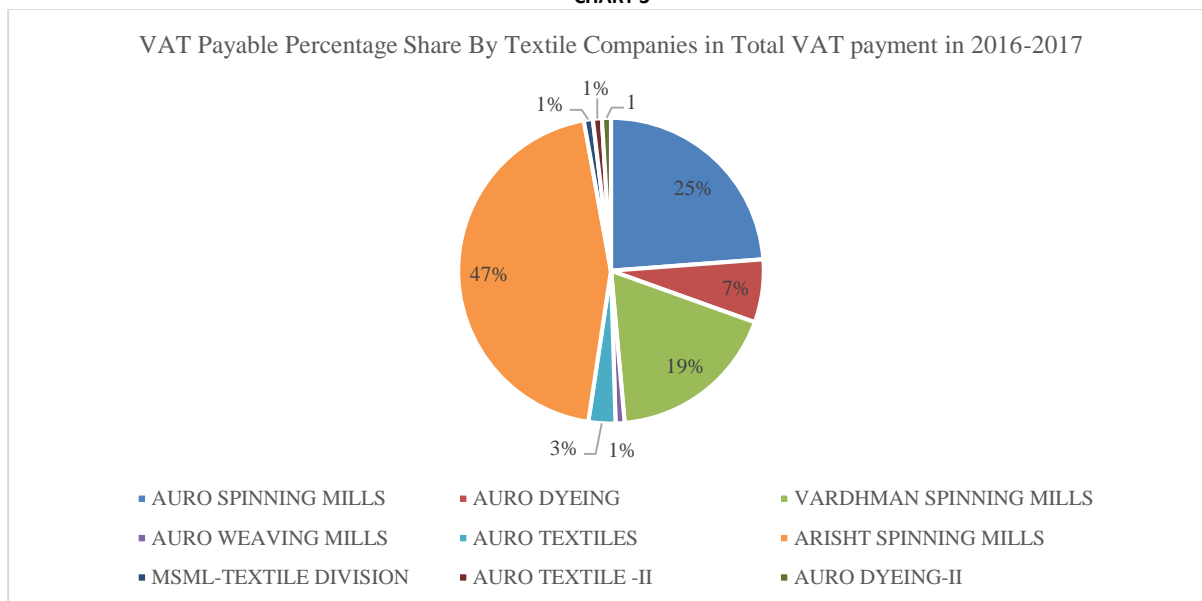
CHART 2



Total CST deposited by All these textile companies were Rs.21906131. Highest CST contributed for 39.84 % by Auro Spinning Mills, similarly Arisht Spinning Mills contributed 36.37% & Lowest contributed.04% by Auro Dyeing-II as it was newly setup in that year. Higher CST deposited firms showing trends that they are Transacting more Inter State Sales. In pre GST Tax scenario there were different taxation procedure for interstate sales & intra state sales. Also in Pre GST scenario Sales from Manufacturing unit to Inter State Branches were also Exempted so tax Liability were lower compare to Post GST scenario but after GST implementation are availing input Credit.

VAT PAYABLE IN 2016-2017

CHART 3



Total VAT deposited by All these textile companies were Rs.16860298.3 Highest VAT contributed for 46.58 % by Arisht Spinning Mills, similarly Auro Spinning Mills contributed 24.64% & Lowest contributed.09% by Auro Dyeing-II as it was newly setup in that year. Higher VAT deposited by firms showing trends that they are Transacting more Intra State Sales. In pre GST Tax scenario there were different taxation procedure for intra state sales. In VAT taxation system buyer also claims recoverable i.e VAT recoverable from government which is incurred by purchase while purchasing.

NON TAXABLE TURNOVER

TABLE 2: NON TAXABLE TURNOVER (F/Y 2016-2017)

UNIT	NON TAXABLE TURNOVER
AURO SPINNING MILLS	1169984578.63
AURO DYEING	1230552012.76
VARDHMAN SPINNING MILLS	1021915321.40
AURO WEAVING MILLS	281660210.88
AURO TEXTILES	7328474556.34
ARISHT SPINNING MILLS	2211523616.63
MSML-TEXTILE DIVISION	83709744.89
AURO TEXTILE -II	506017958.95
AURO DYEING-II	87354295.00
TOTAL	13921192295.48

