

## Role of Accounting Information in Decision Making in Co-Operative in Kirtipur Municipality, Kathmandu

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### Abstract

*The accounting information is used co-operative as well as business sectors. It makes easy to managerial and operational decision of an organization. The aim of this paper is to investigate the impact of accounting information on investment and marketing decision in co-operative in Kirtipur. Accounting information plays an important role in sustaining a competitive market. Rational investment and marketing decisions can save cooperatives from the present financial crisis. This research is quantitative in nature and deductive in approach. It followed field survey based on convenience sampling. SPSS was used to analyze the data collected from 60 usable questionnaires returned from respondents. The total population of the study is 96. The p-value is 0.000, which is less than 1% level of significance. So, the ANOVA table indicates that the model is fitted. There is a significant impact of accounting information on investment and marketing decisions. In the competitive age accounting information is important for investment and marketing related decision for survive and growth of co-operatives.*

**Keywords:** Accounting Information, Investment decision, Marketing decision, Co-operative, Strategic decision.

### Introduction

Situated around 5 kilometres southwest of Kathmandu, Kirtipur is a developing city situated on a ride in the Kathmandu Valley. Despite being ancient, it has a rich history and culture. Its historical grandeur is not the only thing that draws people to higher education (KC et al., 2024). The historic city of Kirtipur has been ruled for years by the ethnic Newar people, who are known for their distinctive culture and way of life. By combining eight neighbouring village development committees (VDCs)—Palifal, Layaku, Bahirigaun, Chithubihar, Champadevi, Bishnudevi, Balkumari, and Chovar—it was proclaimed as a municipality in 1997 under the Municipality Act 1983 (ICIMOD, 2003). It was founded with 19 wards, but after the local, regional, and national elections were held successfully in 2017, the number of wards was lowered to 10. The primary government executing agencies under the new federal structure are towns and rural municipalities, who have more power and jurisdiction locally (Maharjan et al., 2019).

According to history Kiripur is a historical place. An ancient time most of land was used for agriculture. After establishment of Tribhuvan university, Kirtipur is developing as educational and business hub. There were autonomous groups of people came together voluntary to enhance of economic, social, cultural and regional development. After the movement of 2046 B.S. co-operative act 2048 was established. There was in the period of 8th plan first co-operative Pragtishil saving and credit co-operative Ltd was established in Kirtipur, Chovar 2051 B.S. Second co-operative

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was established in 2054 B.S., Kipu saving and credit co-operative Ltd. in Kirtipur, Samal. After the movement 2062/63 and various recessions, still 96 co-operatives are operating in Kirtipur Municipality. Among them some co-operatives are districts and province level.

A cooperative is an autonomous group of individuals voluntarily pursuing shared economic, social, and cultural objectives through partnerships and democratically run companies. They aim to resolve human problems and enhance quality of life, advancing members' interests according to the one-for-all tenet. Cooperatives provide a path out of social injustice and offer a social professionalism strategy, becoming a major global economic model (ICA, 2013; Paudel, 2022). A co-operative is a democratic business organization with limited resources, promoting shared economic gain by members contributing capital. Cooperatives promote participation in economic and social development for all individuals, including women, youth, the elderly, and the disabled. Founded in 1844, the movement has expanded globally, impacting every economic sector, and has expanded globally since its inception (ILO, 2013; ICA/UWCC, 1995).

The first cooperative credit and savings clubs were founded in Germany (Raiffeisen & Schulze 1849). In Nepal, the modern cooperative movement began in 1956 during the Rapti Valley flood relief effort. The Bakhanpur Saving and Credit Cooperative, along with 17 other companies, is considered the first modern cooperative in Nepal. However, Nepal's first cooperative, the Land Mortgage Bank and Cooperative Society, was shut down in 2005 (Pokhrel, 1998; Ramkishen, 2009; Paudel, 2022b; Paudel, 2022).

Nepal has a long cultural tradition of informal community-based co-operatives, including Dhikuti, Parma, and Dharma Bhakari. The cooperative movement emerged in Europe in the 19th century, addressing mutual economic, social, and cultural needs through a jointly owned and democratically controlled enterprise, a response to the impact of the industrial revolution and expanding economic system (Neupane, 2021).

