
CONCLUSION

This study examines the relationship between travel frequency and passengers' budgeting and financial planning behavior. The findings suggest that while travel frequency does not have a statistically significant impact on monthly budgeting, it does influence financial planning behavior within the selected sample. Frequent travelers appear more likely to adjust their savings, investments, and long-term financial goals to accommodate travel expenses.

Although travel may encourage greater financial awareness and planning among some individuals, repeated travel can create challenges in maintaining long-term financial stability. The chi-square analysis led to the acceptance of the null hypothesis for budgeting and the rejection of the null hypothesis for financial planning, indicating that travel frequency plays a more noticeable role in shaping financial planning decisions than monthly budgeting patterns.

Overall, the study emphasizes the importance of adopting balanced financial strategies that allow individuals to enjoy travel while protecting their future financial well-being. Practices such as structured budgeting, maintaining dedicated travel funds, and consistent financial planning may support better financial outcomes. However, since the research is based on a limited sample, the results should be interpreted cautiously, and further large-scale studies are recommended to obtain more generalizable conclusions.

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A STUDY ON ETHICAL CHALLENGES FACED BY CHARTERED ACCOUNTANTS IN TAX PLANNING FOR SMALL BUSINESSES**¹Riya Salian and ²Dr Fatema H. Fanuswala**¹Mcom- Ii Student, Jai Hind College²Assistant Professor, Accountancy, Mcom, Jai Hind College**ABSTRACT**

This research focuses on the ethical issues faced by Chartered Accountants in the tax planning of small businesses, with a focus on professional ethics, compliance, and ethical decision-making. As the tax scenario becomes increasingly complex, Chartered Accountants are playing a critical role in helping small businesses reduce their tax burden while ensuring that they remain within the bounds of the law and ethics. The proposed research will attempt to uncover the most common ethical issues that arise during tax planning, the factors that contribute to ethical decision-making, and the impact of ethical behaviour on professional reputation and client trust. A primary research approach will be adopted, using both survey and interview methods among practicing Chartered Accountants who are engaged in tax consulting services for small businesses. The hypotheses will be tested to determine the link between ethical issues, professional ethics, and decision-making during tax planning. The expected results will help to provide a deeper understanding of the ethical risks and pressures faced by professionals and provide practical implications for improving ethical frameworks, compliance, and responsible tax planning practices in the accounting profession.

Keywords: Ethical challenges, Chartered Accountants, tax planning, small businesses, professional ethics.

INTRODUCTION

Tax planning is an integral part of financial management for small businesses that operate in resource-constrained and low-margin environments. It is the legal structuring of financial activities to achieve tax minimization while maintaining compliance with tax laws. In the Indian context, taxation is a dual-purpose source of revenue and a tool for economic growth and redistribution. For small and medium-scale enterprises (SMEs), which are the driving force of the economy in terms of their contribution to gross domestic product, employment, and entrepreneurship, tax planning is critical for resource conservation, viability, and sustainability. Although SMEs are important, they face challenges such as limited capital, high competition, complex regulations, and high compliance costs, making professional tax planning necessary. Chartered Accountants (CAs) are key players in this process, providing advice on tax deductions, exemptions, and incentives available under the Income Tax Act, the Goods and Services Tax (GST) structure, and the Companies Act. However, tax planning often involves moral dilemmas, particularly with the potential for ambiguity between tax planning, avoidance, and evasion. CAs are often faced with demands from clients to pursue aggressive tax planning that may violate the Code of Ethics of the Institute of Chartered Accountants of India (ICAI), which promotes integrity and objectivity. The increasing complexity of tax laws and regulations further exacerbates these moral dilemmas. Although CAs are increasingly sought after by SMEs, they must navigate the interests of clients while maintaining compliance with the law and upholding ethics. This discussion of these moral dilemmas is critical for improving professional standards, policy, and best practices that maintain integrity and promote sustainability.

OBJECTIVES OF THIS STUDY

1. To identify the key ethical issues encountered in tax planning for small businesses.
2. To study the effect of client pressure and market competition on ethical decision-making.
3. To determine how well-informed chartered accountants are about the ICAI's ethical standards.
4. To examine strategies used by professionals to balance effective tax planning with ethical responsibilities.

SCOPE OF THIS STUDY

This study focuses on understanding the ethical challenges faced by Chartered Accountants in tax planning for small businesses and how these challenges influence professional decision-making and client relationships. The scope is limited to practicing Chartered Accountants handling tax planning and compliance for small business clients and examines ethical dilemmas, professional responsibilities, and compliance with statutory and ethical standards.

