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A STUDY ON IMPACT OF GST ON MOVIE TICKETS

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ABSTRACT:
In this paper author has tried to indicate the impacts of implementation of products and Services tax on Indian economy. so as to try to to therefore primary knowledge and secondary knowledge has been used. Author has known few main parameters for driving the economy of any country and by the employment of intensive literature survey Author has tried to prove that once the implementation of products and Services tax these higher than same main parameters ar aiming to amendment thereby impacting the entire Indian economy. Therefore, Author has tried to investigate the impact on these parameters and Indian economy once the implementation of products and Services tax by employing a self-developed form on a eleven purpose Likert scale wherever ten being the very best impact that implementation of products and Services tax would be golf stroke on a definite parameter and zero being all-time low impact that implementation of products and Services tax would be golf stroke on a definite parameter. afterward by exploitation multivariate analysis technique deducing common equation explaining the impact result of varied parameters on Indian economy. GST of eighteen compared with the present rate of twenty eighth on flick tickets priced below Rs a hundred augurs well for single-screen theatres. Gains for multiplexes would be restricted since simply over 5-7% of their revenue is from cheap tickets. For them, GST impact would be muted. In urban center and geographical area, GST for tickets priced higher than Rs a hundred are going to be twenty eighth, abundant under the present four-hundredth tax. The gain, however, are going to be offset by twenty first GST on food and beverages, on top of the present 11 November tax.

KEY WORDS:
Tax, economy, goods, service, tickets, price.

INTRODUCTION:

The show business consists of various segments beneath its folds sectors tv, print and films. It conjointly includes smaller segments like radio, music, (Nerudova and Dobranschi 2019)OOH, recreation and visual effects, animation, and net advertising. show business in Asian nation has resulted an enormous growth in last twenty years and is one in every of the quickest growing industries in Asian nation. tv trade- it's one in (Nerudova and Dobranschi 2019; Fleming, Brude, and Thomson Reuters Accelus. 2018)every of the key mass media and could be a industry and it's thousands of programmes within the all the states of Asian nation. Asian nation is that the second largest tv market within the world. tv 1st came to Asian nation within the kind of Doordarshan on Gregorian calendar month fifteenth ,1959. Print trade-

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thanks to medical aid print industry is showing a negative rate of growth year on year. Print• trade in (Nerudova and Dobranschi 2019; Fleming, Brude, and Thomson Reuters Accelus. 2018; Armstrong 2019)Asian nation is that the world's second largest. Film industry- Films area unit the foremost vital kind of recreation in Asian nation. screenland of Asian nation is the• largest producers of films within the world. it's associate degree annual turnover of Rs.60 billion. Radio industry- Radio broadcasting in Asian nation started in 1923 with the radio club of city. All Asian nation radio• was established in 1936, that is one in every of the most important radio networks within the world. Some notable radio stations area unit Radio mirchi, (Nerudova and Dobranschi 2019; Fleming, Brude, and Thomson Reuters Accelus. 2018; Armstrong 2019; Carattini, Kallbekken, and Orlov 2019)Red FM, RADIO CITY, Big FM, and etc.The Goods and Services Tax Council met for its thirty first meeting on weekday wherever it's rationalised GST rates for many merchandise and services placed within the higher tax slabs. Among different charge per unit cuts, the almighty council (Nerudova and Dobranschi 2019; Fleming, Brude, and Thomson Reuters Accelus. 2018; Armstrong 2019; Carattini, Kallbekken, and Orlov 2019; Waud 1985)has determined to create moving-picture show tickets cheaper. Approving the recommendations created throughout the meeting nowadays, the GST Council has determined to scale back GST levied on cinema tickets priced up to Rs one hundred from eighteen per cent to twelve per cent. Film tickets priced on top of Rs one hundred can attract GST at a rate of eighteen per cent, rather than the sooner twenty eight per cent."GST rate on cinema tickets on top of Rs. one hundred shall be reduced from twenty eight per cent to eighteen percent and on cinema tickets up to Rs one hundred from eighteen per cent to twelve per cent," a press release by the Finance Ministry aforesaid.