CHART 4

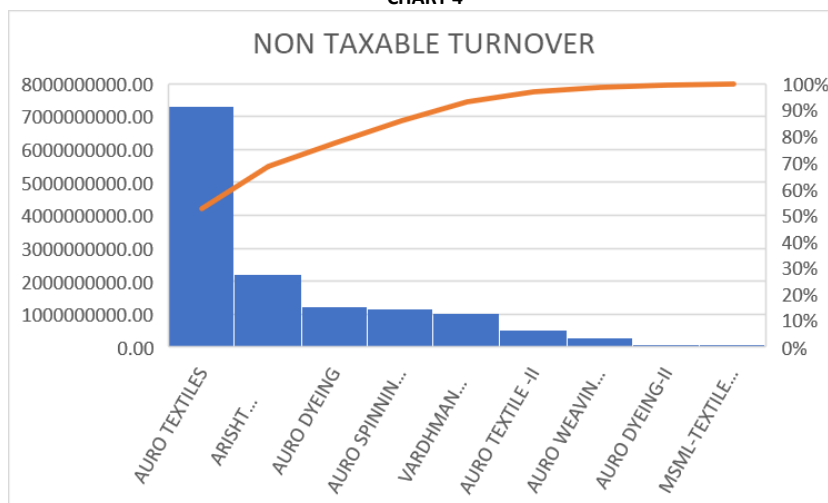
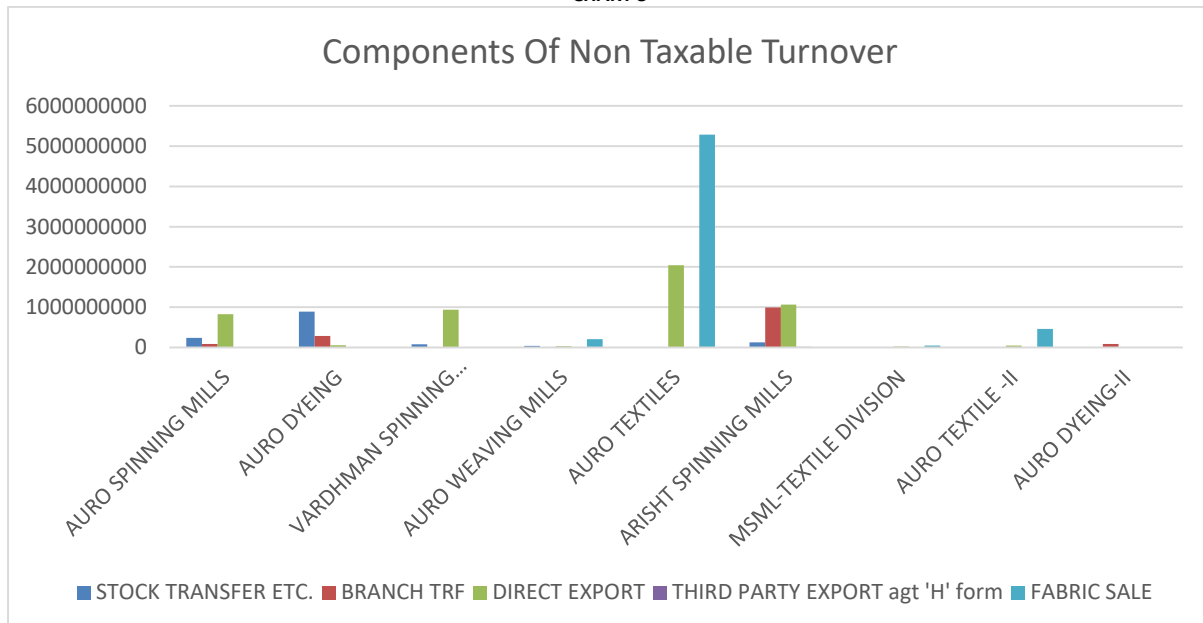


TABLE 3: COMPONENTS OF NON TAXABLE TURNOVER

UNIT	STOCK TRANSFER ETC.	BRANCH TRF	DIRECT EXPORT	THIRD PARTY EXPORT agt 'H' form	FABRIC SALE	TOTAL
AURO SPINNING MILLS	240408689.9	89556980.35	830511046.6	9507861.8	0	1169984579
AURO DYEING	887249373.1	285445727.4	57856912.34	0		1230552013
VARDHMAN SPINNING MILLS	81366038.48		937950015.4	2599267.5		1021915321
AURO WEAVING MILLS	39588515.42		34441702.56		207629992.9	281660211
AURO TEXTILES	357400.98		2039254295		5288862860	7328474556
ARISHT SPINNING MILLS	129300288.1	995435261.6	1068781993	18006073.7		2211523617
MSML-TEXTILE DIVISION	10480404.31		21681781.67		51547558.91	83709744.9
AURO TEXTILE -II	0		48726462.84		457291496.1	506017959
AURO DYEING-II		87354295	0			87354295

CHART 5



Non Taxable turnover is the sales turnover on which no need to pay any kind of Tax. In pre GST scenario Various category sales were considered as Non taxable turnover like sales to Inter state Branches, Inter Unit Sales, Direct Export, Third Party Export (agst H Form) etc.

Table no.2 is showing Data for Non taxable sales turnover. Highest Non taxable sales turnover recorded by Auro textiles for Rs.7328474556 out of which Inter State unit Transfer were Rs.357400.98, Direct Exports were Rs.2039254295 & Non Taxable Grey Fabric Sales were Rs.5288862860.

