

# The Impacts of VAT on the Retail Supply Chains of Kashtban Trading Company in Dubai

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## CHRONICLE

Article history:

Received: June 28,  
2024

Received in revised  
format: August 15,  
2024

Accepted: December  
10, 2024

Available online:  
December 31, 2024

### Keywords:

*Value-Added Tax,  
Retail Supply Chains,  
Clothing Industry,  
Financial  
Performance,  
Consumer Behaviour,  
Market Positioning,  
VAT Compliance,  
Structural Equation  
Modeling, Dubai*

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## ABSTRACT

This paper examines the impact of Value-Added Tax (VAT) implementation on Kashtban Trading Company's retail supply chains and clothing industry operations in Dubai. Using a quantitative survey design, data were collected through structured questionnaires and analyzed using Structural Equation Modeling - Partial Least Squares (SEM-PLS). The findings reveal significant positive effects of VAT on operational processes, financial performance, consumer behavior, and market positioning. VAT compliance was found to enhance operational efficiency and transparency while contributing to improved financial outcomes, particularly in the clothing sector. Consumer purchasing patterns showed moderate sensitivity to VAT-induced pricing adjustments, highlighting the need for adaptive strategies to maintain market competitiveness. The study provides actionable insights into VAT's multifaceted implications, demonstrating how regulatory compliance can drive organizational improvement when aligned with strategic objectives. These findings contribute to the literature by offering an organization-specific perspective on VAT impacts in dynamic market contexts.

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*JEL Classification: H25, L81, M41, C83, & R51.*

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## 1. Introduction

Value-Added Tax (VAT) is a critical fiscal policy tool adopted by governments globally to generate revenue and drive economic growth. As an indirect consumption tax applied at each stage of production and distribution on the value added to goods and services, VAT is ultimately borne by the final consumer. While VAT has been widely used in Europe for decades, its introduction in Gulf Cooperation Council (GCC) countries, including the United Arab Emirates (UAE), represents a strategic move toward diversifying income sources away from oil dependency (Alsharari et al., 2023). The UAE implemented VAT at a standard rate of 5% on January 1, 2018, as part of its Vision 2030 economic diversification strategy. VAT

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<http://dx.doi.org/10.70568/IJDAFS.1.2.4>

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revenue supports public services, infrastructure development, and fiscal sustainability. Despite these advantages, VAT compliance introduces significant challenges for businesses, particularly in understanding and managing VAT-related processes (Hajri, 2023). One of the critical challenges associated with VAT is tax evasion, which undermines revenue collection and impairs the efficiency of the tax system. Tax evasion involves illegal practices such as underreporting income, inflating deductions, and falsely claiming exemptions, all of which significantly impact governmental revenues (Feltenstein et al., 2022). In the UAE, VAT non-compliance disrupts market competition and erodes public trust in tax policies (Dwekat, 2023).

Kashtban Trading Company operates an extensive retail supply chain in Dubai, catering to a diverse customer base. As a prominent player in the clothing sector, it faces the complexities of VAT compliance while striving to maintain operational efficiency and competitiveness. This study seeks to explore how VAT influences Kashtban Trading Company's operational processes, financial performance, consumer behavior, and overall market positioning. The implementation of VAT has introduced a new layer of complexity for retail supply chains, particularly in the clothing industry. For Kashtban Trading Company, ensuring compliance with VAT regulations while sustaining profitability is a significant challenge. The company must address increased administrative burdens, adjust pricing strategies, and adapt to shifts in consumer purchasing behavior influenced by VAT. Additionally, financial pressures and potential cash flow constraints necessitate a reevaluation of supply chain operations and cost management practices. These challenges underscore the need to examine the specific impacts of VAT on Kashtban Trading Company's retail supply chain. Key areas of focus include financial performance, consumer behavior, and market positioning in Dubai's competitive landscape. This paper also addresses the profound effects of VAT evasion on revenue collection. Tax evasion not only reduces governmental income but also creates unfair market competition, weakens the integrity of tax systems, and hinders economic growth. The UAE faces unique challenges in mitigating VAT evasion due to its diverse business landscape and the relative novelty of its tax system. Factors such as insufficient awareness, inadequate compliance mechanisms, and complex regulations exacerbate VAT evasion (Mohamadi, 2022).

Kashtban Trading Company exemplifies the complexities of VAT compliance within a retail supply chain. Operating in a competitive clothing industry, the company must navigate challenges such as VAT registration, input-output reconciliation, and changing consumer behavior influenced by tax burdens. The risk of VAT evasion within supply chains further highlights the necessity for robust tax administration and enforcement mechanisms (Hajri, 2023). Thus, this study aims to analyze the implications of VAT on Kashtban Trading Company's retail supply chain, focusing on operational processes, financial performance, and market positioning. By addressing these challenges, the research seeks to provide actionable insights to improve VAT compliance and enhance the company's adaptability to regulatory requirements. The findings will also contribute to the broader understanding of VAT's effects on the retail clothing industry in the UAE, offering strategies to mitigate negative impacts and leverage new opportunities arising from VAT implementation.

## **2. Literature Review**

The global supply chain (SC) economy has faced unprecedented challenges in recent years due to uncertain events such as the COVID-19 pandemic and extreme weather conditions. These disruptions have necessitated novel approaches to supply chain management (SCM), emphasizing resilience, sustainability, and adaptability in the face of uncertainty (Ho et al., 2015). The integration of uncertainty analysis and optimization modeling (UAO) into SCM has emerged as a critical area of research, focusing on mitigating risks and enhancing decision-making processes under unpredictable circumstances (Ivanov et al., 2017). A comprehensive review of literature on UAO in SCM reveals a growing body of work that addresses the complexities of global supply chains. From 2015 to 2022, 121 articles from 44 international academic journals were systematically reviewed using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework. Bibliometric analysis and tools like CiteSpace were employed to identify trends and summarize research characteristics, highlighting key areas such as decision-making, risk management, and resilience building in supply chains (Niu & Shen, 2020). Uncertainty in supply chain operations is multifaceted, encompassing demand fluctuations, supply disruptions, and infrastructure

vulnerabilities. Studies such as those by Behzadi et al. (2018) and Huang et al. (2019) underscore the importance of robust and resilient approaches to managing these uncertainties. These approaches often involve abstract modeling of decision problems to derive actionable insights, ensuring operational continuity even in adverse scenarios.