Strategic management research often adopts the perspective that executives make strategic decisions through a methodical process that involves a thorough analysis of the situation, available options, and potential outcomes. The term "rational process" refers to this methodology. In order to make a choice in such a logical manner, information on issues like markets, competition, technology, and social trends that impact the organization is utilized as the foundation for evaluating the potential consequences of viable options. For this reason, using information helps to lower uncertainty. This research investigates how information functions in the food and chemical sectors' decision-making processes. It seeks to offer a fresh viewpoint on the importance of contemporary information availability and resources for organizing strategic choices. The method of using information is the main emphasis of the study, not the content or caliber of the judgements that are made as a consequence. (Citroen, 2011).

### **Statement of problem**

Accounting information is crucial for cooperatives to make decisions effectively in a competitive environment. The main management difficulty is identifying fundamental accounting concepts that can positively or negatively impact the organization. If a specific accounting concept negatively impacts management decisions, it can be due to incorrect information adoption or uncertified accountants providing incorrect information. Understanding the importance of accounting data in corporate organizations and its influence on strategic decision-making is essential for achieving success (Neupane, 2021; Pokhrel, 1998; Ramkishen, 2009; Paudel, 2022b; Paudel, 2022.)

- a) Is there any impact of accounting information on investment decision in Co- Operative in Kirtipur?
- b) Is there any impact of accounting information on marketing decision in Co- Operative in Kirtipur?

### **Objectives of the study**

The study's primary goal is to assess how accounting data is used by cooperatives in the Kirtipur municipality to make strategic decisions. The study's particular goals are as follows:

- a) To examine impact of accounting information on investment decision in Co-Operative in Kirtipur.
- b) To examine the impact of accounting information on marketing decision in Co-Operative in Kirtipur.

A hypothesis is an educated guess or tentative explanation about a phenomenon based on limited evidence or observation. It is a crucial element of the scientific method, providing a starting point for investigation and guiding experiments and data collection. Hypotheses can be supported or disproven based on evidence, potentially leading to new theories or further investigations. The hypothesis that has been tested in the study are: there is a significant impact of accounting information on investment and marketing decisions. It helps approve and disapprove of the research objectives.

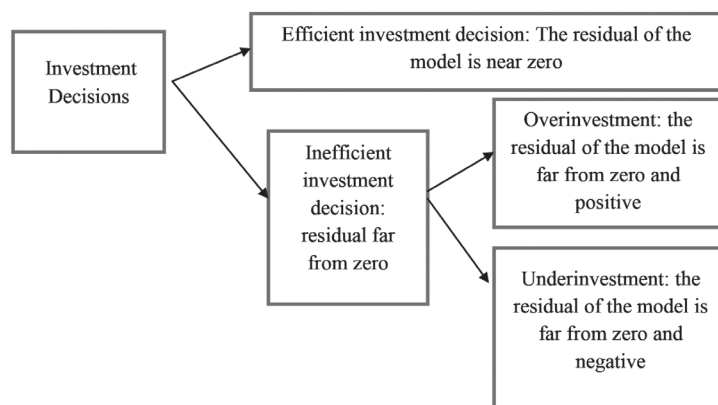
### **Accounting Information**

Accounting information play crucial role for investment and marketing decision in co-operatives. Most of the co-operatives in Kirtipur uses accounting information for investment and marketing decision as well as other managerial decision. Accurate and efficient accounting information is crucial for management decision-making (Tunji, 2012). Accounting information aims to aid users in making wise decisions, provide timely disclosure of company capital investments and help monitor management actions. High-quality financial information is crucial for effective capital allocation and investment decisions (Nouha, 2020; Chen et al., 2011, Bushman & Smith (2001). Accounting data is crucial for estimating future business, assessing consumer satisfaction, conducting market research, creating budgets, and analyzing historical performance. It is essential in pricing decisions, as it ensures profitability and appeal to customers. The research focuses on accounting information systems for businesses and cooperatives. Superior accounting data lowers the chances of moral hazard and adverse selection, prevents under and overinvestment through improved contracts and oversight, and increases the effectiveness of capital allocation at the corporate level (Nouha, 2020). When managing small enterprises, accounting data can provide a trustworthy foundation for economic decisions such as pricing and market expansion (Noor, 2017). Economic research indicates a link between accounting data and strategic choices, with most studies emphasizing the importance of accounting information from accounting management and reducing its role from financial accounting. As financial accounting advanced, economists began to believe in its use in strategic decision-making. Algeria developed a financial accounting system to produce qualitatively relevant information for strategic decision-making. This study aims to determine the extent to which Algerian enterprises use accounting data from financial statements (Belkharchach et al., 2018b).

