

The Role of the External Auditor in Increasing the Informational Content of the Published Financial Statements in Jordanian Industrial Companies from the Perspective of Investors and Lenders

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Abstract

This study aimed to clarify the limits and the nature of the informational content of the published financial statements and define its role in the decision-making support and investment lending, where the study sought the views of investors and lenders about the relative importance of these data in making decisions. In order to achieve the objectives of the study, a questionnaire was designed and its paragraphs were extracted from International Accounting Standards items no. (1) for the disclosure of private information and is titled: Presentation of Financial Statements, the questionnaire was distributed on a sample amounted to 200 respondents. The study has revealed a set of results, the most important were: the answers of the respondents toward the relative importance of the content of all published informational financial statements as a single unit by the degree of their relative importance as follows: that the informational content of the income statement represents the highest degree of relative importance and then the informational content of the rights property statement and then the informational content of disclosures and notes to the financial statements, then the informational content of the cash flows statement and then the informational content of the financial position statement. The study has concluded that the published financial statements are an important source to extract the appropriate information to make financial decisions, either in the field of investment or in the area of lending.

Keywords: External Auditor, Informational Content, the Perspective of Investors and Lenders.

1. Introduction

Published financial statements are the source of quantity and quality information that can be used in the appropriate economic decision-making, whether they are investment or lending decisions, the contents of these financial statements vary in their thrust of showing the financial position statement to the income statement, equity statement, cash flows statement and notes and the attached notes thereto.

(Ahmad 2008) revealed that data includes a great deal of financial accounting data for the previous and the current financial period, allowing investors and lenders to take a look at the

development of entity so that they can take their lending and investment decisions based on reliable information, which reduces the degree of risk resulted of such decisions (Mattar 2012). Therefore, this study was to determine the relative importance of the information contained in the core financial statements, which published by Jordanian public shareholding companies as a source of information for investors and lenders on the basis that these two categories are the most important among data users in making financial decisions.

2. Problem of the Study and its Questions

Due to the fact that rational decisions of any kind of investment or credit were built on financial information, the makers of these decisions are in urgent need for a set of quantitative indicators that help them to predict future outcomes of those decisions. Perhaps what will reinforce the role of the financial statements issued by public shareholding companies is to be an important source of information required by the business, in order to derive the necessary indicators to assess a company's liquidity and then the quality its profits.

And since many of businessmen decisions' are related to investment or lending process and because the external auditor plays an important role in identifying and assessing the nature and level of disclosure of information that should be available in the data, so the problem of the study can be represented by asking the next main question: Does the informational content of the published financial statement issued by the industrial companies issued from the Jordanian public shareholding industrial companies differ from the point of view of both investors and lenders?

It emerge from the previous question the following sub-questions:

- 2.1.** Does the informational content of the financial position statement issued from the Jordanian public shareholding industrial companies differ from the point of view of both investors and lenders?
- 2.2.** Does the informational content of the income statement issued by Jordanian public shareholding industrial companies differ from the point of view of both investors and lenders?
- 2.3.** Does the informational content property rights statement issued by Jordanian public shareholding industrial companies differ from the point of view of both investors and lenders?
- 2.4.** Does the informational content of cash flows statement issued by Jordanian public shareholding industrial companies differ from the point of view of both investors and lenders?
- 2.5.** Does the informational content of the disclosures and notes related to the financial statements issued by Jordanian public shareholding industrial companies differ from the point of view of both investors and lenders?

3. Study Objective

The study aims to clarify the limits and nature of the published informational content of financial data and determine the role of these data in supporting lending and investment decision from the

point of view of investors and lenders and to note the differences between the views of the two categories.

4. Study Significance

This study gains its importance through its identification of areas to be used for the financial statements, whether in the field of investment or in the area of lending, and identify the relative importance of these published financial statements as a source of information in decision-making and benefit from the results of the study to increase the level of transparency and disclosure to be provided in the published financial statements issued by the Jordanian public shareholding companies.

5. Study Hypotheses

The Main Hypothesis:

The informational content of the published financial statements do not differ from the industrial companies issued by Jordanian public shareholding industrial companies from the point of view of both investors and lenders?

The following sub-hypotheses emerge from the previous hypothesis:

H1 : Informational content of the financial position statement of the Jordanian public shareholding industrial companies does not differ from the point of view of both investors and lenders.

H2: Informational content of the income statement issued by the Jordanian public shareholding industrial companies does not differ from the point of view of both investors and lenders.

H3: Informational content property rights statement issued by Jordanian public shareholding industrial companies does not differ from the point of view of both investors and lenders.

H4: Informational content cash flows statement of the Jordanian public shareholding industrial companies does not differ from the point of view of both investors and lenders.

H5: Informational content of the disclosures and notes related to the financial statements issued by Jordanian public shareholding industrial companies does not differ from the point of view of both investors and lenders.

6. Study Methodology

6.1. Study Population and its Sample

Study population consists of groups related to the published financial statements represented by investors in Amman Stock Exchange through brokerage firms that are considered as a class of investors, credit officers and workers in commercial banks as representatives of a lenders class.