RESEARCH DESIGN & METHODS / RESEARCH METHODOLOGY:

I) Study Method

A descriptive research method was used to examine the nature of ethical challenges encountered by Chartered Accountants and their approach to ethical decision-making in tax planning for small businesses.

II) Primary Data

Primary data was collected through a structured online questionnaire distributed to practicing Chartered Accountants involved in tax planning for small businesses.

III) Secondary Data

Secondary data was sourced from professional guidelines, research articles, journals, ICAI publications, textbooks, and relevant websites related to professional ethics, taxation, and small business advisory services.

IV) Sample Unit

Practicing Chartered Accountants providing tax planning services to small businesses.

V) Sample Size – 31

A sample of 31 Chartered Accountants was selected to ensure reliable and meaningful analysis. The sample size is considered adequate for studying ethical challenges while maintaining accuracy and feasibility.

VI) Sampling Technique – Convenience Sampling

Convenience sampling was used to ensure easy access to the respondents, reduce time constraints, and improve the efficiency of data collection, while providing valuable insights into the ethical dilemmas faced in tax planning.

HYPOTHESIS OF THE STUDY

Hypothesis 1

H₀₁: Client pressure has no significant impact on ethical compromise in tax planning.

H₁₁: Client pressure significantly increases the likelihood of ethical compromise in tax planning.

Hypothesis 2

H₀₂: Awareness of ICAI’s ethical guidelines does not significantly reduce unethical tax planning practices.

H₁₂: Greater awareness of ICAI’s ethical guidelines significantly reduces unethical tax planning practices.

Hypothesis 3

H₀₃: Years of professional experience do not significantly affect the frequency of ethical dilemmas faced by Chartered Accountants.

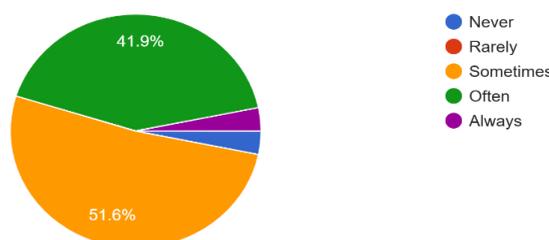
H₁₃: More experienced Chartered Accountants face fewer ethical dilemmas in tax planning.

DATA INTERPRETATION AND ANALYSIS

1. Prevalence of client expectations for aggressive tax-minimization in tax planning- Based on the pie chart, most respondents report encountering client expectations for aggressive tax-minimization with notable regularity. The largest segment chose “**Sometimes**” (51.6%), indicating that such pressures are a recurrent, moderate feature of practice. A substantial share selected “**Often**” (41.9%), reflecting that these expectations are common and sustained. Only a small minority indicated “**Always**” (3.2%) and “**Never**” (3.2%), while “**Rarely**” accounted for 0% of responses. Overall, 96.8% of practitioners encounter these expectations at least occasionally.

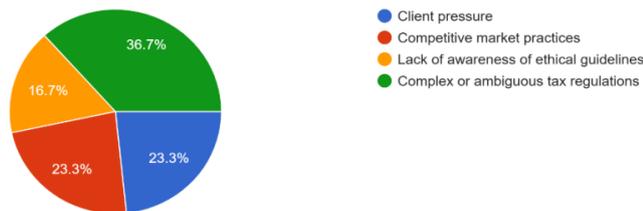
1. Do you frequently encounter situations in tax planning where clients expect you to minimize tax liability through aggressive methods?

31 responses



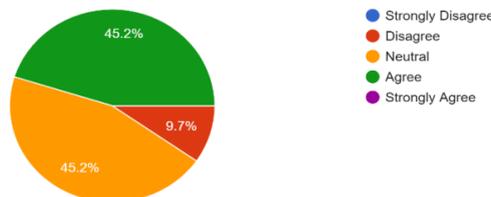
2. Most common ethical challenge in tax planning for small businesses- Based on the pie chart, the **plurality of respondents (36.7%)** identifies **complex or ambiguous tax regulations** as the most frequent ethical challenge, indicating that structural and interpretive issues in the tax code are the predominant source of ethical tension. **Client pressure** and **competitive market practices** are tied at **23.3%** each, highlighting those external pressures—from clients and market competition—also substantially contribute to ethical dilemmas. **Lack of awareness of ethical guidelines** is cited by **16.7%**, suggesting a smaller yet meaningful capability gap that can be addressed through training and clear internal policies. Overall, the distribution implies that ethical challenges are driven more by regulatory complexity than by purely behavioural factors.