Total Non taxable Sales turnover in 2016-2017 were Rs. 13921192295. It contains Rs.1388750710 for Inter State Unit stock transfer, Branch Transfer for Rs.1457792264, Direct Exports Rs.5039204210, Third Party Export against Form H Rs.3011203 & Non Taxable Fabric Sales were RS.6005331908.

Non Taxable turnover is also showing pattern that Manufacturing Units were concentrating on Inter State Unit sales, Exports, Branch Sales etc. along with domestic & outside sales.

TABLE 4: VAT RECOVERABLE DATA 2016-2017

UNIT	PURCHASE	VAT RECOVERABLE
AURO SPINNING MILLS	199680879.94	8363561.254
AURO DYEING	20559264.17	882008.4333
VARDHMAN SPINNING MILLS	5130411.02	210609.28
AURO WEAVING MILLS	5027178.78	425931.68
AURO TEXTILES	55691512.74	7850949.71
ARISHT SPINNING MILLS	23726964.57	981815.2406
MSML-TEXTILE DIVISION	3253294.31	378555.07
AURO TEXTILE -II	1949992.69	99353.73
AURO DYEING-II	22774809.17	1255469.686
TOTAL	337794307.39	20448254.08

CHART 6

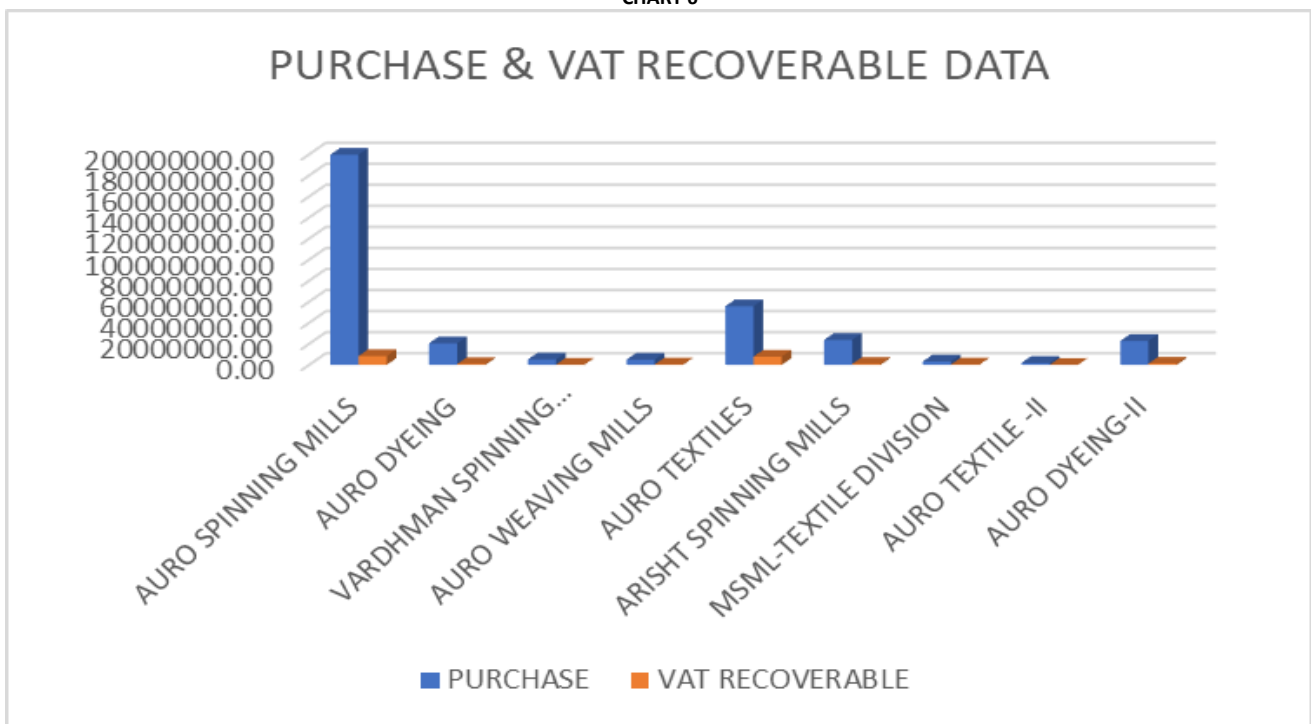


TABLE 5

VAT RECOVERABLE BY TEXTILE COMPANIES IN 2016-2017 ON VARIBALE RATES

UNIT	PURCHASE	RATE 4%	PURCHASE	RATE 5%	PURCHASE	RATE 16%	PURCHASE	RATE 13.75%
AURO SPINNING MILLS	166819758.6	6672790.3	32315808.85	1615790.4			545312.49	74980.46738
AURO DYEING	15378399.02	615135.96	5091388.41	254569.42			89476.74182	12303.052
VARDHMAN SPINNING MILLS	4873041.08	194921.63	225160.06	11258.66			32209.88	4428.99
AURO WEAVING MILLS	1885334.13	75413.38	1317862.52	65893.66	1503426.1	240548.18	320556.03	44076.46
AURO TEXTILES	957827.93	38313.12	8563350.51	428168.16	46046552	7367448.32	123782.3	17020.11
ARISHT SPINNING MILLS	21254798.35	850191.93	2380566.27	119028.31			91599.95	12594.99313
MSML-TEXTILE DIVISION	887018.47	35481.6	306399.22	15319.94	1978685.938	316589.75	81190.68	11163.78
AURO TEXTILE -II	192305.5	7692.21	1714517.99	85725.91			43169.2	5935.61
AURO DYEING-II	1552835	62113.4	19942243.1	997112.16	901382.5	144221.2	378348.57	52022.92913
TOTAL	213801318.1	8552053.6	71857296.93	3592866.7	50430046.54	8068807.45	1705645.842	234526.3916