The study sample is a purposive one, the researcher divided the number of questionnaires and distribution according to the relative size of the two categories, where the investors' class is the most numerous and respondents in both categories have been selected, as shown in the following table (1)

Table (1)
Study Sample Distribution

Categories Included in the Study	Number of Distributed Questionnaires	Number of Recovered Questionnaires	Recovery Percentage
1. Investors	100	95	95%
2. Lenders	100	90	90%
Total	200	185	92.5%

6.2. Data Collection Sources

The two researchers relied on two sources of information that are the secondary sources, such as management books, scientific articles, specialized publications and periodicals that are looking at financial statements subject and the role of the auditor in disclosing, as well as primary sources, through the design and development of written questionnaire to the issue of the current study to ensure the veracity of the tool and its ability to measure the variables of the study, it has been presented to the arbitrators of professors of accounting, specialists and experienced, in addition to extract Cronbach's alpha coefficient for the internal consistency which reached (93.4%), the value of alpha ratio which is statistically acceptable has exceeded (60%), and according to (Sekaran, 2003), which is a very good percentage depends on the adoption of the results of the current study, as in the following table:

Number	Area	Number of Paragraphs	Cronbach's Alpha
1	Informational content of financial position statement.	10	91.2%
2	Informational content of income statement.	10	86.2%
3	Informational content of property rights statement.	5	77.0%
4	Informational content of cash flows statement.	12	90.0%
5	Informational content of disclosures and notes attached to financial statements.	21	95.4%
6	For the questionnaire as a whole unit.	58	93.4%

6.3. Statistical Methods Used in the Study

The researchers used statistical methods within the Statistical Package for Social Sciences program (SPSS) in data analysis and hypothesis testing, Cronbach's Alpha test was also used to test the stability of the study, while they used means and standard deviations to assess the relative importance of the informational content of the financial statements under study and to test the hypotheses of the study, they used the "One Way Anova Analysis".

6.4. Study Determinants

Jordanian public shareholding industrial companies were selected, since they are the largest sector in the Jordanian market, depending on the point of view of investors and lenders who are associated with the financial statements to make decisions.

6.5. Study Variables

The variables of the study consist of: The independent variables that are in the information content in the published financial statements and the dependent variable which is represented in the relative importance from the point of view of investors and lenders.

7. Previous Studies and Theoretical Framework:

7.1. Previous Studies:

(Barbara, C. & Martinez, M., 2006): This study answered the question whether Spanish companies -that ANDERSENS company audited their accounts- adversely affected in economic terms after the ANDERSENS company's scandal, and to achieve this, the economic impact has been measured and found as a result of losing ANDERSENS company to its reputation by checking the reaction of shares of listed companies in the Spanish market, which audited its accounts by using the event study methodology and from the results of the study because they do not support the hypothesis that companies audited by ANDERSENS suffer from a decline in the share price as a result of the scandal.

(Hales, Jeffrey, Venkataraman, Shankar and Wilks & T. Jeffrey 2011) This study tested the media effects of accounts of the proposed accounting standard on rent, as the criterion suggested that the leases exceeded one year should be recognized in the balance sheet of the lessee, including periods of optional rent, even if the lessee did not want to renew the contract, where we find that this approach lacks fair presentation and lead to media problems for the users. Using the experiment, it was concluded that the proposed standard has a negative effect on the willingness of lenders to lend among the available options, the results of the study found that the participants (companies) in the lending process are less willing to lend to the benefiting parties from the options to renew the lease in the proposed standard compared to companies that do not based on these options.

(Ahmad, 2008) This study aims to present the role of financial ratios derived from the cash flow statement and the difference between the net profit, accounting and net cash flows, as well as identify the views and opinions of each of the supervisors of the credit in the Jordanian commercial banks and analysts Securities in Amman Stock Exchange about the relative importance of the financial ratios derived from the statement of cash flows in the assessment of liquidity and the quality of the company's profits and its impact on the financial decisions taken in the exercise of their business.

The questionnaire was distributed on a sample consisting of 95 members including 30 credit supervisors in Jordanian commercial banks and 65 securities analysts in Amman Stock Exchange, from the results that have been reached: The financial ratios derived from the

statement of cash flows are an important tool in assessing the liquidity of the company from the standpoint of credit supervisors and securities analysts. The financial ratios that are derived from cash flows statement are also considered an important tool in assessing the quality of company's profits from the standpoint of credit supervisors and securities analysts.

(Schneider, F & Tran D 2012) This paper investigates whether the fair value option for liabilities (FVO) under IAS 39 is effective in reducing information asymmetry across investors as reflected in smaller bid-ask spreads. Using a sample of European banks for the years 2006 until 2010, the evidence consistently shows that the FVO for liabilities mitigates information asymmetries since FVO-adopters exhibit lower bid-ask spreads, relative to non-adopters. And the decrease in bid-ask spreads is still present when the control group of non-adopters is held constant while the treatment group is reduced to adopters that recognize fair value changes attributable to own credit risk changes. As a result the author do not support claims that recognizing fair value changes attributable to changes in the own credit risk is detrimental to the transparency of financial statements.

7.2.Theoretical Framework

7.2.1 Informational Content of Financial Statements

The study will address the components of the financial statements: (Financial Statement Position- Income Statement- Changes in Shareholders' Equity Statement - Cash Flows Statement- Disclosures and Notes Accounts), in order to determine the importance played by the published financial statements in making investment and lending decisions.

Financial Statement Position:

Each entity -of whatever kind- has a financial position in a certain date, from the standpoint of the owners of property which is represented in the financial position in total assets owned by the entity and its obligations towards others and the owners and that the difference between assets and liabilities represents in the net financial position and expresses the rights of the owners of the project.

Mohammed and others (10.02.2005) explained the different components of the financial position of the project to another depending on the following factors:

1. The different nature of work and project activity.
2. The different sources of funding and the extent of reliance on borrowed funds and retained earnings reinvested in the project.
3. The different aspects of using funds' project in various assets and long term assets size in relation to the traded assets.

It is clear that the statement of financial position includes two aspects:

First: Includes assets that represent aspects of investment, whether current or non-current assets.

Second: Includes sources of funds, whether from owners of the project or from others.