## Investment Decision

Investment decision is plays vital role for sustainable development of financial institutions. Existence of co-operatives depend on investment decision. Most of co-operative in kirtipur take investment decision according to accounting information. Here, investment decision indicates mobilizing resources in productive and unproductive sectors. An investment is a sum of money committed with the hope of earning a return that will pay the initial cost plus an additional premium to account for risk, interest, and inflation. Investment choices affect growth, risk, and the optimal use of a company's present assets in long-term assets. They can entail significant sums of money. These choices include those related to renewal, expansion, replacement, and research and replacement (Simeyo, et al., 2013; Pandey 2008). James and John (2010) suggest that expansion decisions involve adding new products, lines of operation, and capacity or diversifying operations. Replacement decisions aim to enhance operating efficiency and reduce costs by replacing obsolete products with new ones that align with environmental changes (Pandey, 2008). Changes in operations, product offerings, delivery strategies, and efficiency are the goals of renewal choices. Research and development (R&D) expenditures entail analyzing data to expand human, cultural, and societal knowledge and apply it to the creation of new applications (OECD, 2009).

The accounting data is the independent variable. A choice of investment that could be efficient or inefficient, effective or ineffective, is a dependent variable that will be rigorously assessed as effective or ineffective. Before making any decisions on an organization's activities, decision-makers can assess the risk and return using accounting information that focuses on the past, present, and future. Due to their applicability in evaluating the impact of accounting information on investment decisions, the accounting theory, the theory of GAAP, the theory of decision-making, and the theory of investment were used for this study (Hodari, 2021). According to Berisha (2012), in order to predict the return that may be expected from investing in a business and the level of risk connected with their investment, investors use accounting information to evaluate the efficacy and efficiency of the business. The return on investment reveals the amount of earnings made by a company that might be distributed to shareholders or reinvested to buy more resources. The company uses these extra resources to increase profits by growing, opening up new locations, or adding new product lines.



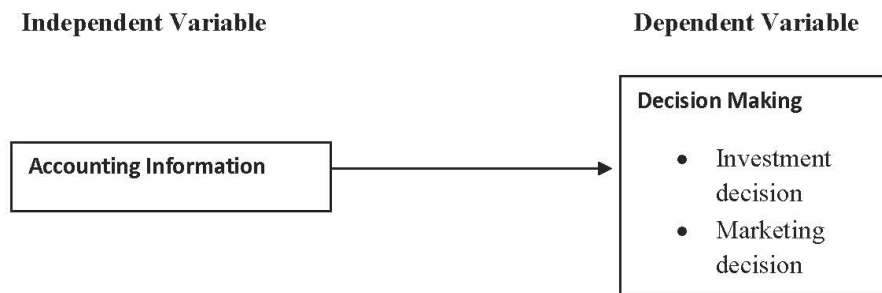
Source: (Nouha, 2020)

## Marketing Decision

Marketing decision play important role for development of co-operative. Most of co-operatives in kirtipur, take 4ps, market segment and marketing research related decision for growth and sustainable operation. Dolan (1991) argues that Marketing Research aids managers in decision-making by providing knowledge about the advantages and disadvantages of different approaches. It helps in selecting the best research program and evaluating results, focusing on resolving issues using acquired data within the company. Accounting information can be used by marketers to inform decisions about the four Ps of marketing: product, pricing, place, and promotion. Marketers can use accounting data to inform decisions on product upgrades, price increases or decreases, distribution locations, and advertising promotion, for instance (McCarthy & Perreault, 2002). Marketing staff members focus on creating original ideas, conducting campaigns, and selecting the best communication channels to reach target consumer groups. They also handle budgeting, expense tracking, invoicing, calculating performance indices, determining profitability, and performance effectiveness. The term "profit maximization" is often used to refer to the overarching business objective that should guide marketing strategy. However, there is a widespread misunderstanding of key accounting and financial terms among marketing personnel. This may be due to a lack of interest in these terms or confusion about how to use them in the marketing department's daily work (Cvitanović, 2018).

Accountants can undertake other analyses and provide advice to marketers if they do not know how to or are not interested in completing breakeven calculations (Coyne et al., 2013).