Before GST Implementation Suppliers use to avail VAT recoverable on intra state purchase. In inter state purchase suppliers get only tax rate rebate against C form. ITC (Input Tax Credit) was not available on Inter state purchase in Pre GST Tax scenario. In table no.4 Data has shown for VAT recoverable of Textile companies in 2016-2017.Highest VAT recoverable availed by Auro spinning mills for Rs.8363561.25 on Purchase of Rs.199680879.94,similarly Auro dyeing availed ITC for Rs.882008.43 on purchase of Rs.20559264.17,VSM utilised VAT recoverable for Rs.210609.28, on purchase of Rs.5130411.02,Auro weaving Mills utilised VAT recoverable for Rs.425931.68,Auro Textiles shown ITC credit for Rs.7850949.71,Arisht Spinning Mills availed VAT recoverable for Rs.981815.24 on purchase of Rs.23726964.57.

VAT recoverable of MSML, Auro Textiles-II & Auro Dyeing-2 were Rs. 378555.07, Rs.99353.73 & Rs.1255469.69.

Total VAT recoverable Availed by all Textile Units In 2016-17 for Rs.20448254.08 out of which VAT recovered at 4% for Rs.8552053.6, VAT recovered at 5% for Rs.3592866.7,VAT recovered at 16% for Rs.8068807.45 & VAT recovered at 13.75 % for Rs.234526.39.

Trend is showing that Highest recoverable availed by Textile units in 2016-17 at 4% Rate.

POST GST

GST is regarded as a comprehensive and one tax system on manufacture, sale, and consumption of goods and services at the national level. As GST is implemented, all other taxes have been discontinued. There is now one tax, that too at the national level, strictly under the control of the Central Government. Under GST, there is one tax for both goods and services, which is a clear tax policy and this will improvise collections of tax. It would also lead to a clear system and abolish tax based theft and corruption at the national level. GST being a friendly taxation system for the corporate sector will provide easiness in tax policies, reduce inflation levels, and make the overall system more transparent.

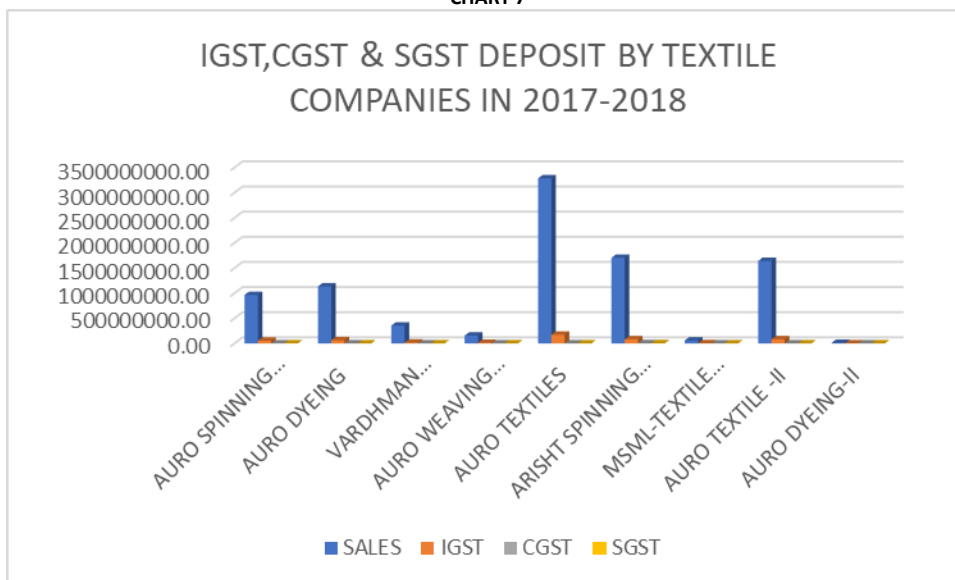
GST will overcome various issues of development via greater interactions between VAT/GST systems along with overcoming the potential risks of double taxation and unintended non-taxation systems. GST will lay a strong foundation of collecting tax at early stage of value addition. Every business/tax payer would be a part of controlling and collecting the tax and remitting the proportion of tax corresponding to its margin. GST will thereby flow through the business to tax supplies made to the final consumer. GST Reforms will play a crucial role for trade, government, and consumers.

