

Pre and post impact of GST on medicines: Retailers' perspective

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Abstract

GST is known as the Goods and Service Tax levied to improve economic condition of nation. The implementations of GST have impact on the entire sector including the pharmaceutical industries. The GST Rates for medicines were decided by the GST council. GST is levied under 5 different rates, namely NIL, 5%, 12%, 18% and 28% based on the HSN code of the item. The general statement is GST is positively impact on the Indian Pharmaceutical Industries via the four different taxes levied on the medicines and it reduced the cost of production and it helps to business daily operations. Retailers are supplying medicine to the ultimate customers from manufacturers; but the medicine retailers' survival depends on Government rules and regulation. To trace out the reliability of the statement "GST makes some positive impact and some negative impacts" the researchers have chosen the research area entitled "Pre and Post Impact of GST on Medicines: Retailers' Perspective". The researchers to attain the objectives, the primary data collected from 67 retailers by adopting Convenient Sampling method with help of structural questionnaire. Garrett Ranking Techniques has been adopted to prove the result qualitatively as well as quantitatively.

Keywords: Medicine Retailers, GST, Positive, Negative.



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1. Introduction

The Goods and Services Tax (GST) is a historic step taken by the Government of India to boost the GDP and introduce a more effective tax regime.⁷ Goods and Service Tax is having a constructive impact on the Indian Pharmaceutical Industries as it has increased the manufacturing cost. Most drugs mentioned in the 5% tax bracket under GST were previously covered in the 4% tax bracket under VAT. It will eliminate the cascading effect of multiple taxes applied on One Product. Under GST, Ayurvedic medicines could get costlier as they would be taxed at the rate of 12% which was earlier covered by the 4% tax bracket under the VAT regime. Because of this hike in the tax rates, MRP has to be revised to absorb overall effect. Besides negative impacts, there is some negative positive impacts also.⁸

“GST is not just a tax reform, it’s an economic and social reform” – Narandra Modi

This strong statement and 10th London International Conference also instigate the researchers to study the retailers perspective about pre and post impact of GST on medicines in Tenkasi district.

2. Statement of the Problem

The Government implemented the new tax regime in India. It create the huge impact on the all the sectors including medical field. The retailers are worried about the changes of tax rates and they are confused about different tax rate, stock in hand and tax refunds. They are pin pointing the GST certificates important to get a supply of medicines from manufactures and dealers. But, they are suffered lot of problems related to getting the certificate and heavy investment in their billing system due to GST. But, the pandemic create the more attention to the pharmacy sector it will be create the number of changes in this sector and Government provide the number of subsidies and slashed tax rate on medicines. **These phenomenons induce the researchers to analyse the pre and post impact of GST on Medicines: Retailers' Perspective.**

3. Objectives of the Study

The objective of this study is,

- To analyse the positive attitude of retailers towards pre and post impact of GST on medicines.
- To analyse the negative attitude of retailers towards pre and post impact of GST on medicines.

4. Review of Literature

In this study, related literature has been studied through journals that could provide a good foundation and help crystallize the idea.

Ayush Saraogi, Ankita Singh and Kaustubh Sontakke (2020) they are analyse the impact of GST on selling of OTC drugs and retailers perception about the selling of OTC drugs. The primary data is collected in the research with the help of the questionnaire and also understand

the effect by interviewing retailers. The data is collected from 20 respondents. Percentage Analysis is used for analyzing the collection of data. In this study clearly indicated the GST has affected the selling of OTC products but it's a minimum level in the selling and buying of OTC products. But, the wholesale and retail pharmacists may also be interested in the marketing of OTC medicines.

K.S. Venkateswara Kumar and B. Kishore Babu (2018) their study examined the Perception of Pharmacists towards Goods and Services Tax (GST) in Guntur District of Andhra Pradesh, India. The researchers used to collected data from primary as well as secondary sources. The primary sources are collection of opinions and behaviours of the population using a structured questionnaire and secondary sources like previous researches in this field, selected journals, books and websites. The data is collected from 172 respondents. The data are analysis through percentage analysis using MS Excel and presented in charts and tables. The study revealed the GST will boost the Indian economy in the long run. But, understanding about GST and its benefits of pharmacists is low, the government initiate awareness programs to the pharmacists for educate about the GST and its benefits to get a clear understanding to change pharmacist's mindset to be positive towards GST and accept it.