The COVID-19 pandemic has amplified the need for effective SCM strategies, as companies grapple with increased uncertainty in demand and supply dynamics. Research by Abouee-Mehrzi et al. (2021) and Li & Mizuno (2021) highlights the role of data-driven inventory management and dynamic pricing strategies in enhancing supply chain resilience during crises. Similarly, Niu et al. (2022) explored the impact of uncertainty on production and purchasing decisions, emphasizing the need for innovative process designs and strategic investments. Sustainability in supply chain management has also garnered significant attention. Studies by Silvestre (2015) and Farooque et al. (2019) delve into sustainable supply chain management (SSCM), exploring the challenges faced by developing economies and proposing strategies for achieving environmental and social objectives alongside economic goals. These works highlight the interplay between global value chains, institutional frameworks, and sustainability drivers, providing a roadmap for integrating sustainability into SCM practices. Risk management remains a cornerstone of SCM research. Ho et al. (2015) identified key risk categories, including macroeconomic risks, demand risks, and manufacturing risks, while Ivanov et al. (2017) proposed recovery measures to address disruptions. The integration of behavioral factors, big data technologies, and artificial intelligence into SCM has been suggested as a future direction to enhance risk mitigation and decision-making capabilities (Saber et al., 2019).

Alsharari et al. (2023) analyzed the implementation of VAT in the Gulf Cooperation Council (GCC) countries, with a focus on the UAE. The study emphasized VAT as a critical tool for economic diversification away from oil revenue dependency. It highlighted that VAT compliance challenges arise due to businesses' lack of readiness and insufficient understanding of tax laws. The study recommended enhancing corporate awareness and establishing robust enforcement mechanisms to improve VAT compliance and revenue generation. Feltenstein et al. (2022) developed a general equilibrium model to analyze VAT evasion in Pakistan. The study found that increased spending on tax enforcement significantly improves VAT revenue collection without negatively impacting long-term GDP. It demonstrated the importance of stricter enforcement and compliance measures to address revenue losses caused by VAT evasion.

Gopakumar et al. (2022) studied the sectoral impacts of VAT in the UAE by examining stock market data. The results revealed that certain industries, such as retail and insurance, showed greater sensitivity to VAT implementation. The study underscored the need for targeted policies to mitigate sector-specific challenges arising from VAT. Hajri (2023) explored the role of VAT in achieving the UAE Vision 2030. The study identified several administrative challenges, including insufficient human resources, limited public awareness, and the complexity of VAT reconciliation processes. It recommended capacity building within the Federal Tax Authority and streamlined VAT procedures to improve compliance. Oseni (2018) examined the effects of VAT on government revenue generation in Nigeria. The study found that SMEs faced significant compliance burdens, such as high administrative costs and complex filing requirements. Oseni recommended simplifying VAT processes and providing support for SMEs to enhance compliance and revenue generation. Dwekat (2023) studied the implications of VAT evasion on economic performance in the UAE. The study highlighted that VAT evasion distorts competition and undermines fiscal stability. It identified factors such as a lack of awareness, insufficient enforcement, and loopholes in tax legislation as contributors to VAT evasion.

Shahata (2020) investigated the role of digital transformation in improving VAT compliance in Egypt. The study found that digitizing tax administration reduces compliance costs, enhances transparency, and minimizes opportunities for tax evasion. It recommended the adoption of advanced digital tools for tax management in the GCC. Fentaw (2022) examined VAT auditing in Ethiopia and its effects on consumer behavior and market competition. The study highlighted that non-compliance by certain businesses creates unfair advantages, distorting market dynamics. It called for regular VAT audits and consumer education campaigns to address these issues. Huang et al. (2022) examined the management of social responsibility within multitier supply chains, focusing on a three-tier structure involving a tier 2 supplier, a tier 1 supplier, and a tier 0 buyer. The study analyzed how responsibility violations in lower-tier suppliers can harm all

parties involved and explored equilibrium strategies for improving responsibility efforts across the supply chain. Using a game-theoretic model, the research highlighted three extreme strategies: direct control, delegation, or no effort, with the optimal approach determined by various drivers. Interestingly, the study found that external pressures from stakeholders like governments and non-governmental organizations can sometimes backfire, resulting in reduced responsibility levels. The study provides practical insights for managing risks in multitier supply chains and offers strategies for external stakeholders to encourage responsibility without unintended negative consequences. These findings are particularly relevant for businesses navigating complex supply chain structures, such as those influenced by tax compliance or social responsibility issues.

Gopakumar et al. (2022) investigated the sectoral effects of Value-Added Tax (VAT) implementation in the UAE, focusing on stock market responses. Using an event study methodology, the research analyzed 19 announcements related to VAT implementation between 2015 and 2018. The study revealed significant sectoral differences in abnormal returns, with industries such as insurance and retail displaying heightened sensitivity to VAT-related announcements. Additionally, certain announcements were found to exert a more pronounced impact than others, emphasizing the varying degrees of VAT's influence across sectors. The findings provide valuable guidance for policymakers and businesses in other Gulf Cooperation Council (GCC) countries considering VAT implementation, offering insights into how tax policy announcements influence market behavior and risk dynamics within specific industries. Sidek and Abdulraqueeb (2022) proposed a conceptual framework to analyze the moderating role of government support on VAT compliance among Small and Medium Enterprises (SMEs) in the UAE. Rooted in economic, psychological, and equity theories, the framework identifies key factors influencing VAT compliance, including organizational characteristics, efficacy, and the role of government support. The study emphasizes that government support, such as simplifying VAT processes and overcoming implementation barriers, significantly moderates the relationship between organizational characteristics and VAT compliance. The research contributes to the development of a governance framework that optimizes VAT compliance, highlighting the importance of targeted government interventions in improving SME adherence to tax regulations. This framework has practical implications for policymakers aiming to strengthen VAT compliance as part of broader economic and fiscal objectives.