## Conceptual Framework



## Research Methodology

Research methods refer to the specific procedures and techniques researchers use collect, analyze, and interpret data. The choice of research methods depends on the research question, the nature of the phenomenon being studied, and the objectives of the research. The objectives of the research are to examine impact of accounting information on investment and marketing decision in Co- Operative in Kirtipur. The studies are used descriptive, inferential, causal research design and deductive approach is followed for achieve research objectives. Descriptive casual research design is appropriate for this study because the impact of accounting information system on investment and marketing decision making is described in organized way. It is followed field survey. It helps to find out the impact if accounting information on investment and marketing decision in co-operatives in Kirtipur. All types of co-operatives were selected because of better result. According to Kirtipur

municipality co-operative department, there are 96 co-operatives enterprise in Kirtipur. Out of which 60 co-operatives were selected in individual approach. The sample size is determined by using sample size formula. According to formula sample size is 49.

$$n = \frac{N}{1+N(e)^2} = \frac{96}{1+96(0.01)^2} = 49$$

The researcher has used primary source of data. The primary data are collected through structured questionnaire and convenience sampling technique. The questionnaires were distributed to the manager and president of board of cooperative in Kirtipur Municipality. Due to time limits, the predominance of cooperative societies, financial and budgetary restrictions, and various business venture lies in Kirtipur, the researcher decided to focus investigation on the Kirtipur municipality. Total 16 questions were asked in questionnaires with five rating parameters as below strongly disagree (SD), disagree (D), neither disagree nor agree(N), agree(A) and strongly agree (SA). Questions were divided into three sections. First section includes demographic information, second section included independent variable and third section included dependent variable. The data were analyzed and carried out for future research using the Statistical Package for Social Science (SPSS).

## Results and Discussion

Results and analysis are crucial components of scientific research. Results are data collected through experimentation or observation, and can be quantitative. Analyzing results involves organizing and summarizing the data, identifying patterns, trends, and relationships, and drawing conclusions based on evidence. The analysis phase evaluates the hypothesis, tests the research question, and draws inferences from the collected data. The analysis helps draw meaningful conclusions and make accurate predictions, identifying strengths and limitations, assessing data reliability and validity, and developing new hypotheses or theories. Ultimately, the interpretation of results must be objective, avoiding personal biases and subjectivity to ensure valid and reliable conclusions.

### Demographic characteristics of respondents

Post	Frequency	Percentage
Chairman	18	30.0
Manager	42	70.0
<b>Experience in years</b>		
Experience 1 to 5	35	58.3
Experience 6 to 10	10	16.7
Experience above 10	15	25.0
<b>Accounting Experience</b>		
None	38	63.3
Working as bookkeeper	3	5.0
Accounting course	11	18.3
Service	5	8.3
Others	3	5.0
<b>Marital status</b>		
Single	7	11.7
Married	53	88.3

<b>Level of education</b>		
+2	1	1.7
Bachelor	30	50
Master	28	46.7
M phill	1	1.7
<b>Age</b>		
below 35	18	30
between 35-45	25	41.7
above 45	17	28.3

### Field survey 2023

It is observed that most of the respondents were age (41.7%). Majority of them have attended bachelor degree (50%). Respondents holding assistant post are 42%. Majority of those respondents were married (88.3%). Majority of respondent have no accounting experience (63.3%). Majority of respondent have no working experience (58.3%). Majority of respondent have manager post (70 %).

### Reliability Analysis

A reliability test is essential for confirming that the variables are consistent. According to Hair et al. (2006), a scale may only be deemed dependable if participants regularly submit responses to the questions that are closely connected. Scales are deemed trustworthy, according Helms et al. (2006), if every one of their Cronbach's Alpha values is more than 0.7. To evaluate the reliability of the instruments, Cronbach's Alpha has been calculated for the internal consistency of the study's variables.

Variable	Items	Cronbach's Alpha
Accounting Information AI	6	.722
Investment Decision ID	5	.713
Marketing Decision MD	5	.739

The reliability of the questionnaires has been examined prior to data collection and processing. Summated scales may be used with confidence for additional analysis because their Cronbach's Alpha values are all higher than 0.7. They are significantly greater than what academics prescribe as thresholds.

### Mean Value and standard deviation of Marketing decision

	<b>Marketing decision</b>	<b>Mean</b>	<b>SD</b>
MD1	You use accounting information in Service and Marketing strategic (Own-collection and agent appointment) decisions.	3.72	0.97
MD2	You use accounting information in Promotional Policies (Advertising & others) related decisions.	3.76	0.98
MD3	You use accounting information in Market Segmentation related decisions	4.10	0.96



MD4	You use accounting information in Service Commission related decisions	3.89	0.95
MD5	You use accounting information in Marketing Research (that is, new service Development and Marketing role in concurrent engineering) related decisions	3.80	0.98

Respondents must use a Likert scale of 1 to 5 to express their answers to the questionnaire's items. In this study, replies with mean scores between 1.00 and 1.80 are regarded as extremely low, 1.81 and 2.00 as low, 2.61 and 3.40 as sufficient, 3.41 and 4.20 as high, and responses with mean scores between 4.21 and 5.00 as extremely high (Kurniawati & Siahaan, 2021).