Mukesh K. Sharma and Suniti Saini (2019) their study identify the awareness of GST among the business owners residing in Mandsaur city and to assess the impact of GST among the business owners residing in Mandsaur city. The primary data were collected primarily through direct administration of the questionnaire. The study uses secondary data to support and substantiate primary data and also to form a strong theoretical base. The secondary data were collected from Research paper, SSRN, shodhganga, Local bodies, research journals, newspaper, articles, GST portals, working papers etc. The data is collected from 50 small business owners. And, the percentage analysis is used for analyzing the data. Implementation of GST reduces the manual work at the same time it increase the documentation process. In this study find the electronic process helps to minimised the documentation process and its user friendly for generate the bill. The researchers find the respondents are aware about the GST act and it eliminated the cascading effect. The majority of respondents are accepting the GST has helps to reduce the corruption in economy. But, the small businessman were not satisfied the rate of taxes at the same time they are agree the online filling has saved the time and reduce the paper work. In this study the majority respondents are accepts the GST is a path of the economy growth of the country.

Neha Bala and Naresh Mali (2017) their study examine the positive and negative financial impacts of GST in the Indian Pharmaceutical and Its impact on industry. It is a descriptive research, where the data is collected from Secondary sources like previous researches in this field, various journals, books and websites. This study find the GST bill influence the 100% compliance with all legal and regulatory requirements under the GST Act. Price of the products and service, supply chain, logistics and procurement, accounting, IT systems, tax compliance and other areas will be affected hugely due to the implementation GST.

R. Malini and J. Ebanisha (2022) identified the positive and negative attitude of medicine retailers on GST after COVID 19. In this study researchers used both primary and secondary source. Primary data collected from 54 medicine retailers who are living in Tenkasi District on the basis of simple random sampling method. The collected data is analysed by simple statistical tools such as Weighted Average method and Neutral score. In this study found the

overall attitude of medicine retailers towards GST after COVID 19 will be mix of positives and negatives. But, after COVID 19 medical sector enjoys lot of positives such as tax relief, slashed tax and reduced tax rates. The result of the research is helps to the policy maker to attain the equitable and sustainable healthcare in India as well as it helps to eliminate the stumbling block in the supply chain system of medicines.

Research Gap

A large number of research studies have been conducted on impact of GST on various scopes with different geographical area in India and abroad. So far nobody has analysed the study on "Pre and Post Impact of GST on Medicines: Retailers' Perspective". Hence, the researchers have taken this study and analysed. This type of research not only helps the retailers to be improving their business but also helps the consumers to know the medicines tax rates as well as Government to improve the tax system and reduced the grievances in the tax regime.

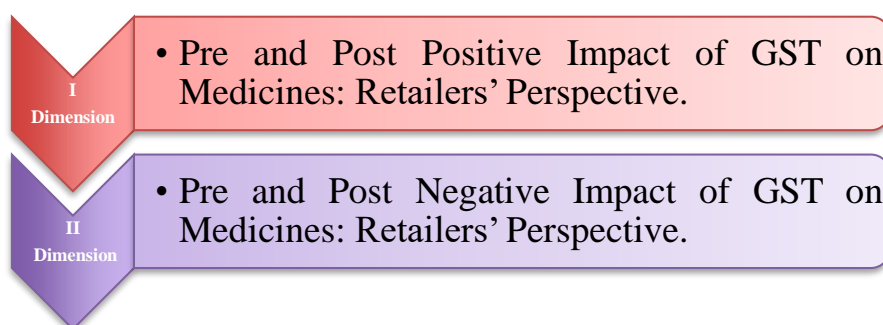
5. Research Methodology

The researchers tabulated research design with the following six "S":

1	Source of the Data	The data was collected from both primary and secondary sources. Primary data collected via Questionnaire and Secondary data collected through various journals and web sources.
2	Study Period	The study was conducted between February 2022 and July 2022.
3	Study Area	The geographical coverage of research denotes Tenkasi District.
4	Sampling Method	Convenient Sampling Method.
5	Sample Size	67 respondents randomly selected in Tenkasi District.
6	Statistical Tool	Garrett Ranking Techniques.

6. Analysis and Interpretation of Data

The two dimensions attitude of medicine retailers towards before and after GST has been analysed by adopting Garrett Ranking Techniques. The result is tabulated in Table 1 to Table 10.