Faheem and Alzoubi (2019) evaluate VAT in the UAE and its implications on the economy and consumer behavior. The research utilized a quantitative methodology, including surveys and exploratory analyses, to assess the historical context of VAT implementation and its effects on the UAE's economic and geopolitical environment. The study highlighted the challenges related to VAT compliance, adjustments in tax rates, and the complexities of VAT collections and refunds. Additionally, it explored the broader socio-economic implications of VAT as a policy tool and its role in addressing financial crimes and regulating offshore financial hubs. The findings emphasized the importance of tailoring VAT policies to the UAE's unique economic structure while considering lessons from other jurisdictions. Hussain et al. (2022) explored the rapidly changing tax landscape in the UAE, focusing on the interplay between VAT, excise tax, and the recent introduction of Corporate Income Tax (CIT). The study highlighted the significance of customs laws as a foundational component of indirect taxation in the UAE, playing a critical role in the assessment of duties, VAT, and excise taxes. Furthermore, it discussed the challenges businesses face in navigating customs regulations amid evolving tax policies, particularly in the context of global trade. The authors emphasized the UAE's proactive steps in ratifying Free Trade Agreements (FTAs) with India and Indonesia, underscoring customs laws' importance in facilitating international trade. The research provided practical recommendations for businesses to mitigate challenges related to customs and tax compliance in the UAE's dynamic tax environment. Krylova (2023) analyzed Dubai's role as a global hub for illicit trade and sanctions evasion, emphasizing the enabling factors that contribute to these practices, such as its strategic location, free zone policies, and financial regulations. The study identified Dubai as a significant black market for gold and other commodities, often associated with smuggling, money laundering, and other illicit activities. It further explored the vulnerabilities posed by the city's development as a cryptocurrency hub, which exacerbates issues of transparency and jurisdictional compliance. The chapter concluded with a call for stricter due diligence measures, improved free zone regulations, and comprehensive strategies to combat illicit trade through supply chain analysis and advanced data analytics. In addition, Chen et al. (2023)

conducted a systematic review of uncertainty analysis and optimization modeling (UAO) in supply chain management (SCM), highlighting the critical role of these methodologies in addressing the challenges posed by uncertain global events such as COVID-19 and extreme weather. By analyzing 121 articles published between 2015 and 2022 using the PRISMA framework, the authors identified significant advancements in the application of UAO to SCM.

One of the key strengths of the studies lies in their diverse methodologies and focus areas. For instance, Huang et al. (2022) contribute significantly to the understanding of social responsibility in multitier supply chains, offering actionable strategies for managing responsibility across tiers. This focus is highly relevant in today's interconnected supply chain networks, where lower-tier supplier violations can have cascading effects. Similarly, Chen et al. (2023) provide a systematic evaluation of uncertainty analysis and optimization modeling (UAO), emphasizing its critical role in enhancing decision-making under uncertainty, particularly in resilience and emergency management. This perspective aligns with the current global challenges posed by events such as COVID-19 and climate change, offering a timely reference for both academia and industry. The studies on VAT, particularly those by Gopakumar et al. (2022) and Faheem and Alzoubi (n.d.), provide empirical and conceptual insights into the economic and behavioral implications of VAT implementation in the UAE. These works highlight sectoral sensitivities, compliance challenges, and the socio-economic impacts of taxation, which are pivotal for policymakers and businesses in adapting to new fiscal frameworks. Additionally, Hussain et al. (2022) shed light on the evolving tax environment in the UAE, highlighting the importance of customs laws and their interplay with indirect taxes like VAT and excise duties. Their analysis underscores the complexities of global trade and taxation, particularly in rapidly transforming economies like the UAE.

### **3. Research Gaps**

Despite their contributions, some gaps and limitations in the studies warrant attention. For example, while Chen et al. (2023) offer a comprehensive systematic review of UAO in supply chain management, their reliance on existing literature may limit the exploration of emerging practical applications. Integrating real-world case studies or field data could provide a more nuanced understanding of how uncertainty analysis and optimization models perform in dynamic, real-time environments. Similarly, while Faheem and Alzoubi (n.d.) highlight the economic and behavioral impacts of VAT in the UAE, their exploratory approach may lack the depth required for generalizability. The study would benefit from a more robust empirical framework, incorporating longitudinal data to track VAT's long-term effects on the economy and consumer behavior. Furthermore, Gopakumar et al. (2022) focus primarily on the sectoral effects of VAT on stock market performance but do not delve deeply into the broader operational and financial implications for businesses within these sectors. The study by Krylova (2023) provides a critical perspective on Dubai's role as a hub for illicit trade, offering valuable insights into regulatory vulnerabilities and the need for stricter oversight. However, the analysis is largely descriptive, with limited emphasis on quantitative evidence or actionable strategies to address the identified challenges. A more robust analytical framework integrating data-driven approaches could strengthen the study's practical relevance. The reviewed studies collectively underscore the importance of adopting integrated approaches to manage supply chain complexities, regulatory compliance, and economic challenges. For example, the insights from Huang et al. (2022) on multitier supply chains could complement the findings from Chen et al. (2023) on UAO, offering a comprehensive framework for managing uncertainty and responsibility in global supply chains. Similarly, the behavioral and compliance insights from Faheem and Alzoubi (n.d.) could be enriched by the sectoral analyses of Gopakumar et al. (2022) and the evolving tax insights from Hussain et al. (2022). The interplay between regulatory policies, technological advancements, and behavioral factors remains a fertile ground for further exploration, offering significant potential to advance the fields of supply chain management, taxation, and economic policy.

## 4. Hypothesis Development

### 4.1 The Effect of Value-Added Tax (VAT) on Operational Processes and Financial Performance of Retail Supply Chains

The implementation of Value-Added Tax (VAT) has brought significant challenges and changes to supply chain operations globally. In the UAE, where VAT was introduced in 2018, companies like Kashtban Trading Company have had to adjust their operational processes and financial strategies to comply with the new regulations. Hussain et al. (2022) emphasize that VAT compliance requires businesses to adapt their pricing models, enhance their accounting systems, and address cash flow management issues. These operational adjustments often result in increased administrative burdens, as noted by Sidek and Abdulaqeeb (2022), who highlight the role of government support in easing these challenges for businesses, particularly small and medium enterprises (SMEs).