Informational Content of Financial Statement Position (Budget)

Accountants use the term “assets” to express properties and obligations to express the rights of others from outside the entity, as the term is used to convey property rights for the rights of the owner or owners of property (Brad et. al. 2002, 16), (Kieso, 2012,137) identified the key elements presented by the financial statement position as follows:

Assets: Are potential economic benefits that the entity gains as a result of transactions or an earlier financial events, assets and consist of the following elements:

1. **Floating Assets:** consists of cash and other assets expected to be transferred into cash during the normal operations of the entity or within one year, if the cycle processes take more than a year and include assets traded in the budget, according to the degree of liquidity or speed transferred into cash.
2. **Non-Floating or Long-Term Assets:** (Kieso, Et. al, 2012, 177) showed the term of long term assets as assets that are not expected to be liquidated during the financial period or purchased for the purpose of use and not for the purpose of sale, they include long term assets in the budget arranged according to the schedule that remain in the entity for a short period first, and then the remaining of longer period, so the long-term assets present in the budget after the traded assets.
3. **Intangible Assets:** This term is called for assets that lack a tangible physical entity, for example, goodwill, patent rights and trademarks.

Liabilities: Financial commitments to the project that are recognized and estimated according to generally accepted accounting principles and liabilities of the property that are debts or obligations of the entity toward others, and the other serves as a source of financing activity, in addition to the owners’ money. (Marilyn, et.al, 2007,126) obligations include the following elements:

Current Liabilities: Obligations on the property, which is expected to be liquidated or fulfilled either through the use of current assets or by the emergence of other new current liabilities (Kieso, 2012,179).

Long-Term Liabilities: Debts owed by an entity that takes period more than a year to be repaid and they called "debt or long-term liabilities" and if part of which is repayable over a year or less than the statement of financial position date, the due amount is included in current liabilities and are considered long-term liabilities which are main source of funding for the project activity in the long term (Kieso, 2012, 179).

Property Rights: It is the rest of value of assets after excluding the obligations as defined by (Obeidat 2006.136), therefore, the value of equity depends on the valuation of assets and

liabilities, and it is a different data view property rights in the budget, according to the form of legal entity and whether it was an individual entity, company or people or a joint-stock company (Al-Shahed 2000.91)

Income Statement

(Khamis and Jarrah, 2007.78) defined income statement as a financial statement that measures the financial performance of the company in a particular accounting period and shows how the company can reinvest their income or distribute it in the form of dividends to shareholders. The financial performance of the company is measured by tracking the income statement and comparing between earnings and expenses in different activities (operational and non-operational) as shown in the income statement net profit or loss suffered by the company at the end of the measurement period and are always on a quarterly or full fiscal year. Income statement is known also by a statement of profits and losses or statement of revenue and expenditure, income statement is divided into operational section and other non-operational, operational section is disclosed into expenses and revenues as a result of its operational based any main activity, non-operational section is fitted expenses and revenues of the company as a result of its activities not directly related to the production line or the company's main job and the more details in the income statement whenever it was more useful and transparent to the investor and the estimated alike, therefore in order to provide more disclosure and transparency provides by the International Financial Reporting Standards IFRS in the IAS (1) the need to develop comprehensive income statement, which shows the details of income from all operational and non-operational sources.

Shareholders' Equity Statement:

Shareholders' equity statement reflects the amount of collecting and changing the rights of shareholders in the company during a specific time period and the growth of equity means real growth for investors' money, taking into consideration that the registration of a rise in values of the company's assets with a reduction in shareholders' equity, this increase is happened due to the debts and not because of a real improvement and growth of shareholders' funds (Wild et. al, 2004).

Cash Flows Statement:

As required by International Standard No. (7) "Cash Flows Statement" issued by the International Standards Committee for the preparation of financial reports (IFRS) 2009 in its final form, that the importance and objectives of the preparation of the statement of cash flows is to help investors, creditors and others in the analysis of cash by providing adequate information on receipts and cash payments during the financial period. The statement of cash flows shows the cash impact of the ongoing operations and investment and financing operations during the period, as well as the net increase or decrease in cash during the period and then how to use that cash through it (Wild, et al. 2003 0.3384). The importance of cash flow statement stems from its role in providing information that does not appear in any of the income statement and balance sheet, so these data is considered as a link between these two lists, it is also more convenient of them to identify strengths and weaknesses in the activity established with all its information and

what can be derived from indicators of the amount effective to evaluate the efficiency of the policies adopted by the administration in finance, investment and predictability in future expansion, international standards made it clear for the preparation of financial reports (2009.766).

Disclosures and Notes Accounts:

The preparation of the financial statements of accounting depend on disclosure of economic events, besides that accounting disclosure is for events at different times to be assembled at the end of the period that are simple for the purposes of preparing the financial statements, which weakens the ability of these data to depict the real economic situation for the company on a specific date, there are several economic events that the sample does not address in the regular disclosure of accounting items and such events did not find their route to the historical financial statements. Events that are not recognized in accordance with the mechanisms of disclosure conventional are most of the contracts entered into by the company to enter new markets or production of new products (Abu Al-Makarem, 2004); despite the fact that such information may have a strong impact on the performance of the company's shares in the capital market. For example, one of the companies conclude a financial deal, which its impact extends for a period to come, this deal offer the company supplying its product consistently for a long time, such information has a positive impact on the share price, but it really cannot includes its impact on the current financial statements.

7.2.2. Users of Published Financial Statements:

Users of financial information statements are many and their needs varied of such information by the nature of each user, those users are (investors, loaners, staff, government, suppliers, customers and the public), and that shareholders care about the information to help them in assessing the ability of the project on the distribution of profits, from here we note the importance of the information contained in the financial statements to make a decision for buying shares or not.

The financial statements reflect the true face of the company objectively and impartially, away from the means of directed propaganda, where many words are shorten through the language of figures, which are oriented language, an investor and lender through it can learn the company well by reading specific figures and financial ratios which can formulate a clear image of company's history, its present and what is expected in the near and distant future (Mattar, 2006).

With respect to the financial statements which are usually provided to third parties like commercial banks and shareholders, such data may be considered by consulting firms that are separated from the company, that act the role of analysts for the company's activity, these offices represent their fame, a factor of safety and confidence to banks and shareholders that appeared in a neutral way the fact of the financial position of the company, noted that any violation of these consulting offices represented by showing the unreality of company's financial position, which can put these offices on a legal accountability, these offices may lose as a result of the license granted to practice their activity, if the legal parties make sure that these parties do not adhere to

the standards and generally accepted accounting principles and that they had intervened in the transfer of such data to serve the illegal objectives of the board of directors.