I Dimension**Pre and Post Positive Impact of GST on Medicines: Retailers' Perspective**

GST may be regarded as a century's opportunity for the pharmacy industry as it increases the demand for prescription medicines, vaccines and medical devices. The following positives opinion of medicine retailers are providing the value to create the new policy related to the medicine field.

Positive Attitude of Medicine Retailers - Before GST**Table 1. Positive Attitude of Medicine Retailers - Before GST**

S. No	Statement	I	II	III	IV	V	VI	VII	VIII	IX	Total Scores
1	Cost of Technology is reduced due to Taxation.	5*81 =405	2*69 =138	1*62 =62	14*56 =784	5*50 =250	20*44 =880	11*38 =418	3*31 =93	6*19 =114	3144
2	Operational Efficient.	10*81 =810	14*69 =966	11*62 =682	5*56 =280	12*50 =600	6*44 =264	2*38 =76	4*31 =124	3*19 =57	3859
3	Distribution of free samples.	18*81 =1458	10*69 =690	12*62 =744	8*56 =448	9*50 =450	3*44 =132	2*38 =76	3*31 =93	2*19 =38	4129
4	Returned goods as a fresh supply.	5*81 =405	9*69 =621	6*62 =372	18*56 =1008	4*50 =200	11*44 =484	4*38 =152	3*31 =93	7*19 =133	3468
5	Life saving drugs tax rate is low.	9*81 =729	6*69 =414	8*62 =496	5*56 =280	11*50 =550	7*44 =308	13*38 =494	2*31 =62	6*19 =114	3447
6	Easy compliance procedure.	6*81 =486	5*69 =345	3*62 =186	2*56 =112	14*50 =700	9*44 =396	12*38 =456	5*31 =155	11*19 =209	3045
7	Single Tax Payment.	2*81 =162	3*69 =207	2*62 =124	10*56 =560	8*50 =400	7*44 =308	13*38 =494	18*31 =558	4*19 =76	2889
8	Efficient Supply Chain System.	4*81 =324	8*69 =552	13*62 =806	10*56 =560	7*50 =350	8*44 =352	10*38 =380	2*31 =62	5*19 =95	3481
9	Unified Tax System	3*81 =243	4*69 =276	2*62 =124	6*56 =336	12*50 =600	5*44 =220	11*38 =418	14*31 =434	10*19 =190	2841

Source: Primary Data

Table 2. Positive Attitude of Medicine Retailers - Before GST Garrett Rank

S. No	Statement	Garrett Total Score	Rank
1	Cost of Technology is reduced due to Taxation.	3144	VI
2	Operational Efficient.	3859	II
3	Distribution of free samples.	4129	I
4	Returned goods as a fresh supply.	3468	IV
5	Life saving drugs tax rate is low.	3447	V
6	Easy compliance procedure.	3045	VII
7	Single Tax Payment.	2889	VIII
8	Efficient Supply Chain System.	3481	III
9	Unified Tax System	2841	IX

Source: Primary Data

The Table 2 exhibits that the scores for the positive attitude of medicine retailers' towards before GST. The Garrett ranking is done according to the scores. The Garrett rank proved that the retailers give prime important to the Distribution of free samples. Operational Efficient got second place. VAT tax system follows different tax rates it induces the retailers to assign third rank to the Efficient Supply Chain System. Returned goods as a fresh supply claim fourth consoling place. The neutral rank fifth rank is assigned to Life saving drugs tax rate is low to neutralize the consumers getting medicines at affordable price. Cost of Technology is reduced due to Taxation stands in six place. Easy compliance procedure and Single Tax Payment assigned seventh and eighth rank respectively by the retailers. Before GST there is the government follows the different tax rates across the nation so, it induces the retailers to give the least priority to Unified Tax System.