DATA INTERPRETATION (POST GST)

TABLE 6: IGST, CGST & SGST DEPOSIT BY TEXTILE COMPANIES IN 2017-2018

UNIT	SALES	IGST	CGST	SGST
AURO SPINNING MILLS	963879124.46	53774408.22	1960733.85	1960733.85
AURO DYEING	1134194663.51	63526235.05	128899.48	128899.48
VARDHMAN SPINNING MILLS	355108085.51	15189401.04	1381976.20	1381976.20
AURO WEAVING MILLS	155713100.73	11406376.00	169103.00	169103.00
AURO TEXTILES	3284389468.92	172233210.46	300050.03	300050.03
ARISHT SPINNING MILLS	1702710884.67	82115038.29	3471941.40	3471941.40
MSML-TEXTILE DIVISION	58410402.92	4120552.01	39408.20	39408.20
AURO TEXTILE -II	1641103266.44	82089818.32	63742.18	63742.18
AURO DYEING-II	10136285.82	1794774.08	4813.40	4813.40
TOTAL	9305645283	486249813.5	7520667.7	7520667.7

CHART 7

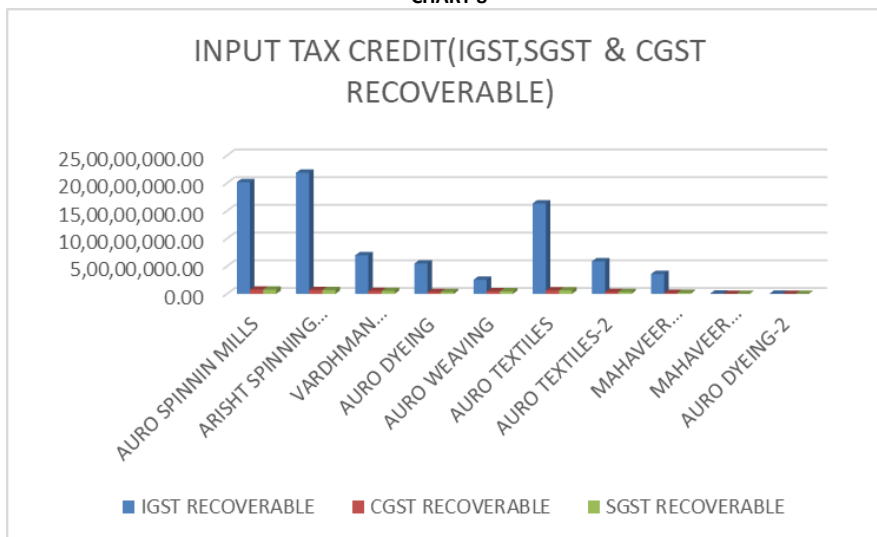


In 2017-18 after GST implementation total taxable sales were recorded for Rs.9305645283 which were higher compare to 2016-2017(2327388798.56) because in 2016-2017 yarn transfer to own inter state branches or units were not taxable but post GST inter state unit transfer or inter branch transfer is also taxable. Tax paid on Interstate Branch purchase or inter state unit transfer is recoverable under GST & is eligible for Input tax credit. Total IGST paid by all textile companies in 2017-2018 were Rs.486249813.5 similarly CGST & SGST Were Rs.7520667.60.Highest IGST was paid by Auro Textiles for Rs.172233210.46 & lowest IGST recorded by Auro Dyeing-2 for Rs.1794774.08.Similarly Highest CGST/SGST was deposited by Arisht spinning mills for Rs.7471940.50 & lowest CGST/SGST was deposited by Auro Dyeing-2 for Rs.4813.40.Pattern of GST Deposit is also showing that there is more inter state sale transactions compare to intra state sales. Pre GST mess services provided by companies to their employees were exempted from tax but post GST these services are also taxable. As in 2017-2018 total Taxes payable were for Rs.501291149 on taxable turnover of RS.9305645283 which is only 5.39 %. In 2016-2017 total sales were Rs.2327388798.36 & tax liability were Rs.38766429.73 which was 1.67 % on total sales.