These financial statements are being described, so that the owner can read it to be familiar with the company's financial position and then make decisions to commensurate with the strength or weakness of the financial position of the company, the bank reads them in order to recognize the credit rating of the company and the size of assets, liabilities and cash in order to determine the degree of facilities that can be granted to the company, shareholders are also read them in order to get to know the level and efficiency of the Board of Directors through the recognition of existing projects and profitability and the future growth opportunities through which they determine the fair price of the company's shares now or in the near future and long term. (Al-Shahed, 2000).

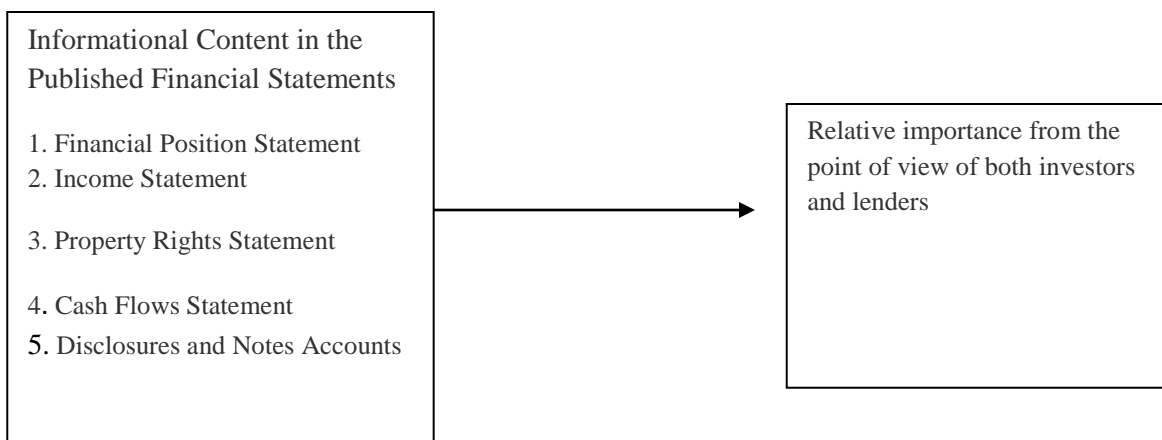
7.2.3. Financial Statements Objective:

The purpose of financial statements is to provide information about the financial position, performance and changes in financial position, so this information helps in making economic decisions, as the data prepared for this purpose can meet the common needs of the majority of users, but the financial statements in any case do not provide all information that could be needed by users for economic decision-making, because this data and to a large extent may not reflect the financial implications of the previous events and do not necessarily provide non-financial information (Al-Khalayleh, 2004).

The financial statements also show the results of the performance of administrative or accounting management for the resources entrusted to them, those users who want to evaluate performance or management accounting, they are doing so for economic decisions that include, for example, decisions to keep their consultations in the company or sold them, whether they would re-appoint directors or bring other to place them and to achieve these goals, the financial statements provide information about the project such as: (assets, liabilities, income and expenses, as in profit, loss and cash flows) and in a structured view of the financial position of the project and the operations carried out.

8. Study Sample:

This sample includes two types of variables, Independent variables that are in the information content in the published financial statements, the dependent variables are the relative importance from the point of view of investors and lenders, as shown in the following form:



The role of the external auditor is to increase the informational content of the published financial statements of Jordanian industrial companies from the perspective of investors and lenders.

9. Descriptive Analysis for the Demographic Properties of the Study Sample

Demographic properties can be summarized for the categories included in the study sample as illustrated in the next table:

Variable	Statement	Number	Percentage%
First	Scientific Qualification		
	Diploma	20	10.8
	Bachelor	101	54.6
	Master	43	23.2
	Doctorate	6	3.2
	Others	15	8.2
	Total	185	100
Second	Specialization		
	Accounting	60	32.4
	Economy	21	11.4
	Business Administration	24	13.0
	Finance and Banking	65	35.1
	Others	15	8.1
	Total	185	100
Third	Experience/ Years		
	Less than 5 years	42	22.7
	6-10 years	57	30.8
	11-15 years	47	25.4
	16-20 years	26	14.1
	More than 20 years	13	7.0
	Total	185	100

It is clear from the data of the above table the following:

1. About 81% of the study sample has university degrees including 27% of higher university degrees, Master and PhD.
2. Nearly 92% of them have studied accounting during their university studies and so they learn the published financial statements and their informational value in the decision-making process.
3. Nearly 78% of them have more than five years of experience and they have enough experience to know how to use the published financial statements, whether in making investment decisions or in making lending decisions.

Based on the above, we can rely on indicators mentioned above as evidence to prove the credibility of the study sample's answers to questions regarding assessment of the informational content of the published financial statements from the viewpoint of each category that are included in the sample.

10. Validity and Reliability of the Study Tool (Questionnaire)

Cronbach's alpha test was used to measure the constant study tool (questionnaire), all as a single unit, as well as for each area of informational content that are represented in sub paragraphs covered by the questions asked in the questionnaire, the results were as follows:

Cronbach's alpha test results to measure the validity and reliability of study tool

Number	Area	Paragraphs Number	Alpha
1	Informational content of financial position statement.	10	91.2%
2	Informational content of income statement.	10	86.2%
3	Informational content of property rights statement.	5	77.0%
4	Informational content of cash flows' statement.	12	90.0%
5	Informational content of disclosures and notes accounts related to financial statements.	21	95.4%
6	For the questionnaire as a whole	58	93.4%

As shown from the table above that both (for the questionnaire as a whole or for each of the five areas of the paragraphs included in the questions) posed by the questionnaire, they exceeded the value of alpha ratio and they were statistically acceptable with a percentage of (60%) according to (Sekaran, 2003).