Table: 3 - Positive Attitude of Medicine Retailers - After GST

S. No	Statement	I	II	III	IV	V	VI	VII	VIII	IX	Total Scores
1	Cost of Technology is reduced due to Taxation.	20*81 =1620	11*69 =759	14*62 =868	6*56 =336	3*50 =150	1*44 =44	2*38 =76	5*31 =155	5*19 =95	4103
2	Operational Efficient.	2*81 =162	3*69 =207	2*62 =124	3*56 =168	9*50 =450	8*44 =352	12*38 =456	10*31 =310	18*19 =342	2571
3	Distribution of free samples.	9*81 =729	6*69 =414	4*62 =248	18*56 =1008	4*50 =200	3*44 =132	7*38 =266	11*31 =341	5*19 =95	3433
4	Returned goods as a fresh supply.	3*81 =243	4*69 =276	2*62 =124	6*56 =336	12*50 =600	5*44 =220	11*38 =418	14*31 =434	10*19 =190	2841
5	Life saving drugs tax rate is low.	13*81 =1053	10*69 =690	10*62 =620	8*56 =448	7*50 =350	8*44 =352	2*38 =76	5*31 =155	4*19 =76	3820
6	Easy compliance procedure.	3*81 =243	9*69 =621	7*62 =434	4*56 =224	8*50 =400	10*44 =440	9*38 =342	9*31 =279	8*19 =152	3135
7	Single Tax Payment.	3*81 =243	6*69 =414	2*62 =124	9*56 =504	11*50 =550	5*44 =220	12*38 =456	5*31 =155	14*19 =266	2932
8	Efficient Supply Chain System.	7*81 =567	9*69 =621	8*62 =496	6*56 =336	5*50 =250	11*44 =484	13*38 =494	2*31 =62	6*19 =114	3424
9	Unified Tax System	18*81 =1458	8*69 =552	10*62 =620	9*56 =504	12*50 =600	4*44 =176	1*38 =38	2*31 =62	3*19 =57	4067

Table: 4. Positive Attitude of Medicine Retailers - After GST Garrett Rank

S. No	Statement	Garrett Total Score	Rank
1	Cost of Technology is reduced due to Taxation.	4103	I
2	Operational Efficient.	2571	IX
3	Distribution of free samples.	3433	IV
4	Returned goods as a fresh supply.	2841	VIII
5	Life saving drugs tax rate is low.	3820	III
6	Easy compliance procedure.	3135	VI
7	Single Tax Payment.	2932	VII
8	Efficient Supply Chain System.	3424	V
9	Unified Tax System	4067	II

Source: Primary Data

The Table 4 shows that the scores for the positive attitude of medicine retailers' towards after GST. The Garrett ranking is done according to the scores. Cost of Technology is reduced due to Taxation stands first position because implementation of GST eliminating the cascading effect of GST on single product. GST Main feature is one tax one nation. These phenomenons induce the retailers to assign second rank to Unified Tax System. Life saving drugs tax rate is low stands in third place due to tax rate of life saving drugs is reduced after GST. Distribution of free samples assigned fourth place by the retailers who receive the tax free samples from their distributors after GST. Efficient Supply Chain System and Easy compliance procedure got fifth and six ranks respectively due to automation of tax payment is reduce the errors and easy to getting refund in this tax regime. Single tax payment secure seventh rank and eighth rank assigned to Returned goods as a fresh supply due to GST have

five different tax rate structures. Operational Efficient is the last and least priority of retailers towards after GST implementation.

Table 5. Pre and Post Positive Impact of GST on Medicines: Retailers' Perspective

S. No	Statement	Rank	
		Before GST	After GST
1	Cost of Technology is reduced due to Taxation.	VI	I
2	Operational Efficient	II	IX
3	Distribution of free samples.	I	IV
4	Returned goods as a fresh supply.	IV	VIII
5	Life saving drugs tax rate is low.	V	III
6	Easy compliance procedure.	VII	VI
7	Single tax payment.	VIII	VII
8	Efficient supply chain system.	III	V
9	Unified tax system.	IX	II

Source: Primary Data

It is clear from Table 5 that the first position Distribution of free samples replaced by the Cost of technology is reduced due to implementation GST reduce rate of tax of medicines. Unified Tax System got second place after GST and this place is occupied by Operational efficient in the before GST. The result is not surprising the expectation of one nation one tax motto is achieved after GST. Third rank assigned to Life saving drugs tax rate is low replaced by the efficient supply chain system because after implementation of GST tax rate of life saving medicines are decreased. After GST the free sample medicine are distributed to the retailers. This trend is induces the retailers to given the fourth rank to the distribution of free samples. Efficient supply chain system and Easy compliance procedure got fifth and six ranks respectively and this rank is taken by Life saving drugs tax rate is low and Cost of technology is reduced due to taxation in before GST. It revealed after GST compliance procedure is easily done by the retailers in electronic way as well as they enjoy the structured supply chain system, it helps to the easy going business. Single Tax Payment got seventh rank due to the both Government collect the tax at single payment by the consumer. Eighth rank is given to the returned goods as a fresh supply because the GST have different five slab rate based on the HSN code of the item. After GST implementation lot of changes arises out for business transaction, compulsory billing system and automation procedures are induces the retailers to give the least priority for Improvisation of operational efficiency and it replaced the Single Tax Payment. Before GST, value added tax payment is influence the manufacturing cost; but after GST single payment tax and fixed slab rate is helps to improve the business activities and it increase the sales.