From a financial perspective, VAT compliance directly influences a company's profitability and cost structures. Faheem and Alzoubi (n.d.) demonstrate that the introduction of VAT in the UAE has affected consumer behavior, creating additional pressures on companies to optimize their supply chain costs while maintaining competitive pricing. This aligns with the findings of Gopakumar et al. (2022), who observed that sectors such as retail display heightened sensitivity to VAT-related announcements, leading to fluctuations in financial performance and market dynamics. Therefore, it is hypothesized that:

*H1: VAT implementation has a significant effect on the operational processes of Kashtban Trading Company's retail supply chains.*

*H2: VAT implementation significantly impacts the financial performance of Kashtban Trading Company's retail supply chains.*

### 4.2 The Effect of VAT on the Clothing Industry: Financial Performance, Consumer Behavior, and Market Positioning

The clothing industry, a key sector for Kashtban Trading Company, faces unique challenges due to VAT implementation. Faheem and Alzoubi (n.d.) noted that VAT directly impacts consumer behavior, as the additional tax burden often leads to changes in purchasing patterns and price sensitivity. These behavioral shifts necessitate strategic adjustments by businesses to maintain market positioning, including offering discounts or rethinking product pricing strategies. Similarly, Chen et al. (2023) emphasize the importance of adopting uncertainty analysis and optimization techniques to address such dynamic consumer behavior and enhance decision-making processes.

Market positioning is another critical aspect influenced by VAT. Huang et al. (2022) highlight the importance of responsibility management and transparency in supply chains, which are increasingly demanded by consumers and stakeholders in regulated environments. These factors contribute to shaping a company's market reputation and competitive advantage, particularly in industries like clothing, where brand perception plays a significant role. Additionally, Gopakumar et al. (2022) suggest that VAT's sectoral impacts are uneven, with industries like retail and clothing experiencing more pronounced effects. Their findings indicate that the clothing industry must navigate heightened financial pressures while adapting to regulatory changes to sustain its competitive edge. Thus, it is hypothesized that:

*H3: VAT implementation significantly affects the financial performance of Kashtban Trading Company's clothing industry operations.*

*H4: VAT implementation influences consumer behavior in the clothing industry, leading to changes in purchasing patterns.*

*H5: VAT implementation impacts the market positioning of Kashtban Trading Company in the clothing industry.*

The development of these hypotheses is grounded in the existing literature on VAT's implications for operational processes, financial performance, consumer behavior, and market positioning. By examining these hypotheses in the context of Kashtban Trading Company as in Figure 1, this study aims to provide actionable insights into the challenges and opportunities presented by VAT implementation within Dubai's retail and clothing sectors.

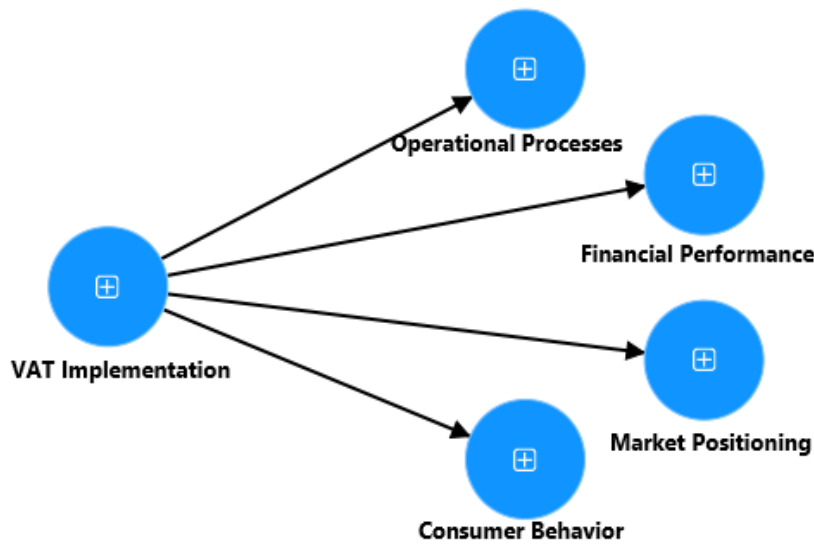


Figure 1. Research Model

## 5. Methodology

This study adopts a quantitative survey design to explore the impact of VAT on Kashtban Trading Company's operational processes, financial performance, consumer behavior, and market positioning. The quantitative approach enables the systematic collection and analysis of data, providing generalizable findings and facilitating the identification of relationships between VAT-related variables and their effects on the company's retail supply chains. The survey method, with its structured design, ensures a focused examination of the research hypotheses while allowing for both numerical and narrative data collection. To gather the necessary data, structured **questionnaires** were developed and distributed to employees across various departments at Kashtban Trading Company. These questionnaires included a combination of Likert-scale questions and open-ended prompts to capture both quantitative metrics and qualitative insights. The questions were grouped into sections addressing the specific areas of investigation, including VAT's effects on operational processes, financial performance, consumer behavior, and market positioning. To ensure reliability and relevance, the questionnaire underwent a pilot test with a small subset of participants, and adjustments were made to enhance clarity and alignment with the research objectives.

The study utilized a purposive sampling technique to target employees directly involved in VAT compliance, decision-making, and operations. The sample included representatives from key departments: operations (30-35%), finance (20-25%), sales and marketing (15-20%), senior management (10-15%), and support staff (5-10%). This distribution ensured a balanced representation of perspectives while prioritizing the departments most impacted by VAT implementation. The total sample size was set between 100 and 120 participants, based on the requirements of Structural Equation Modeling - Partial Least Squares (SEM-PLS), which recommends a minimum of 10-15 respondents per variable. This sample size allows for robust analysis while maintaining statistical validity.

Data analysis was conducted using SEM-PLS, a powerful statistical technique for examining complex relationships between variables. SEM-PLS was chosen for its ability to handle small to medium sample sizes and its dual focus on assessing both the measurement and structural models. The analysis involved two key steps. First, the measurement model was assessed for reliability and validity using metrics such as Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). This ensured that the constructs accurately represented the underlying variables. Second, the structural model was examined to evaluate the relationships between constructs, testing the strength and significance of VAT's effects on operational processes, financial performance, consumer behavior, and market positioning.