11. Assessing the Relative Importance of the Informational Content of the Published Financial Data from the Viewpoint of Investors:

This part of the study discusses an assessment of the relative importance of the content of published informational financial statements from the perspective of investors, where the researcher reviews the investors' views of the relative importance of the information content of the financial statements of each separately and then the researcher reviews their views in terms of the relative importance of the content of published informational data individually and detailed as follows:

Table 1: Assess the informational content of each statement of financial statements separately from the viewpoint of investors

Number	Area	Arithmetic Mean	Standard Deviation	Rank	Relative Importance Degree
1	Informational content of financial position statement.	3.92	0.216	4	Important
2	Informational content of the income statement.	4.04	0.271	2	Important
3	Informational content of property rights statement.	4.00	0.198	3	Important
4	Informational content of cash	3.89	0.267	5	Important

	flows statement.				
5	Informational content of disclosures and notes accounts related to financial statements.	4.08	0.477	1	Important
	Total	4.00	0.247	*	Important

It shows from the data in the above table the following:

1. Investors believe that the published financial statements as a single group and its arithmetic mean (4.00) is an important source of information needed to make investment decisions.
2. As they see that the data is also important in itself with the information that contains to serve their purposes in making investment decisions.
3. This important is vary slightly from one statement to another, as the order of the informational content of these data in terms of relative importance is descending as follows:
 - Disclosures and notes accounts related to financial statements
 - Income Statement
 - Property rights Statement
 - Financial Position Statement
 - Cash Flows Statement
4. The relatively decrease of standard deviations numbers are described in the table next to each paragraph that refers to the existence of consistency (no dispersion) for answers of the respondents about its arithmetic mean.

12. Assessing the Relative Importance of the Informational Content for Published Financial Statements Individually

12.1. The results related to the informational content of the published financial statements issued by Jordanian public shareholding industrial companies from the investors' point of view:

12.1.1. Results related to informational content field of financial position statement:

Table 2: The following table shows the relative importance of the informational content for financial position statement of the Jordanian public shareholding industrial companies from the viewpoint of investors

Number	Paragraph	Arithmetic Mean	Standard Deviation	Rank	Relative Importance Degree
1	Properties, factories and equipment	4.12	0.466	4	Important
2	Real estate investments	4.02	0.357	6	Important
3	Intangible assets	3.60	0.904	9	Medium

4	Inventory	4.13	0.467	3	Important
5	Receivables trade debts and other receivables	4.07	0.531	5	Important
6	Cash and equivalents cash	4.17	0.384	2	Important
7	Payables trade debts and other payables	4.18	0.385	1	Important
8	Allocations	3.79	0.837	7	Important
9	Minority interest shown in property rights.	3.37	0.0421	10	Medium
10	Imported capital and distributed reserves to holders of property rights from partners.	3.76	0.740	8	Important
	Total	3.92	0.216	4 *	Important

* Field order for the areas of informational content of other published financial statements

From the data shown in the above table, we conclude the following:

1. Investors see that the information presented by financial position statement of the Jordanian Industrial Corporations is important in general, with the exception of the third and ninth paragraphs, where the degree of relative importance was medium.
2. The seventh paragraph related to (receivables trade payables and other payables) has achieved the highest degree with a relative importance and with a mean of (4.18), also the sixth paragraph, which states (cash and equivalents cash) ranked second with a mean of (4.04) while the ninth paragraph related to the minority rights in equity achieved the lowest score with a relative importance mean of (3.37), and to explain this, the researcher finds that investors are focusing on the issue of external funding for the company's assets by granting them the item related to (suppliers debts) a greater proportion of importance, in addition to the item related to (cash and cash equivalents), that the fact that liquidity enhances the company's ability to repay its obligations.
3. As for the relative decrease in the standard deviations to the answer on the paragraphs included in the study, it is considered as a lack of consistency index in investors' views on the relative importance of financial position statement.

12.1.2 Results related to the field of informational content of income statement:

Table 3: The following table shows the relative importance of the informational content of income statement issued by Jordanian public shareholding industrial companies from the viewpoint of investors

Number	Paragraph	Arithmetic Mean	Standard Deviation	Rank	Relative Importance Degree
1	Revenue	4.74	0.433	1	Very Important
2	Cost of sold goods	4.68	0.733	2	Very

					Important
3	Finance costs	4.16	0.491	4	Important
4	Profits and losses share of the associate companies or joint ventures that are accounted for using the property rights method	3.74	0.718	8	Medium
5	Tax expense	3.58	0.882	10	Medium
6	Profit or loss after tax from the discontinued operations	3.87	0.733	5	Important
7	Profit or loss	4.26	0.443	3	Important
8	Profit or loss allocated to minority interest in the subsidiary	3.79	0.698	7	Important
9	Profit or loss allocated to minority interest in the mother company	3.72	0.794	9	Medium
10	Normal Earnings	3.84	0.491	6	Important
	Total	4.04	0.271	2 *	Important

* Field order for the areas of informational content of other published financial statements.

From the data shown in the table above we note the following:

1. Investors see as shown from the above table that the data for the informational content of income statement issued by Jordanian public shareholding industrial companies is important in general, with the exception of the fourth and fifth paragraphs and the ninth, where the degree of relative importance was medium.
2. The first paragraph related to (revenue) has achieved the highest relative importance degree with a mean of (4.74) and standard deviation of (0.443) while the fifth paragraph concerning (tax expenses) achieved the lowest relative importance degree with a mean of (3.58) and standard deviation of (0.882), the researcher explains the previous result based on the above findings in terms of selection revenue as the most important item of the income statement from the viewpoint of investors by the fact that the investor focuses on the company's ability to achieve sales and increasing them, in second rank came the rank related to the cost of goods sold in terms of the relative importance of being in control with operating profit in the value of those companies, while the item related to (inclusion the profit and loss) came in the third place which can be explained by the fact that the investor is looking for profits and revenue earned for him.
3. The relative decrease in the standard deviations to answer the paragraphs included in the study is an indicator of the consistency of the views of investors' category about the relative importance of the income statement.