II Dimension

Pre and Post Negative Impact of GST on Medicines: Retailers' Perspective

The following negative attitude of medicine retailers are providing the information related to the obstacles of the medicine field because of the GST. It denote the drawbacks of the retailing to help the minimizing the negatives in the medicine field.

Table 6. Negative Attitude of Medicine Retailers - Before GST

S. No	Statement	I	II	III	IV	V	VI	Total Scores
1	High Tax Rate for Medicine	18*77 =1386	10*63 =630	12*54 =648	8*46 =368	12*37 =444	7*23 =161	3637
2	Different tax rate	22*77 =1694	11*63 =693	8*54 =432	5*46 =230	10*37 =370	11*23 =253	3672
3	Frequent changes in Slab Rates	14*77 =1078	9*63 =567	10*54 =540	8*46 =368	14*37 =518	12*23 =276	3347
4	High investment for billing system	8*77 =616	4*63 =252	9*54 =486	14*46 =644	24*37 =888	8*23 =184	3070
5	High tax rate for Ayurvedic Products	7*77 =539	3*63 =189	8*54 =432	13*46 =598	11*37 =407	25*23 =575	2740
6	Government Interference	12*77 =924	8*63 =504	7*54 =378	16*46 =736	15*37 =555	9*23 =207	3304

Source: Primary Data

Table 7. Negative Attitude of Medicine Retailers - Before GST Garrett Rank

S. No	Statement	Garrett Total Score	Rank
1	High Tax Rate for Medicine	3637	II
2	Different tax rate	3672	I
3	Frequent changes in Slab Rates	3347	III
4	High investment for billing system	3070	V
5	High tax rate for Ayurvedic Products	2740	VI
6	Government Interference	3304	IV

Source: Primary Data

The Table 7 explains that the scores for the negative attitude of medicine retailers' towards Before GST. The Garrett ranking is done according to the scores. The Garrett rank proved that the retailer's key problem is Different tax rate in the VAT regime. High Tax Rate for Medicine is in second place. VAT tax system follows different tax rates it induces the retailers to assign third rank to frequent changes in Slab Rates. Government Interference and High investment for billing system assigned fourth and fifth rank respectively by the retailers. Before GST Ayurvedic products are comes under low tax rate, it induces the retailers to give the least problem to High tax rate for Ayurvedic Products.

Table 8. Negative Attitude of Medicine Retailers - After GST

S. No	Statement	I	II	III	IV	V	VI	Total Scores
1	High Tax Rate for Medicine	11*77 =847	10*63 =630	5*54 =270	8*46 =368	11*37 =407	22*23 =506	3028
2	Different tax rate	14*77 =1078	12*63 =756	14*54 =756	8*46 =368	10*37 =370	9*23 =207	3535
3	Frequent changes in Slab Rates	7*77 =539	8*63 =504	10*54 =540	12*46 =552	18*37 =666	12*23 =276	3077
4	High investment for billing system	13*77 =1001	25*63 =1575	11*54 =594	3*46 =138	7*37 =259	8*23 =184	3751
5	High tax rate for Ayurvedic Products	24*77 =1848	14*63 =882	8*54 =432	9*46 =414	4*37 =148	8*23 =184	3908
6	Government Interference	9*77 =693	15*63 =945	8*54 =432	7*46 =322	12*37 =444	16*23 =368	3204

Source: Primary Data

Table 9. Negative Attitude of Medicine Retailers - After GST Garrett Rank

S. No	Statement	Garrett Total Score	Rank
1	High Tax Rate for Medicine	3028	VI
2	Different tax rate	3535	III
3	Frequent changes in Slab Rates	3077	V
4	High investment for billing system	3751	II
5	High tax rate for Ayurvedic Products	3908	I
6	Government Interference	3204	IV

Source: Primary Data

The Table 7 shows that the scores for the negative attitude of medicine retailers' towards after GST. The Garrett ranking is done according to the scores. High tax rate for Ayurvedic Products stands key problem faced by the retailers because implementation of GST ayurvedic product tax rate 18% it comes under cosmetic range. After GST implementation tax compliance related all procedure is done by online. These phenomenons induce the retailers to assign second rank to High investment for billing system. Different tax rate stands in third place due to GST have five different slab rate based on the HSN code of the item. Government Interference and Frequent changes in Slab Rates got fourth and fifth ranks respectively due to the Government directly control by the GST Council. After GST implementation lot of subsidies and tax relief is provided by the Government to consumers are getting medicines at affordable price. It induces the retailers given least rank to High Tax Rate for Medicine.