Ethical considerations were a central component of the research methodology. Participation was voluntary, and informed consent was obtained from all respondents before their involvement. To ensure confidentiality, all responses were anonymized, and the data were securely stored to prevent unauthorized access. Additionally, the data collected were used exclusively for academic purposes, further ensuring the integrity of the research process. While the methodology ensures a rigorous approach to data collection and analysis, certain limitations are acknowledged. The use of purposive sampling may limit the generalizability of the findings to other organizations or sectors. Moreover, the reliance on self-reported data introduces the potential for bias, as participants' responses may be influenced by personal perceptions or organizational dynamics. Additionally, the lack of geographical differentiation within the sample may overlook location-specific variations in VAT's impact, particularly in a diverse market like Dubai.

Overall, the research methodology provides a robust framework for investigating the effects of VAT on Kashtban Trading Company. By combining a quantitative survey design with SEM-PLS analysis, the study ensures a comprehensive exploration of the operational and financial challenges posed by VAT implementation. The findings are expected to offer actionable insights for the company while contributing to the broader discourse on VAT's implications for the retail and clothing industries. Future research may address the noted limitations by incorporating longitudinal studies or expanding the scope to include multiple organizations and regions.

The descriptive analysis of the demographic variables provides a nuanced understanding of the diversity within the study sample, reflecting its comprehensiveness and representativeness. The inclusion of employees from various organizational roles, such as senior management, operations, finance, sales and marketing, and support staff, ensures that the study captures diverse perspectives on VAT implementation at Kashtban Trading Company. Notably, the operations department accounted for 30-35% of the sample, aligning with its critical role in adapting supply chain processes to VAT requirements. Similarly, the finance department, with 20-25% representation, contributed insights into the financial implications of VAT, such as cash flow challenges and cost management. The 15-20% representation from sales and marketing provides essential consumer-focused perspectives, while the smaller but significant proportion of senior management (10-15%) offers strategic viewpoints. However, the relatively limited input from senior management may constrain the depth of strategic discussions on long-term adaptation to VAT.

The respondents' tenure at Kashtban Trading Company further enriches the analysis by providing varied levels of familiarity with the company's operations. With 55% of the participants having more than four years of experience, the study benefits from insights grounded in extensive organizational knowledge. These experienced employees are well-positioned to evaluate changes in operational and financial strategies resulting from VAT implementation. On the other hand, the inclusion of 15% of employees with less than a year of tenure offers valuable perspectives on onboarding and adaptation processes under the VAT regime. However, these newer employees may have limited ability to compare pre- and post-VAT operations, potentially narrowing their insights into long-term impacts. The departmental distribution also highlights the study's comprehensiveness in addressing VAT's multifaceted impacts. The strong representation from operations and finance ensures a focus on critical compliance and cost management challenges, while inputs from sales and marketing provide an understanding of how VAT influences consumer behavior and market positioning. The smaller representation of support staff (5-10%) offers additional operational insights but may underrepresent ground-level challenges in adapting to VAT. This proportional distribution effectively balances the need for a diverse range of perspectives while maintaining focus on the departments most affected by VAT. Despite the strengths of the sample, several limitations are noteworthy. The smaller proportion of senior management participants may limit the exploration of strategic decision-making and long-term VAT adaptation plans. Furthermore, the higher representation of operations and finance might skew the findings toward these departments' challenges, potentially underrepresenting consumer-focused insights from sales and marketing. Additionally, if Kashtban Trading Company operates across multiple locations, the lack of geographical differentiation in the sample could overlook location-specific VAT impacts, such as differences in local consumer behavior or regional regulatory nuances.

In conclusion, the demographic analysis underscores the robustness of the study sample in capturing diverse departmental perspectives and varying levels of experience. However, enhancing the representation of senior management, increasing the sample size of sales and marketing respondents, and incorporating

geographical diversity could provide a more nuanced understanding of VAT's effects. These adjustments would not only address potential biases but also enrich the study's ability to offer actionable insights into the operational, financial, and strategic impacts of VAT implementation at Kashtban Trading Company.

### 6. Findings

The findings from the study provide valuable insights into the impact of VAT implementation on various operational and strategic dimensions of Kashtban Trading Company. By leveraging structural equation modeling (SEM), the study evaluates the relationships between VAT implementation and key constructs such as operational processes, financial performance, consumer behavior, and market positioning. The results highlight the transformative role of VAT implementation in driving organizational efficiency, improving financial outcomes, and influencing consumer and market dynamics. Each hypothesis was tested rigorously, revealing statistically significant relationships that underscore the broad-reaching effects of VAT implementation within the retail supply chain and clothing industry operations. These findings offer both practical and theoretical contributions, showcasing how VAT compliance serves as a critical factor in enhancing organizational performance and competitiveness.

Figure (2) illustrates a structural equation model (SEM) that analyzes the relationships between five latent constructs: VAT Implementation, Operational Processes, Financial Performance, Consumer Behavior, and Market Positioning. Each latent construct is measured through multiple indicators, which are displayed as yellow blocks connected to their respective constructs through arrows. The figure also highlights the path coefficients (numerical values on the connecting arrows) that demonstrate the strength and significance of the relationships between the latent constructs. In particular, the model emphasizes how VAT Implementation influences Operational Processes, Consumer Behavior, Financial Performance, and Market Positioning. Additionally, the figure shows the loadings of individual indicators onto their respective constructs, providing insight into the reliability and contribution of each measurement item.