3. Which of the following do you consider the most common ethical challenge in tax planning for small businesses?
30 responses



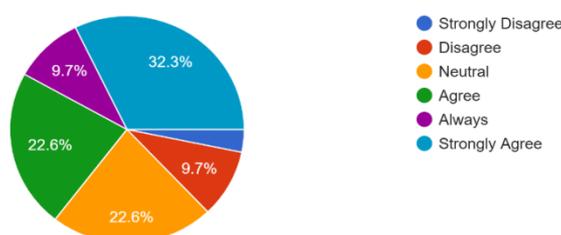
3. Influence of client pressure on ethical compromises among Chartered Accountants- Based on the pie chart, perceptions cluster around moderate agreement and ambivalence: 45.2% agree that client pressure can lead to ethical compromises, while an equally large 45.2% remain neutral, indicating mixed or context-dependent experiences. Only 9.7% disagree, and there are no strong positions (0% strongly agree/strongly disagree). Overall, the findings suggest recognition of client pressure as a meaningful risk, yet with substantial uncertainty.

4. Do you agree that client pressure influences Chartered Accountants to sometimes compromise on ethical practices?
31 responses



4. Belief that higher awareness of ICAI guidelines helps in resisting unethical client demands- Based on the pie chart, perceptions are predominantly positive: 32.3% strongly agree and 22.6% agree that awareness of ICAI guidelines helps, with a further 9.7% indicating “always,” suggesting consistent effectiveness for some practitioners. Neutral responses account for 22.6%, while only a small minority disagree (9.7%) or strongly disagree (about 3%). Overall, roughly two-thirds (~64.6%) express a positive view of the protective effect of guideline awareness, underscoring the value of sustained ethics training, clear guidance, and accessible resources to strengthen resistance to unethical client demands.

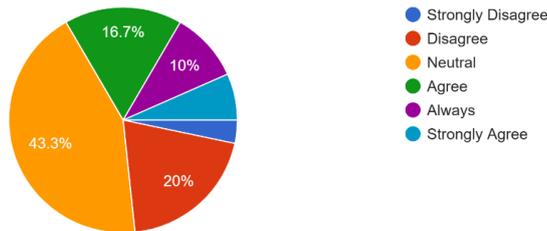
8. Do you believe that higher awareness of ICAI guidelines helps in resisting unethical client demands?
31 responses



5. Impact of strict compliance with ICAI’s ethical codes on providing competitive tax planning services-

Based on the pie chart, the largest proportion of respondents, 43.3%, remain neutral, indicating uncertainty or mixed views on whether strict compliance limits competitiveness. A smaller share, 20%, disagree, while 16.7% agree, suggesting that some professionals perceive restrictions while others do not. Additionally, 10% believe this limitation always exists, and only a minimal fraction strongly disagrees. Overall, the data reflects a balanced but cautious perspective, highlighting the need for strategies that uphold ethical standards without compromising the ability to deliver competitive services.

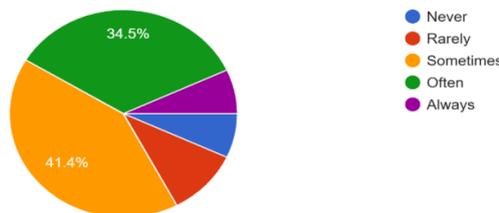
11. Do you believe strict compliance with ICAI’s ethical codes limits your ability to provide competitive tax planning services?
30 responses



6. Comparison of ethical dilemmas faced now versus early years of practice in tax planning-

Based on the pie chart, the largest proportion of respondents, 41.4%, report rarely facing ethical dilemmas compared to their early years, suggesting improvement with experience. Another 34.5% indicate sometimes, reflecting that challenges still occur but less frequently. A smaller share, 10%, state they often face fewer dilemmas, while minimal responses fall under never or always, showing extreme positions are uncommon. Overall, the data suggests that most professionals perceive a reduction in ethical dilemmas over time.

13. Compared to your early years of practice, do you now face fewer ethical dilemmas in tax planning?
29 responses



Testing of Hypothesis

Hypotheses 1

H₀₁: Client pressure has no significant impact on ethical compromise in tax planning.

H₁₁: Client pressure significantly increases the likelihood of ethical compromise in tax planning.

Observed Frequencies

- Strongly Agree: 0
- Agree: 14
- Neutral: 14
- Disagree: 3
- Strongly Disagree: 0

Dichotomized for test (influence vs. not influence)

- Influenced (Agree + Strongly Agree) = 14
- Not influenced (Neutral + Disagree + Strongly Disagree) = 17

- Total = 31

Expected Values (Under H_0)

If client pressure has no impact, the two groups should be equal:

- Influenced = 15.5
- Not influenced = 15.5

Chi-Square Test

$$\chi^2 = \sum \frac{(O-E)^2}{E} = \frac{15.5(14-15.5)^2}{15.5} + \frac{15.5(17-15.5)^2}{15.5} \approx 0.29$$

Degrees of Freedom:

$$df = 1$$

Result

Since $\chi^2 = 0.29 < 3.84$, the test is **not significant**; we **fail to reject H_{01}** .