Every mean that is shown in the table is higher than the 3. It suggests that accounting information is heavily used by the cooperatives to make marketing decisions.

#### Mean Value and standard deviation of Investment decision

	Investment decision	Mean	SD
ID1	You use accounting information in Capital raising (recurring saving) related decisions.	3.62	0.95
ID2	You use accounting information in Borrowings (bank and financial institutions) related decisions	3.86	0.96
ID3	You use accounting information in Liquidity (repayment of capital) related decisions.	4.12	0.94
ID4	You use accounting information in Dividend payout related decisions.	3.88	0.93
ID5	You use accounting information in Investment in fixed assets (lease or purchase) related decisions.	3.82	0.97

Every mean that is shown in the table is higher than the 3. It suggests that accounting information is heavily used by the cooperatives to make investment decisions.

#### Regression Analysis

According to first hypothesis Regression analysis is a statistical technique that investigates the correlation between a dependent variable and multiple independent variables, aiming to understand and quantify this relationship, predict the dependent variable's value based on the independent variables' values, and identify their strength.

#### Model summary related to investment decision

Model Summary provides statistical measures (such as R-squared and p-values) that help evaluate the goodness of fit of the model and the significance of the relationships.



Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.593 <sup>a</sup>	.351	.340	2.41646

a. Dependent Variable: ID\_SUM

b. Predictors: (Constant), AI\_SUM

R<sup>2</sup> values of 0.75, 0.50 and 0.25 can, roughly speaking, be characterized as strong, moderate, and weak in academic study on marketing-related topics (Sarstedt & Mooi, 2014). The model, as indicated by the R Square and Adjusted R Square values, explains a moderate proportion of the variance in the investment decision. The above table shows that the model is fitted. The value of R square 35.1%, indicates that a moderate level of explanation for the variability in the investment decision.

#### ANOVA Table

It shows that hypothesis testing to determine if there is a significant association between the independent and dependent variables.

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	183.505	1	183.505	31.426	.000 <sup>b</sup>
	Residual	338.678	58	5.839		
	Total	522.183	59			

a. Dependent Variable: ID\_SUM

b. Predictors: (Constant), AI\_SUM

The ANOVA table indicates that the regression model, which includes accounting information (AI\_SUM) as a predictor, is highly significant and appropriate for predicting the influence of accounting information on investment decisions. The p-value (0.000) is less than 0.001. The evidence against the null hypothesis is very strong, supporting the conclusion that the model is statistically significant.

#### Coefficient table

A coefficient table is a statistical model's tabular presentation of estimated coefficients, used in regression analysis to provide detailed information about the impact of each independent variable on the dependent variable.

		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.628	2.976		1.219	.000		
	AI_SUM	.644	.115	.593	5.606	.000	1.000	1.000

a. Dependent Variable: ID\_SUM

The unstandardized coefficient (B) for AI\_SUM is 0.644. This means that, on average, one-unit increase in AI\_SUM is associated with a 0.644 unit increase in the dependent variable (ID\_SUM). The unstandardized coefficient provides a specific estimate of the change in the investment decision, while the standardized coefficient offers a standardized measure for comparison across variables. The value of VIF is less than 5, so there is no any problem of multicollinearity.

### Model Summary

Model Summary provides statistical measures (such as R-squared and p-values) that help evaluate the goodness of fit of the model and the significance of the relationships

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.181a	.56	.016	3.51553

a. Predictors: (Constant), AI\_SUM

b. Dependent Variable: MD\_SUM

The model, as indicated by the R Square and Adjusted R Square values, explains a moderate proportion of the variance in the marketing decision. The above table shows that the model is fitted. The value of R square is 56%, indicates that a moderate level of explanation for the variability in the marketing decision.

### ANOVA Table

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	240.165	1	240.165	27.81	.000b
	Residual	500.818	58	8.635		
	Total	740.983	59			

a. Dependent Variable: MD\_SUM

b. Predictors: (Constant), AI\_SUM

The ANOVA table indicates that the regression model, which includes accounting information (AI\_SUM) as a predictor, is highly significant and appropriate for predicting the influence of accounting information on marketing decisions. The p-value (0.000) is less than 0.001. The evidence against the null hypothesis is very strong, supporting the conclusion that the model is statistically significant.