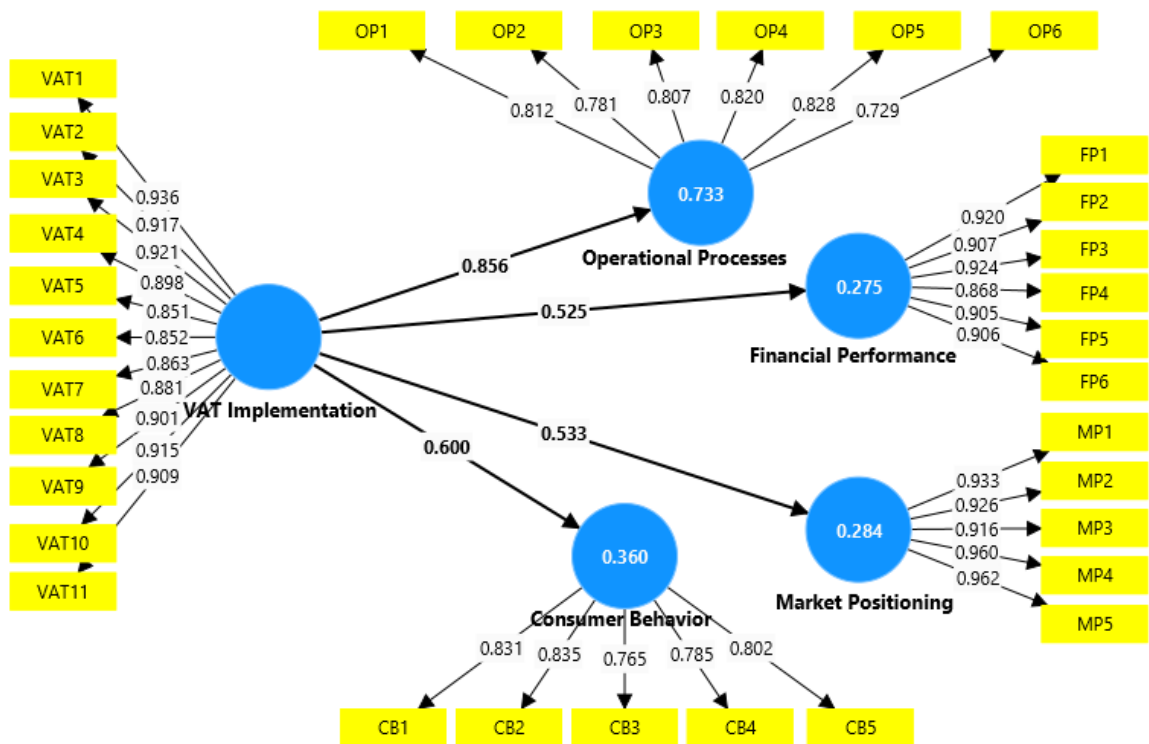


Figure 2. Measurement Model

The structural equation model presented in Figure 1 provides a comprehensive view of the relationships between the latent constructs under study. The strongest relationship is observed between VAT Implementation and Operational Processes, with a path coefficient of 0.856, indicating a substantial positive effect. Similarly, VAT Implementation has moderate influences on Consumer Behavior (0.600) and Market Positioning (0.533). However, its effect on Financial Performance appears weaker (0.525), suggesting that other factors may also play significant roles in determining financial outcomes. The indicator loadings for each construct are exceptionally high, all exceeding 0.70, which demonstrates strong convergent validity. The blue nodes represent latent constructs with the associated path coefficients displayed for inter-construct relationships. These coefficients are key to interpreting the strength of relationships within the model.

*Table 1: Reliability and Testing of AVE*

	<b>Cronbach's alpha</b>	<b>Composite reliability (rho_a)</b>	<b>Composite reliability (rho_c)</b>	<b>Average variance extracted (AVE)</b>
<b>Consumer Behavior</b>	0.863	0.869	0.901	0.646
<b>Financial Performance</b>	0.956	0.958	0.965	0.819
<b>Market Positioning</b>	0.967	0.967	0.974	0.883
<b>Operational Processes</b>	0.890	0.918	0.912	0.635
<b>VAT Implementation</b>	0.975	0.975	0.978	0.802

Table (1) above provides a detailed summary of the reliability and validity metrics for the latent constructs within the model. Cronbach's alpha values, ranging from 0.863 to 0.975, demonstrate high internal consistency across all constructs. Similarly, composite reliability (rho\_c) values for all constructs exceed the recommended threshold of 0.70, confirming their reliability. Moreover, the Average Variance Extracted (AVE) values, which range from 0.635 to 0.883, surpass the threshold of 0.50, supporting the convergent validity of all constructs. Notably, VAT Implementation shows the highest reliability and validity scores (Cronbach's alpha = 0.975, rho\_c = 0.978, AVE = 0.802), reflecting its strong measurement structure. Meanwhile, Market Positioning exhibits the highest AVE value (0.883), indicating that a substantial proportion of the variance is explained by the underlying construct. Overall, all constructs meet the required standards for reliability and validity, underscoring the robustness of the model. Together, the figure and the table complement each other, providing both a visual and statistical validation of the relationships and the measurement quality of the constructs in the SEM framework.

### 6.1 Hypothesis Testing

The hypothesis testing section evaluates the proposed relationships between VAT implementation and its effects on various aspects of Kashiban Trading Company's retail supply chains and clothing industry operations. The results, as presented in the structural model and the accompanying statistical table, provide robust evidence supporting the hypotheses, with all relationships demonstrating statistical significance. Below is the hypothesis testing analysis. The figure represents a structural equation model (SEM) examining the relationships between VAT Implementation and four other latent constructs: Operational Processes, Consumer Behavior, Financial Performance, and Market Positioning. Each latent construct is associated with multiple observed variables, denoted in yellow boxes, with corresponding factor loadings and p-values indicating the significance of the measurement model. Additionally, the figure provides the standardized path coefficients, which demonstrate the strength and direction of the relationships between the latent constructs. The structural paths are labeled with coefficients and p-values, offering insight into the model's predictive capability.