Client pressure does **not** show a statistically significant impact on ethical compromise in this sample.

Hypotheses 2

H_{02} : Awareness of ICAI's ethical guidelines does not significantly reduce unethical tax planning practices.

H_{12} : Greater awareness of ICAI's ethical guidelines significantly reduces unethical tax planning practices.

Observed Frequencies

- Strongly Agree: 10
- Agree: 7
- Always: 3
- Neutral: 7
- Disagree: 3
- Strongly Disagree: 1

Dichotomized for test (positive vs. not positive)

- Positive belief (Strongly Agree + Agree + Always) = 20
- Not positive (Neutral + Disagree + Strongly Disagree) = 11
- Total = 31

Expected values (under H_0)

If awareness has no effect, both groups should be equal:

Positive = 15.5, Not positive = 15.5

Chi-square test

$$\chi^2 = \sum \frac{(O-E)^2}{E} = \frac{15.5(20-15.5)^2}{15.5} + \frac{15.5(11-15.5)^2}{15.5} = \frac{15.5(4.5)^2}{15.5} + \frac{15.5(-4.5)^2}{15.5} \approx 5.23$$

Degrees of freedom

$$df = 1$$

Result

Since $\chi^2 \approx 5.23 > 3.84$ (critical value at $\alpha = 0.05$), the result is significant; we reject H_{02} . Greater awareness of ICAI's ethical guidelines is associated with a significant reduction in unethical tax planning practices in this sample.

Hypotheses 3

H_{03} : Years of professional experience do not significantly affect the frequency of ethical dilemmas faced by Chartered Accountants.

H_{13} : More experienced Chartered Accountants face fewer ethical dilemmas in tax planning.

Observed Frequencies

- Never: 2
- Rarely: 12
- Sometimes: 10
- Often: 3
- Always: 2

Dichotomized for test (fewer now vs. not fewer)

- Fewer ethical dilemmas now (Rarely + Sometimes + Often + Always) = 27
- Not fewer (Never) = 2
- Total = 29

Expected values (under H_0)

If experience has no effect, both groups should be equal:

Fewer = 14.5, Not fewer = 14.5

Chi-square test

$$\chi^2 = \sum \frac{(O-E)^2}{E} = 14.5 \frac{(27-14.5)^2}{14.5} + 14.5 \frac{(2-14.5)^2}{14.5} \approx 21.55$$

Degrees of freedom

$$df = 1$$

Result

Since $\chi^2 \approx 21.55 > 3.84$ (critical value at $\alpha = 0.05$), the result is significant; we reject H_0 . More experienced CAs face fewer ethical dilemmas in tax planning in this sample.

FINDINGS OF THE STUDY

1. Aggressive tax-minimization expectations are widespread: 51.6% encounter them sometimes and 41.9% often, with only 3.2% never—overall 96.8% face such expectations at least occasionally.
2. Regulatory complexity is the leading ethical challenge (36.7%), followed by client pressure and competitive practices (23.3% each); limited awareness of ethical guidelines persists (16.7%).
3. Client pressure as a driver of ethical compromise is acknowledged but uncertain: 45.2% agree, 45.2% are neutral, and 9.7% disagree.
4. Higher awareness of ICAI guidelines is viewed as protective: about 64.6% express a positive effect (32.3% strongly agree, 22.6% agree, 9.7% always), while 22.6% are neutral and ~12.7% negative.
5. Strict compliance and competitiveness elicit cautious views: 43.3% neutral, 16.7% agree it limits competitiveness, 20% disagree, and 10% say it always limits—pointing to the need for balance.
6. Experience appears to reduce ethical dilemmas: 41.4% rarely face dilemmas now and 34.5% sometimes, with 10% often and extremes (never/always) minimal—suggesting improvement over time.

CONCLUSION

The paper concludes that the ethical issues in tax planning for small businesses are widespread and complex. The extent of client demands for aggressive tax planning is substantial, making ethical decision-making a frequent issue for Chartered Accountants. Complexity of regulations is the most important issue, followed by pressure from clients and competitive practices. Familiarity with ICAI's ethical framework is an important factor in countering unethical behaviour, emphasizing the need for ethics training and clear guidelines. While pressure from clients is identified as a possible threat, its effectiveness is unclear, suggesting the need for more robust professional boundaries. Complying with ethics strictly creates mixed feelings about competitiveness, emphasizing the need for ethics and client service strategies. Finally, professional experience is an important factor in reducing ethical issues over time, emphasizing the need for expertise and ethics in tax planning.

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