12.1.3. Results related to the field of informational content of property rights statement:

Table 4: The following table shows the relative importance of the informational content of property rights statement issued by Jordanian public shareholding industrial companies from the viewpoint of investors

Number	Paragraph	Arithmetic Mean	Standard Deviation	Rank	Relative Importance Degree
1	Balance of retained earnings	4.07	0.419	2	Important
2	Profit or loss for the period	4.24	0.477	1	Important
3	Each item of income or expense as required by other standards or interpretations that are recognized directly in shareholders' equity and the total of these items.	3.89	0.309	4	Important
4	Total income and expense for the period	4.05	0.513	3	Important
5	The cumulative impact of changes in accounting policy and correct the main mistakes.	3.76	0.808	5	Important
	Total	4.00	0.198	3 *	Important

* Field order for the areas related to informational content of other published financial statements.

From the data shown in the above table, we notice the following:

1. Investors believe that the data related to informational content of property rights statement issued by Jordanian public shareholding industrial companies is important in general.
2. The second paragraph related to (profit or loss for the period) has achieved the highest relative importance degree with a mean of (4.24) and standard deviation of (0.477), the fifth paragraph related to the (The cumulative impact of changes in accounting policy and correct the main mistakes) achieved the lowest relative importance degree with a mean of (3.76) and standard deviation of (0.808), the researcher explains this result as the fact that investors are focusing on internal growth and self-property rights derived from the operating profit of the companies any growth property rights of the profits accruing to the company is not from capital increases, this is what puts the second paragraph and related profit or loss for the period in the highest degree of relative importance from the point of view of investors.
3. The relative decrease in the standard deviations to answer paragraphs included in the study is an indicator of the consistency of the investors' point of view of category related to the relative importance of property rights statement.

12.1.4. Results related to the field of informational content of cash flows statement:

Table 5: The following table shows the relative importance of the informational content of cash flows statement of the Jordanian public shareholding industrial companies from the viewpoint of investors

Number	Paragraph	Arithmetic Mean	Standard Deviation	Rank	Relative Importance Degree
1	Cash receipts from the sale of goods and provision of services	3.97	0.271	5	Important
2	Cash payments to suppliers for goods and services	3.81	0.445	9	Important
3	Cash receipts from royalties, fees, commissions and other revenue	3.58	0.678	12	Medium
4	Cash payments for income taxes or refunds	3.63	0.990	11	Medium
5	Cash payments for property, factories, equipment, intangible assets and other long-term assets	3.71	0.862	10	Medium
6	Other receipts from the sale of property, factories, equipment, intangible assets and other long-term assets	4.13	0.467	1	Important
7	Cash payments to acquire property rights tools or debt tools for other projects.	3.92	0.739	7	Important
8	Cash receipts from the sale of property rights tools or debt tools of other projects and shares in joint ventures	4.02	0.357	4	Important
9	Cash receipts from issuing shares or other equity instruments	3.92	0.476	6	Important
10	Cash payments to the owners of the project to buy or re shares project	3.89	0.309	8	Important
11	Cash receipts from the issuance of bonds, loans, payable notes, mortgages and other short-or long-term borrowings.	4.02	0.357	3	Important
12	Cash payments to repay the borrowed amounts.	4.11	0.449	2	Important
	Total	3.89	0.267	5 *	Important

* Field order for the areas related to informational content of other published financial statements.

From the data shown in the above table, we can notice the following:

1. Investors believe that the data related to the informational content for cash flows statement of the Jordanian public shareholding industrial companies is important in general, with the exception of the third and fourth and fifth items where the degree of relative importance was medium.
2. The sixth paragraph related to (Other receipts from the sale of property, factories, equipment, intangible assets and other long-term assets) has achieved the highest relative

importance degree with a mean of (4.13) and standard deviation of (0.467). In the second rank came -in terms of the relative importance- the eighth paragraph related to (Cash receipts from the sale of property rights tools or debt tools of other projects and shares in joint ventures), while in the third place came the paragraph related to (Cash receipts from the issuance of bonds, loans, payable notes, mortgages and other short-or long-term borrowings) with the lowest relative importance degree with a mean of (3.56) and standard deviation of (0.378), the previous result indicates that the researcher is wondering if the investors focused on cash receipts from the sale of property, factory, equipment, intangible assets and other long-term assets, which is contrary to the purpose of the statement of cash flows where it is supposed that the conscious investor focuses on receipts cash from the sale of goods and provision of services, so that the basis of operating profit for the company and not on the cash receipts from the sale of property and equipment of these companies.

3. The relative decrease in the standard deviations of the paragraphs included in the study is an indicator of the consistency of the views of investors' category about the relative importance of the statement of cash flows.

12.1.5. Results related to the field of informational content of disclosures and notes accounts related to financial statements:

Table 6: The following table shows the relative importance of the informational content of disclosures and notes accounts related to financial statements issued by Jordanian public shareholding industrial companies from the viewpoint of investors