TABLE 7: IGST, SGST & CGST RECOVERABLE (INPUT TAX CREDIT)

UNIT	IGST RECOVERABLE	CGST RECOVERABLE	SGST RECOVERABLE
AURO SPINNIN MILLS	20,17,95,473.51	7625847.88	7625847.88
ARISHT SPINNING MILLS	21,87,81,227.80	6982513.82	6982513.82
VARDHMAN SPINNING MILLS	6,97,72,965.26	5266752.07	5266752.07
AURO DYEING	5,48,45,139.31	3520275	3520275
AURO WEAVING	2,54,56,286.29	4638820.348	4638820.348
AURO TEXTILES	16,34,11,099.72	6348453.69	6348453.69
AURO TEXTILES-2	5,87,66,102.37	3393399.56	3393399.56
MAHAVEER SPINNING MILLS	3,59,88,564.60	1897887.48	1897887.48
MAHAVEER SPINNING MILLS-2	5,65,087.71	26706.1	26706.1
AURO DYEING-2	1,59,823.85	13278.99	13278.99
	82,95,41,770.42	3,97,13,934.94	3,97,13,934.94

CHART 8



In GST act Government has defined the clause of ITC(input Tax credit) for availing recoverable on Purchase of goods for Business purpose with the motive of to avoid double burden of taxation. GST is a destination-based tax as compared to the previous principle of origin-based taxation. The new indirect tax regime follows a multi-stage collection mechanism wherein tax is collected at every stage (where value addition is done to product), and the credit of tax paid (input tax credit) at the previous stage is set-off at the next stage of the transaction. Thus, it prevents double taxation, which is the essence of GST. In ITC there are three types of

GST recoverable, IGST recoverable, CGST recoverable, SGST recoverable. In pre GST or in CST scenario there was no provision for ITC only concessional Tax rates were allowed against C forms. In 2017-2018 Total Recoverable of all textile companies were Rs.908969640.29 out of which IGST recoverable were Rs.829541770.42, Cgst recoverable were Rs.39713934.94 & SGST recoverable were Rs.39713934.94. Highest IGST recoverable was claimed by Arisht Spinning for Rs.218781227.80 it means Inter state purchase were higher compare to intra state purchase as raw material like, cotton, dye chemical, sliver, fibre is usually purchase from outside the state. IGST recoverable also include the igst recoverable on import of capital items. Total IGST recoverable also includes igst recoverable on imports for Rs.169407102.81.

Out of Total CGST recoverable for Rs.39713934.94 highest CGST & SGST recoverable was claimed by Auro Spinning Mills for Rs.7625847.88.

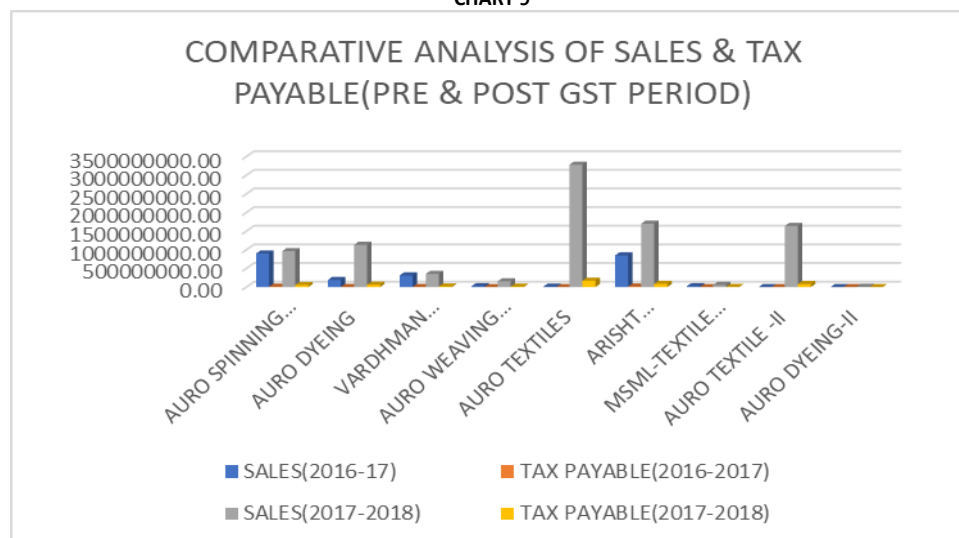
Manufacturers passes the benefit of ITC to wholesalers, similarly from whole sellers to retailers & retailers to final consumers.

COMPARISON OF PRE-GST AND POST GST TAXES PAID BY ORGANISATIONS

TABLE 8

UNIT	F/Y 2016-2017		F/Y 2017-2018	
	SALES	TAX PAYABLE	SALES	TAX PAYABLE
AURO SPINNING MILLS	902076357.95	12879552.14	963879124.46	57695875.92
AURO DYEING	193119046.49	2940644.19	1134194663.51	63784034.01
VARDHMAN SPINNING MILLS	313312751.73	5697861.02	355108085.51	17953353.45
AURO WEAVING MILLS	24577741.85	427581.47	155713100.73	11744582.00
AURO TEXTILES	13359467.52	528508.23	3284389468.92	172833310.52
ARISHT SPINNING MILLS	851481134.88	15822043.71	1702710884.67	89058921.09
MSML-TEXTILE DIVISION	26212698.85	361284.01	58410402.92	4199368.42
AURO TEXTILE -II	2441357.70	83413.75	1641103266.44	82217302.68
AURO DYEING-II	808241.59	25541.22	10136285.82	1804400.88