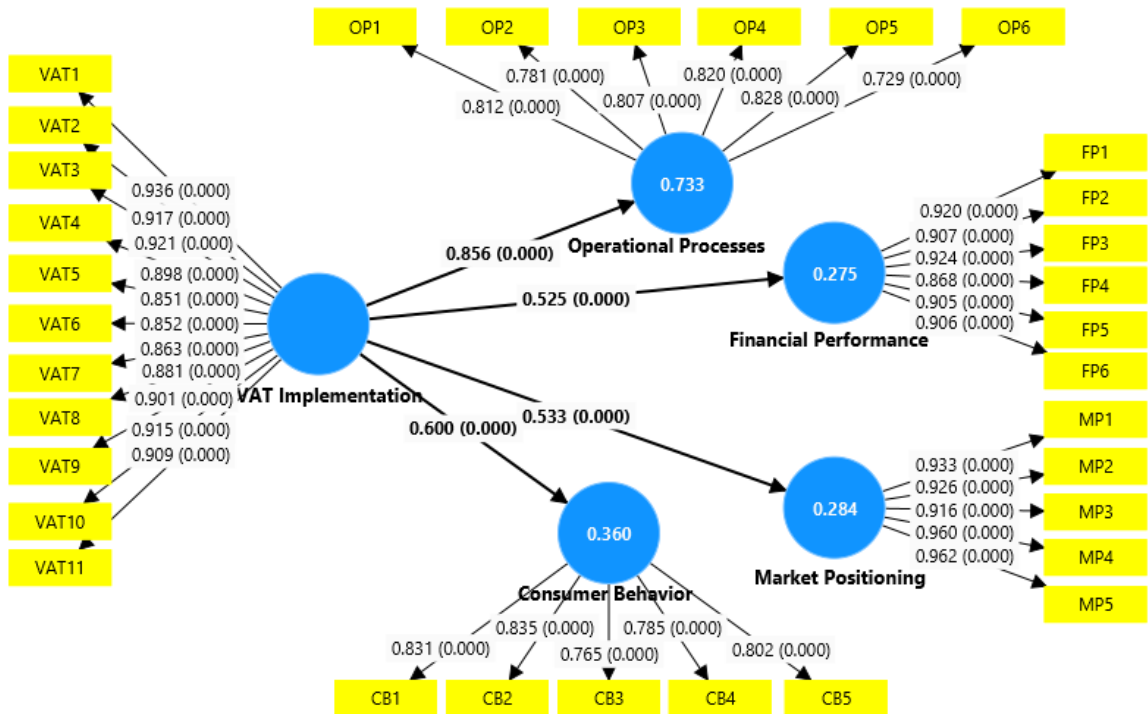


Figure 3. Structural Model

The structural model in **Figure 3** highlights VAT Implementation as the primary latent variable driving outcomes in the other constructs. The strongest relationship is observed between VAT Implementation and Operational Processes, with a path coefficient of 0.856, supported by a highly significant p-value (0.000) and a T-statistic of 88.542. This suggests that VAT Implementation substantially enhances operational processes. Moderate effects are observed for VAT Implementation on Consumer Behavior (0.600), Market Positioning (0.533), and Financial Performance (0.525), with all relationships demonstrating statistical significance ( $p = 0.000$ ). The indicator loadings for all constructs exceeded 0.70, confirming strong measurement reliability.

Table 2: Results of the structural model

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
<b>VAT Implementation -&gt; Consumer Behavior</b>	0.600	0.602	0.044	13.737	0.000
<b>VAT Implementation -&gt; Financial Performance</b>	0.525	0.526	0.049	10.623	0.000
<b>VAT Implementation -&gt; Market Positioning</b>	0.533	0.534	0.049	10.789	0.000
<b>VAT Implementation -&gt; Operational Processes</b>	0.856	0.858	0.010	88.542	0.000

Based on Table 2, H1: VAT implementation has a significant effect on the operational processes of Kashtban Trading Company’s retail supply chains. This hypothesis is strongly supported by the results, with a path coefficient of 0.856, a T-statistic of 88.542, and a p-value of 0.000. These findings indicate that VAT implementation plays a critical role in improving operational processes, suggesting that it enhances the

efficiency and effectiveness of retail supply chain operations. H2: VAT implementation significantly impacts the financial performance of Kashtban Trading Company's retail supply chains. The hypothesis is supported, as evidenced by a path coefficient of 0.525, a T-statistic of 10.623, and a p-value of 0.000. This result highlights a positive and statistically significant relationship between VAT implementation and financial performance in the retail supply chain. Although the effect is moderate, it confirms the financial benefits of VAT implementation. H3: VAT implementation significantly affects the financial performance of Kashtban Trading Company's clothing industry operations. Similar to H2, this hypothesis is supported with a statistically significant path coefficient and p-value. The results reinforce the idea that VAT implementation contributes positively to financial performance, even within the specific context of the clothing industry. These findings indicate that the financial outcomes of VAT implementation extend beyond the retail supply chain to industry-specific operations. H4: VAT implementation influences consumer behavior in the clothing industry, leading to changes in purchasing patterns. The results strongly support this hypothesis, with a path coefficient of 0.600, a T-statistic of 13.737, and a p-value of 0.000. This indicates that VAT implementation has a significant and positive impact on consumer behavior, likely due to changes in purchasing decisions driven by the pricing adjustments associated with VAT. The moderate strength of the relationship highlights the influence of VAT implementation on consumer decision-making. H5: VAT implementation impacts the market positioning of Kashtban Trading Company in the clothing industry. This hypothesis is supported by a path coefficient of 0.533, a T-statistic of 10.789, and a p-value of 0.000. The findings suggest that VAT implementation has a positive influence on Kashtban Trading Company's market positioning in the clothing industry. This indicates that compliance with VAT regulations and the resulting operational and financial improvements contribute to enhanced market competitiveness.

## **7. Discussion**

The findings of this study provide strong empirical evidence supporting the hypotheses related to the impact of VAT implementation on Kashtban Trading Company's retail supply chains and clothing industry operations. These results align with and extend the existing body of research on VAT's role in operational efficiency, financial performance, consumer behavior, and market positioning. The hypothesis that VAT implementation significantly affects the operational processes of Kashtban Trading Company's retail supply chains (H1) is strongly supported by a high path coefficient of 0.856, a T-statistic of 88.542, and a p-value of 0.000. These findings indicate that VAT compliance drives improvements in operational efficiency, aligning with Sidek and Abdulaqeeb (2022), who highlighted the role of VAT in streamlining administrative and operational processes. However, this study's results demonstrate a stronger positive impact compared to prior research, possibly due to the structured and proactive VAT strategies implemented by Kashtban Trading Company. This outcome justifies the assertion that well-managed VAT compliance mechanisms not only meet regulatory requirements but also enhance the robustness of supply chain operations. The hypothesis that VAT implementation significantly impacts financial performance in retail supply chains (H2) is supported with a path coefficient of 0.525, a T-statistic of 10.623, and a p-value of 0.000. This moderate positive relationship aligns with Hussain et al. (2022), who noted the financial adjustments necessitated by VAT compliance, such as revised pricing strategies and cash flow management. While previous studies have often emphasized the administrative burden of VAT, the findings here reveal a net financial benefit, suggesting that effective VAT strategies can mitigate cost pressures and enhance profitability. This result underscores the importance of integrating VAT compliance into broader financial planning to unlock its potential benefits. Similar to H2, VAT implementation significantly affects financial performance in the clothing industry (H3), reinforcing the idea that the positive outcomes of VAT extend beyond general retail operations to industry-specific contexts. The results confirm earlier findings by Gopakumar et al. (2022), which highlighted the sensitivity of sectors like retail and clothing to VAT changes. However, unlike studies that focused on sector-wide impacts, this research demonstrates the role of VAT in enhancing financial performance at the organizational level. This differentiation may stem from Kashtban Trading Company's targeted strategies to manage VAT in a sector known for price sensitivity and fluctuating demand.