Number	Paragraph	Arithmetic Mean	Standard Deviation	Rank	Relative Importance Degree
1	Basic assumptions on which the financial statements are prepared for the company consultation.	4.67	0.467	2	Very Important
2	The method used in the assessment of stock of goods.	4.43	1.017	6	Important
3	Method used to assess the terms of the securities portfolio.	4.68	0.733	1	Very Important
4	The method used in the consumption of fixed assets.	3.82	0.601	18	Important
5	The method used in extinguishing the intangible assets.	3.82	0.684	17	Important
6	The used way to assess real estate investments.	4.13	0.334	9	Important
7	Detailed table for depreciation of fixed assets.	3.63	0.745	20	Medium
8	Revenues and expenses of previous years.	3.16	0.673	21	Medium
9	The company's share of the profit or loss of companies and subsidiaries.	4.11	0.449	10	Important
10	Decrease of inventory to the net value that	4.13	0.467	8	Important

	is realizable or property value, factories and equipment to a recoverable amount.				
11	Detailed table of loans deadlines provided by third parties.	3.98	0.483	11	Important
12	Table of loans provided to members of the board of directors.	4.58	1.048	4	Very Important
13	Table with assets provided to others in a form of warranties or guarantees for loans and banking facilities.	3.92	0.871	15	Important
14	Deposit merchandise table for the company for others.	3.84	0.491	16	Important
15	Deposit merchandise table for others for the company.	3.95	0.608	12	Important
16	Transactions table with related parties.	4.56	1.049	5	Very Important
17	Stocks are classified as parts according to International Accounting Standard no. 2 (Stock) to items such as production, supply of goods, materials, work in progress and finished goods.	4.58	1.048	3	Very Important
18	Data of stopped operations.	3.95	0.513	13	Important
19	Conditional assets and liabilities.	4.14	0.518	7	Important
20	Subsequent events of the budget.	3.93	0.775	14	Important
21	Subsidiaries and associates companies' names.	3.78	0.913	19	Important
	Total	4.08	0.477	1 *	Important

* Field order for the areas of informational content of the other published financial statements.

From the data shown in the above table, we can notice the following:

1. Investors believe that data related to the informational content of disclosures and notes accounts issued by Jordanian public shareholding industrial companies is important in general, with the exception of the seventh and eighth paragraphs, where its relative importance degree was medium.
2. Investors give very high importance for the disclosed information in the disclosures of the financial statements with respect to: the method used in the assessment of the stock of the goods, loans granted to board members, transactions with related parties and information on the classification of inventory, the researcher explains this result that investors are keen to follow up all the details of the information that affect the company's profits on one hand, and on financial transactions that are carried out by the members of board of directors on the other that may be done for their own purposes in the context of the administration's policy profits and therefore immune the interest of shareholders and then the interest of the prospective investors.

- As for the relatively high standard deviations to answer some of the paragraphs included in the study, this considers as an indicator from different viewpoints of investors about the relative importance of some of disclosures and notes accounts of financial statements.

13. Assessing the relative importance of the informational content of the published financial data from the perspective of lenders:

Within this axis, the researcher will address the relative importance that lenders see for the five published financial statements separately and then he will address the relative importance of the detailed information items that are disclosed in each statement.

Table 7: Assess the relative importance of informational content of the published financial statements separately

No.	Field	Arithmetic Mean	Standard Deviation	Rank	Relative Importance Degree
1	Informational content of financial position statement	4.23	0.501	1	Important
2	Informational content of income statement	4.21	0.431	2	Important
3	Informational content of property rights statement	4.10	0.594	3	Important
4	Informational content of cash flows statement	4.11	0.515	4	Important
5	Informational content of disclosures and notes accounts	3.87	0.615	5	Important
	Total	4.10	0.476	*	

It is shown from the table above the following:

- The total arithmetic mean of relative importance for all informational content fields related to financial data issued by Jordanian public shareholding industrial companies from the point of view of lenders reached (4.10). The total arithmetic mean expresses an important relative percentage for informational content of published financial data and its multiple fields according to the lenders' sample of study estimations.
- The disclosed information related to financial position, income and cash flows statement the first three ranks in lenders' favorite scale. The researcher explains that this information serves lenders' category in determining the capacity of companies to settle debts with their interests.

3. The relative decrease of standard deviations to answer the paragraphs included in the study, it is an indication of coherence of lender's point of views about the relative importance of informational content of all mentioned data in the above table.

Relative Importance Evaluation of Financial Data Informational Content

13.1. Results concerning informational content related to financial data issued by Jordanian public shareholding industrial companies from the point of view of lenders:

13.1.1 Results related to informational content field of financial position statement:

Table 8: The following table explains the relative importance of informational content for financial position statement issued by Jordanian public shareholding industrial companies from the point of view of lenders

Number	Paragraph	Arithmetic Mean	Standard Deviation	Rank	Relative Importance Degree
1	Properties, factories and equipment	4.58	0.636	3	Very Important
2	Real estate investments	4.02	0.862	8	Important
3	Intangible assets	3.75	1.056	9	Important
4	Inventory	4.60	0.632	2	Very Important
5	Receivables trade debts and other receivables	4.70	0.516	1	Very Important
6	Cash and equivalent cash	4.33	0.797	5	Important
7	Payables trade debts and other payables	4.50	0.816	4	Very Important
8	Allocations	4.13	0.757	7	Important
9	Minority interest shown in property rights.	3.45	0.959	10	Medium
10	Imported capital and distributed reserves to holders of property rights from partners.	4.23	0.800	6	Important
	Total	4.23	0.501	1*	Important

* Field order for the areas of informational content of other published financial statements.

From the data shown in the above table, we conclude the following:

1. Lenders see that the financial data related to informational content of financial position statement of the Jordanian Industrial Corporations is important in general, with the exception of the ninth paragraph, where the degree of relative importance was medium.
2. The lenders gave a high relative importance for: Properties, equipment, inventory and receivables debts because they form the most important guarantees in case of liquidating

which guarantee collecting debts from the company, as for payables debts, they are also have a high relative importance for lenders since others are competing them for collecting the loan submitted to the company.

3. The relative decrease of standard deviations for answering the paragraphs included in the study which is considered a coherence indication of lenders point of views about relative importance for financial position statement.