CHART 9



The above column Graph represents the comparison study the Pre-GST and Post GST analysis of Textile companies at Baddi Himachal Pradesh. In 2016-2017 total sales of All these Textile companies were Rs.2327388798.56(2.32 Billion) whereas total tax liability recorded for Rs.38766429.73(3Crore 87 lac). This turnover excludes the Inter state Branch Sales and inter unit interstate sales

In 2018-19 total taxable sales turnover of all units were Rs.9305645282.99(9.00Billion) whereas total tax liability of GST for these companies were Rs.501291148.97(50.12 Crore).

Post GST Implementation Tax liability is higher compare to Pre GST Taxation system because in post GST scenario interstate branch transfer & interstate unit transfer is also taxable. In 2016-17 total inter branch & inter state unit sales were Rs.1388750710 (1.38Billion) & Rs.1457792264(1.45Billion). Highest GST was paid by Auro Textiles for Rs.172833310. Similarly, Highest Tax was paid by Arisht Spinning for Rs.15822043(1.58 Crore) in 2016-2017.

As tax liability is higher after GST implementation but it has compensated by ITC input.

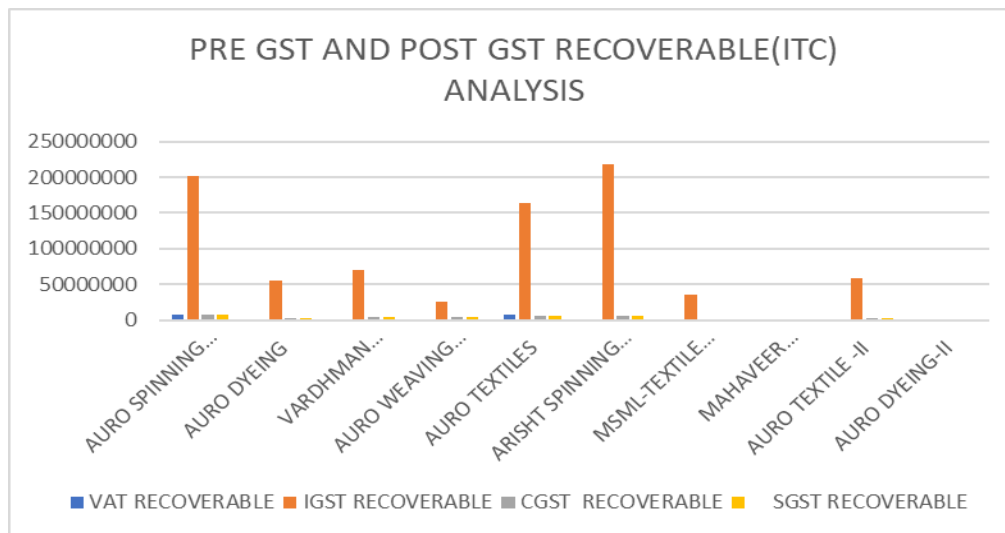
From above study it has analysed that there is no cascading effect in GST taxation system as in VAT there was cascading effect because at every stage taxation is imposed. In GST there is ITC provision for avoiding the effect of cascading at every stage.

COMPARISON OF PRE-GST AND POST GST ITC AVAILED BY ORGANISATIONS

TABLE 9

UNIT	VAT RECOVERABLE	IGST RECOVERABLE	CGST RECOVERABLE	SGST RECOVERABLE
AURO SPINNING MILLS	8363561.254	201795473.5	7625847.88	7625847.88
AURO DYEING	882008.4333	54845139.31	3520275	3520275
VARDHMAN SPINNING MILLS	210609.28	69772965.26	5266752.07	5266752.07
AURO WEAVING MILLS	425931.68	25456286.29	4638820.348	4638820.348
AURO TEXTILES	7850949.71	163411099.7	6348453.69	6348453.69
ARISHT SPINNING MILLS	981815.2406	218781227.8	6982513.82	6982513.82
MSML-TEXTILE DIVISION	378555.07	35988564.6	1897887.48	1897887.48
MAHAVEER SPINNING MILLS-2		565087.71	26706.1	26706.1
AURO TEXTILE -II	99353.73	58766102.37	3393399.56	3393399.56
AURO DYEING-II	1255469.686	159823.85	13278.99	13278.99

CHART 10



Before Implementation of GST there was only option of VAT recoverable for intra state purchase. In 2016-2017 total VAT recoverable was availed by all Textile companies were Rs.20448254.08(2 Crore). Similarly, SGST & CGST recoverable was availed for Rs.39713934.94(3.97 Crore) Equally. Post GST implementation textile companies also availed ISGT for Rs. 829541770.4.