Table 10. Pre and Post Negative Impact of GST on Medicines: Retailers' Perspective

S. No	Statement	Rank	
		Before GST	After GST
1	High Tax Rate	II	VI
2	Different tax rate	I	III
3	Frequent changes in Slab Rates	III	V
4	High investment for billing system	V	II
5	High tax rate for Ayurvedic Products	VI	I
6	Government Interference	IV	IV

Source: Primary Data

It is clear from Table 10 that the first position of Different tax rate replaced by High tax rate for Ayurvedic Products stands key problem faced by the retailers due to implementation of GST ayurvedic product tax rate at 18% it comes under cosmetic range. High investment for billing system got second rank after GST and this place is occupied by High Tax Rate for medicines. After GST implementation tax compliance related all procedure is done by online. These phenomenons induce the retailers to assign second rank to this one. Different tax rate got third rank after GST implementation because of GST has five different slab rate based on the HSN code of the item. Government Interference kept in the same position before and after GST. Frequent changes in Slab Rates got fifth rank after GST and this place is occupied by High investment for billing system before GST. The result indicate the After GST the retailers are faces the lot of problems in billing system and the tax rate changes in pandemic days for medicines. High tax rate is least position in after GST but it replaced the High tax rate for Ayurvedic Products in before GST. It revealed the comparatively all other medicines GST tax rate are lower than the VAT except the Ayurvedic Products.

7. Findings

Pre and Post Positive Impact of GST on Medicines: Retailers' Perspective

The Garrett rank proved that the first position Distribution of free samples replaced by the Cost of technology is reduced due to implementation GST reduce rate of tax of medicines. Unified Tax System got second place after GST and this place is occupied by Operational efficient in the before GST. The result is not surprising the expectation of one nation one tax motto is achieved after GST. Third rank assigned to Life saving drugs tax rate is low replaced by the efficient supply chain system because after implementation of GST tax rate of life saving medicines are decreased. After GST the free sample medicine are distributed to the retailers. This trend is induces the retailers to given the fourth rank to the distribution of free samples. Efficient supply chain system and Easy compliance procedure got fifth and six ranks respectively and this rank is taken by Life saving drugs tax rate is low and Cost of technology is reduced due to taxation in before GST. It revealed after GST compliance procedure is easily done by the retailers in electronic way as well as they enjoy the structured supply chain

system, it helps to the easy going business. Single Tax Payment got seventh rank due to the both Government collect the tax at single payment by the consumer. Eighth rank is given to the returned goods as a fresh supply because the GST have different five slab rate based on the HSN code of the item. After GST implementation lot of changes arises out for business transaction, compulsory billing system and automation procedures are induces the retailers to give the least priority for Improvisation of operational efficiency and it replaced the Single Tax Payment. Before GST, value added tax payment is influence the manufacturing cost; but after GST single payment tax and fixed slab rate is helps to improve the business activities and it increase the sales.

Pre and Post Negative Impact of GST on Medicines: Retailers' Perspective

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8. Suggestions

- The Government take initiative to provide the awareness about GST rules and regulations to the retailers due to they are unaware about the GST benefits.
- The Government take step to manufacturing or subsidies to start up business for personal hygiene products to reduce the shortage because it is important to every person to control the cross infection. And, the Price of the products needs a control for supply chain system.
- Training conference for GST should be conducted at regular basis especially in the rural and semi urban areas business peoples.
- GST council consider reducing the tax rate for Ayurvedic products because the retailers are feel that it comes under cosmetic range.

9. Conclusion

The overall attitude of medicine retailers about pre and post impact of GST will be a mix of positives and negatives. In this study revealed the medicine retailers are enjoy lot of positives after GST implementation. The result of the study is helps to know the impact of GST in medical field to achieve the equitable and sustainable healthcare in Indian Economy and it

reduced the grievances in the tax regime to rectify it. It explores the importance of the medicines at emergency and GST improves the supply chain system.

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