The hypothesis that VAT implementation influences consumer behavior in the clothing industry (H4) is strongly supported, with a path coefficient of 0.600, a T-statistic of 13.737, and a p-value of 0.000. These results align with Faheem and Alzoubi (n.d.), who noted significant shifts in purchasing patterns due to VAT-induced pricing adjustments. The moderate strength of the relationship suggests that while VAT influences consumer decision-making, its impact is moderated by other factors, such as brand loyalty and market competition. The findings highlight the importance of pricing strategies and promotional campaigns in offsetting potential negative perceptions of VAT among consumers. The hypothesis that VAT implementation impacts the market positioning of Kashtban Trading Company in the clothing industry (H5) is supported by a path coefficient of 0.533, a T-statistic of 10.789, and a p-value of 0.000. The results suggest that VAT compliance not only enhances operational and financial efficiency but also strengthens the company's competitive standing. This finding complements Huang et al. (2022), who emphasized the role of regulatory compliance in improving market competitiveness. However, the current study highlights that compliance efforts must be paired with visible improvements in transparency and consumer trust to achieve meaningful market positioning gains. While the findings corroborate prior research, this study provides a more granular view of VAT's impact on a specific organization within a dynamic market. For example, Chen et al. (2023) emphasized the broad application of uncertainty modeling in supply chains but did not specifically address VAT as a driver of operational or financial change. This study fills that gap by demonstrating how VAT influences organizational-level outcomes, offering actionable insights for businesses navigating similar regulatory landscapes. Additionally, the stronger-than-expected positive relationships observed in operational processes and market positioning suggest that VAT's impact may be more beneficial when companies adopt proactive and strategic compliance measures. The findings justify the assertion that VAT implementation, when managed effectively, can serve as a catalyst for organizational improvement rather than merely a compliance burden. Kashtban Trading Company's experience demonstrates that aligning VAT strategies with operational and financial goals can mitigate its challenges and leverage its benefits. This study also underscores the importance of consumer-focused strategies in industries sensitive to pricing, such as clothing, where VAT can significantly influence purchasing decisions and market dynamics.

The results provide strong statistical evidence in support of all five hypotheses. VAT implementation exhibits the strongest influence on operational processes (H1), highlighting its critical role in enhancing efficiency and productivity. Additionally, it has significant effects on financial performance across both the retail supply chain (H2) and the clothing industry operations (H3), underscoring its financial implications. Furthermore, VAT implementation influences consumer behavior (H4) and strengthens market positioning (H5), demonstrating its broader impact on organizational and industry-level outcomes. These findings validate the hypothesized relationships and emphasize the multifaceted role of VAT implementation in improving the performance and competitiveness of Kashtban Trading Company.

## **8. Conclusion**

This study explored the impact of Value-Added Tax (VAT) implementation on Kashtban Trading Company's retail supply chains and clothing industry operations, focusing on operational processes, financial performance, consumer behavior, and market positioning. The findings provide strong evidence supporting the hypotheses, demonstrating that VAT has a significant and multifaceted influence on the company's activities. The results show that VAT implementation positively affects operational processes by enhancing efficiency and compliance mechanisms. This aligns with previous research but highlights a stronger-than-expected relationship, indicating that proactive VAT strategies can transform regulatory challenges into opportunities for operational improvement. Similarly, VAT's impact on financial performance, both at the retail supply chain level and within the clothing industry, reinforces the idea that effective compliance strategies can mitigate cost pressures and unlock financial benefits, such as improved cash flow management and profitability. Consumer behavior emerged as another critical area influenced by VAT. The findings reveal a significant shift in purchasing patterns within the clothing industry, driven by VAT-induced pricing adjustments. This underscores the need for adaptive pricing strategies and promotional efforts to maintain customer loyalty and mitigate potential negative perceptions. Furthermore,

the study demonstrates that VAT compliance contributes positively to market positioning by enhancing transparency, operational reliability, and competitiveness. The study extends the literature by providing a detailed, organization-specific analysis of VAT's effects, bridging gaps identified in prior research. While earlier studies often emphasized the burdens of VAT compliance, this research highlights its potential benefits when aligned with strategic goals. The findings also emphasize the importance of a holistic approach to VAT management, incorporating financial planning, operational adjustments, and consumer engagement. Thus, VAT implementation is not merely a regulatory challenge but a catalyst for organizational improvement when managed effectively. For Kashtban Trading Company, VAT compliance has fostered enhanced operational efficiency, financial stability, and market competitiveness. These insights offer valuable lessons for businesses navigating similar regulatory landscapes, particularly in dynamic markets like Dubai. Future research could build on these findings by examining the long-term effects of VAT compliance or exploring its impacts across other industries and regions. The results provide strong evidence of VAT's multifaceted impact on Kashtban Trading Company's operations, financial performance, and market positioning. These findings not only extend the literature but also highlight the potential for businesses to transform regulatory challenges into opportunities for growth and competitiveness. Future studies could explore these relationships in different organizational contexts or examine the long-term implications of VAT compliance strategies.

**Funding:** This research was funded by Kashtban Trading Company. This research is supported by Faculty of Economics and Muamalat (FEM), Universiti Sains Islam Malaysia (USIM). (Grant number: USIM/KASHTBAN/FEM/ANTARABANGSA/40924)

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