As compare to 2016-2017(Pre GST) tax liability was higher in 2018-2019 but Availed ITC is also higher compare to pre GST period. As Tax liability were Rs.50.12 crore in 2018-2019.

But ITC availed for RS.90.89 crore so it showing the trend of Benefit to manufacturers & government has also given instructions to pass the benefit to final consumers. Highest VAT recoverable was claimed by Auro spinning for RS.8363561 while Highest GST recoverable was claimed by Arisht Spinning for Rs. 232746255.

5. FINDINGS

- From the year 2016 to 2018, the tax paid to the Central Government and State Government is varying according to the various economic conditions affecting the organizations.
- Under Pre-GST regime the company was paying Sales Tax, VAT, Service Tax etc.
- Under Post-GST regime the company is paying only Central GST, State GST and InterGST under prescribed tax rates.
- For the year 2018, the companies had highest turnover with Rs. 9 Billion and with the tax paid for Rs.50 Crore but also availing ITC on purchase from registered dealers which is reducing tax burdens.
- Every year the company comes up with the new initiatives which has a direct relationship with the tax paid by the organization.
- The GST has for sure has brought down the tax burden on the organizations due to providing the concept of ITC (Recoverable on Purchase & service)).
- As per the Comparative study of these textile companies it has analysed that these units are having higher inter branch sales & inter state units sales which were exempted before GST implementation but post GST sales to inter Branches and Inter state Unit Sales are also taxable so at initial level its enhancing the tax liability but on the other hand it has compensated by ITC availing on every purchase not only intra purchase but also on Inter state purchases.
- As per the Comparative study of these textile companies it has analysed that pre GST Non Taxable Turnover were higher compare to Post GST scenario. In pre GST taxation system Area of covering for Non Taxable Turnover was much wider compare to post GST Taxation system.
- Before GST Implementation various monthly tax returns had to file like service tax return, Sale tax returns etc. but post GST implementation only 2 types of returns have to file i.e GSTR1(For sales) and GSTR3B (complete summary for sales and purchases both).
- At initial stages of GST implementation there were discrepancies for GST on Finished Goods and GST on Raw material purchases. Later on these discrepancies have overcome. For example, Yarn purchases at 5% and Fabric sold at 12% or Fabric purchases at 5% and Readymade garment sales at 12%
- GST is increasing the financial requirement for small scale Industry as GST rates are higher compare to Pre GST taxation period also they are facing problems for delay in ITC claim settlement process.

6. SUGGESTIONS

Government should focus on problem faced by SMEs for GST implementation. There are various discrepancies faced by SMEs while filling their GST returns.

Tax rates are higher for Textile sector compare to pre-GST taxation period. Before GST implementation Man Made Yarn and man-made fabric were not taxable but now these are taxable under 5% GST tax slab. So tax rates for SMEs should be cut & higher tax burdens for Small process houses and looms should be decline The changing rates of GST every three to six months in disturbing the trade between the states and outside India, so it could be great if the GST rates are fixed at least for a year.

There is also need to set up proper technical infrastructure for smooth functioning of GST process. As various small vendors have to pay higher charges for monthly GST returns filling to consultants. Process should be so convenient that they could file their own returns. There is also need to make effective the GST network as net-work breakdown in last days before filling the returns.

Government should also focus on training and development as many small vendors are still nor aware about the functioning of GST. Recent example is related to a small food shop at Aligarh where seller didn't know about criteria that beyond 40 lac he has to file GST return & have to get GST registration. Tax department officers are saying that sales are more than 60 lac to 1 crore but seller is denying that his sales is only 15 lacs. So there is no process to find out the exact sales in case of small vendors or food sellers.

Tax evasions should also be controlled as one of the objective of GST implementation is To control the TAX evasions still daily GST fraud cases are coming up. As per the statement by ministry of state for finance informed parliament that the government has detected GST Evasion to the extent of Rs.38896 crores in the period April 2018 to Oct. 2018.

7. CONCLUSION

After the implementation of GST there is mixed response in textile Industry as textile units are benefited with various advantages to name a few are it reduced the production costs of the organization because GST eliminates the cascading effect of taxes but similarly sales of small looms or small units are effecting because of tax liability is higher and taking long time to get GST input tax credit.

At starting of GST implementation there were also discrepancies in GST rates of yarn and fabric as GST rate on Yarn was fixed at 5 percent on other side GST on fabric was 12% so created financial problem for small Industry but now government is overcoming such issues.

It also easier to have an interstate buying and selling of raw materials because no matter where the vendors and customers are located, the GST will be the same. The expensive logistics have been cut down after the introduction of GST like the e-way bill system can be used to register shipments and pay taxes online.

Although it's been more than one year after the implementation of GST, the overall outlook is mixed and the companies & small scale Industry are trying to adjust to the simplified system where it can save funds and increase sales to new customers across India and the world but getting the problem in claim settlement issues. Although government is trying to overcome such issues & in future the small scale textile Industry will get advantages through GST

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