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A coefficient table is a statistical model's tabular presentation of estimated coefficients, used in regression analysis to provide detailed information about the impact of each independent variable on the dependent variable.

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11.797	4.329		2.725	.008		
	AI_SUM	.234	.167	.181	1.398	.167	1.000	1.000

a. Dependent Variable: MD\_SUM

The unstandardized coefficient (B) for AI\_SUM is 0.234. This means that, on average, one-unit increase in AI\_SUM is associated with a 0.234 unit increase in the dependent variable (MD\_SUM). The unstandardized coefficient provides a specific estimate of the change in the marketing decision, while the standardized coefficient offers a standardized measure for comparison across variables. The value of VIF is less than 5, so there is no any problem of multicollinearity.

## Discussion

This study looked at how accounting data affected the marketing and investment choices made by cooperatives in Kirtipur, Nepal. The discussion centers on the regression analysis's findings about how accounting information affects decision-making. Accounting information that impacted on investment decision is strategic analysis. The research using beta values revealed a predictor of ( $\beta = 0.644$ ;  $p = 0.000$ ), which indicates that accounting information positively influences investing decisions supporting the model's validity which is consistent with Hodari, 2021; Nouha, 2020; Ullah et al., 2014; Kariyawasam, 2017.

In the regression study, accounting information was found to be a statistically significant predictor of marketing decision ( $\beta = 0.234$ ;  $p = 0.000$ ). These results demonstrate that accounting information influences marketing decisions favorably. It indicates that, while keeping other variables constant, a percentage increase in the respondents' use of accounting information will result in a 0.234 rise in marketing decisions. These outcomes are consistent with research done and supporting the model's validity with Deliana et al., 2020; Ullah et al., 2014.

## Conclusion and Recommendation

Accounting information is very important tools for investment and marketing decision. The cronbatch Alpha of summated scale of each variable are 0.731, 0.739 and 0.722 respectively for investment decision, Marketing decision and accounting information. According to the study 70% of respondent is manager and 30% is chairman. Out of total respondent 58.3 % respondent have 5 year and 25% have above 10year experience in co-operative field. Out of total respondent 63.3% have no any accounting related experience. Out of the total responses, 7 are single and 53 are married. Out of the total responses, 1 has +2 degree, 30 have bachelor degree, 28 have master degree and 1 has M Phill degree. Out of the total responses 18 have below 35 years age, 25 have between 35-45 years age and 17 have above 45 years age.

Mean of every item of investment and marketing decision is more than 3. It suggests that accounting information is heavily used by the cooperatives to make marketing and investment decision. The impact of accounting information on investment decision and marketing decision are positively significant. According to first hypothesis the value of R square is .351, Durbin-Watson test is 2.256, F- value is 31.426, p-value is 0.000, beta value is 0.644 and VIF is less than 5. According to second

hypothesis the value of R square is .56, Durbin-Watson test is 1.831, F- value is 1.955, p-value is 0.000, beta value is 0.234 and VIF is less than 5.

In accordance with Kariyawasam, study results also showed that firms in the sector primarily use accounting information systems when making investment and marketing-related strategic decisions, then decisions regarding the long-term strategic direction of the company, and decisions regarding strategic decisions involving human resources.

The study found that accounting information is significant impact on investing decision of co-operative in Kirtipur. Majority of the respondents were aware about accounting information for investment decision. Decision maker was used accounting information for capital raising, loan, liquidity, dividend payout and credit related decision. According to the examination of the responses, 83% of respondents said accounting information should always be used for investment decision which is consistent with Hodari, 2021; Nouha, 2020; Ullah et al.,2014; Kariyawasam, 2017.

Accounting information is a vital resource for the effective and profitable growth of co-operative. There is significant impact of accounting information on marketing decision of co-oprtative in Kirtipur. Majority of respondents were sued accounting information for marketing decision. Decision maker was used accounting information for promotional policy, marketing segment, service commission, market research and service-related decision which is consistent with Deliana et al., 2020; Ullah et al.,2014.

### Scope of future research

- a. Uses of accounting information in short term decision making in bank and financial institution in Nepal.
- b. The role of accounting information in strategic decision-making in-service sector, trading and manufacturing sector in Nepal.
- c. The impact of accounting information on organization's financial performance in Nepal.

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