OBJECTIVES

The Main objective of the study is To find out the impact of GST on Entertainment industry.To find out the impact of reducing GST on movie tickets.The effects of pricing on movie tickets.To analyse the impact of GST on entertainment industry.

METHODOLOGY

This research is based on both empirical and doctrinal form of research where local people's idea on the status on accomplice evidence and its effect on fundamental rights and its reliability in deciding cases are covered and several understanding of different researchers are correlated with the survey. The secondary sources like journals, bare Acts, books, etc has been used. The total sample size of 1511 has been collected based on random sampling method around the busy local areas of chennai. Frequencies of the input and chi square test along with cross tabulation, and anova test has been used to derive and justify our hypothesis and also substantiate our understanding this topic with the help of SPSS software.

RESULTS AND DISCUSSION

As per survey the graph of male, female, and people who do not prefer not to say the gender. So among them 80 % of females, 60% of male and 20% of others have answered.

Psychological Status : Does GST affect the interest of consumer towards entertainment?

As per survey GST affect the interest of consumer towards entertainment amoungist that on the basis of random sampling research the people around have responded enormously responded on the ratio of male , female, and answered on the basis of agree, disagree,

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strongly agree agree , strongly disagree. On that basis 129 female members strongly agree , 214 members agree, 425 members are on neutral , 88 members disagree, and 24 members strongly disagree. So on the total basis 880 female members have answered . In case of males 110 members strongly agree , 349 member agree, 171 members are on neutral , 32 members disagree, 42 members strongly disagree, so on the whole 704 male members have responded. In the case of other gender 191 members have responded and on the whole 880 female members have been affected on the GST and its imapct.

Economical Status: Can movie tickets have prices and concession?
Survey shows that does GST affect the interest of consumer towards entertainment amoungist that on the basis of random sampling research the people around have responded enormously responded on the ratio of male , female, and answered on the basis of agree, disagree, strongly agree agree , strongly disagree. On that basis 129 female members strongly agree , 214 members agree, 425 members are on neutral , 88 members disagree, and 24 members strongly disagree. So on the total basis 880 female members have answered . In case of males 110 members strongly agree , 349 member agree, 171 members are on neutral , 32 members disagree, 42 members strongly disagree, so on the whole 704 male members have responded. In the case of other gender 191 members have responded and on the whole 880 female members have been affected on the GST and its imapct. The above table shows that does GST affect the interest of consumer towards entertainment amoungist that on the basis of random sampling research the people around have responded enormously responded on the ratio of male , female, and answered on the basis of agree, disagree, strongly agree agree , strongly disagree.Can movie tickets have prices and concession .Among that the female members with 808 ration have strongly agreed .

Tax Status: Let us perceive the impact of GST on the tip shopper victimization motion-picture show halls as Associate in Nursing example. In motion-picture show theaters (multiplexes), food and beverages square measure taxed at a VAT of twenty (Jain 2017; Bhasin and Mittal 2017; Springer India-New Delhi 2015)three.5% and a mean of half-hour tax is levied on tickets, counting on the state. Currently, the diversion tax is levied by states and therefore the rates vary from zero to a hundred and tenth, with a mean of half-hour motion-picture show tickets can attract GST at twenty eighth.

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CONCLUSION
Diversion may be a massive a part of our lives. Most folks UN agency work flat out through the whole week need to travel out, watch movies or visit some new places to relax on our days off. Here we are going to discuss the impact of GST rates on the show business and whether or not or not it's become pricy underneath GST. allow us to perceive the impact of GST on the tip client mistreatment flick halls as associate degree example. In flick theaters (multiplexes), food and beverages were taxed at a VAT of twenty.5% and a mean of half-hour tax was levied on tickets, betting on the state. Movie tickets can currently attract GST at twenty eighth. As food and beverages represent the provision of food/drinks in out of doors line of work, they're going to attract eighteen GST. The impact of GST on the show business

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will be each positive and negative, betting on the state. homeowners of flick halls, parks etc. stand to realize underneath GST, because of the availability of input step-down. However, the impact of any extra native taxes (if levied) has to be seen.

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