13.1.2. Results related to informational content field of income statement:

Table 9: The following table explains the relative importance of informational content for income statement issued by Jordanian public shareholding industrial companies from the point of view of lenders

Number	Paragraph	Arithmetic Mean	Standard Deviation	Rank	Relative Importance Degree
1	Revenue	4.75	0.439	1	Very Important
2	Cost of sold goods	4.50	0.716	3	Very Important
3	Finance costs	4.37	0.628	4	Important
4	Profits and losses share of the associate companies or joint ventures that are accounted for using the property rights method	3.97	0.768	7	Important
5	Tax expense	3.80	0.853	9	Important
6	Profit or loss after tax from the discontinued operations	4.25	0.742	5	Important
7	Profit or loss	4.60	0.496	2	Very Important
8	Profit or loss allocated to minority interest in the subsidiary	3.87	0.822	8	Important
9	Profit or loss allocated to minority interest in the mother company	3.77	0.920	10	Important
10	Normal Earnings	4.23	0.768	6	Important
	Total	4.21	0.431	2 *	Important

* Field order for the areas of informational content of other published financial statements.

From the data shown in the above table, we conclude the following:

1. Lenders see that the data related to informational content of income statement issued by Jordanian Industrial Corporations is important in general.
2. The lenders gave a high relative importance for: Revenue, cost of sold goods, profit or loss because they are indication for company's occupational performance and an

indication for the extent of company's capacity to collect the earned loans form the company.

3. The relative decrease of standard deviations for answering the paragraphs included in the study which is considered a coherence indication of lenders point of views about relative importance for income statement.

13.1.3. Results related to informational content field of property rights statement:

Table 10: The following table explains the relative importance of informational content for property rights statement issued by Jordanian public shareholding industrial companies from the point of view of lenders

Number	Paragraph	Arithmetic Mean	Standard Deviation	Rank	Relative Importance Degree
1	Balance of retained earnings	4.23	0.620	3	Important
2	Profit or loss for the period	4.55	0.639	1	Very Important
3	Each item of income or expense as required by other standards or interpretations that are recognized directly in shareholders' equity and the total of these items.	3.93	0.730	4	Important
4	Total income and expense for the period	4.27	0.816	2	Important
5	The cumulative impact of changes in accounting policy and correct the main mistakes.	3.53	1.198	5	Medium
	Total	4.10	0.594	4*	Important

* Field order for the areas of informational content of other published financial statements.

From the data shown in the above table, we conclude the following:

1. Investors believe that the data related to informational content of property rights statement issued by Jordanian public shareholding industrial companies is important in general, except for paragraph (5) where its relative importance was medium.
2. The second paragraph related to (profit or loss for the period) has achieved the highest relative importance degree with a mean of (4.55) and standard deviation of (0.639), the fifth paragraph related to the (The cumulative impact of changes in accounting policy and correct the main mistakes) achieved the lowest relative importance degree with a mean of (3.53) and standard deviation of (1.198), the explanation of this is that the (profit or loss for the period) is reflecting the company's capacity on generating self income, increase the property right from its earned profits, and then support the financial position of the company and its capacity to collect its debts.

3. The relative decrease in the standard deviations to answer the paragraphs included in the study which is an indicator of consistency of investors' point of view about the relative importance of property rights statement.

13.1.4. Results related to informational content field of cash flows statement:

Table 11: The following table explains the relative importance of informational content of cash flows statement issued by Jordanian public shareholding industrial companies from the point of view of lenders

Number	Paragraph	Arithmetic Mean	Standard Deviation	Rank	Relative Importance Degree
1	Cash receipts from the sale of goods and provision of services	4.55	0.504	1	Very Important
2	Cash payments to suppliers for goods and services	4.50	0.555	2	Very Important
3	Cash receipts from royalties, fees, commissions and other revenue	3.65	0.864	11	Medium
4	Cash payments for income taxes or refunds	3.58	0.844	12	Medium
5	Cash payments for property, factories, equipment, intangible assets and other long-term assets	4.02	0.862	8	Important
6	Other receipts from the sale of property, factories, equipment, intangible assets and other long-term assets	4.13	0.791	5	Important
7	Cash payments to acquire property rights tools or debt tools for other projects.	4.08	0.730	7	Important
8	Cash receipts from the sale of property rights tools or debt tools of other projects and shares in joint ventures	4.09	0.829	6	Important
9	Cash receipts from issuing shares or other equity instruments	3.93	0.859	10	Important
10	Cash payments to the owners of the project to buy or re shares project	3.95	0.959	9	Important
11	Cash receipts from the issuance of bonds, loans, payable notes, mortgages and other short-or long-term borrowings.	4.32	0.656	4	Important
12	Cash payments to repay the borrowed amounts.	4.45	0.639	3	Important
	Total	4.11	0.515	3*	Important

* Field order for the areas of informational content of other published financial statements.

From the data shown in the above table, we conclude the following:

1. Investors believe that the data related to the informational content for cash flows statement of the Jordanian public shareholding industrial companies is important in general, except for the third and fourth paragraphs in which where the degree of their relative importance was medium.
2. The first paragraph related to (Cash receipts from the sale of goods and provision of services) has achieved the highest relative importance degree with a mean of (4.55), while paragraphs four related to (Cash payments for income taxes or refunds) has achieved the lowest relative importance degree with a mean of (3.58). The explanation of this result is that this reflects investors' understanding with the importance of cash flows in main occupational activities in companies which reinforce their ability to repay their debts toward lenders.
3. The relative decrease in the standard deviations of the paragraphs included in the study is an indicator of the consistency of the views of investors' category about the relative importance of the statement of cash flows.

13.1.5. Results related to informational content field of disclosures and notes statement:

Table 12: The following table explains the relative importance of informational content of disclosures and notes statement issued by Jordanian public shareholding industrial companies from the point of view of lenders

Number	Paragraph	Arithmetic Mean	Standard Deviation	Rank	Relative Importance Degree
1	Basic assumptions on which the financial statements are prepared for the company consultation.	4.15	0.975	2	Important
2	The method used in the assessment of stock of goods.	4.02	0.800	7	Important
3	Method used to assess the terms of the securities portfolio.	3.95	0.846	9	Important
4	The method used in the consumption of fixed assets.	3.93	0.888	10	Important
5	The method used in extinguishing the intangible assets.	3.65	1.099	18	Medium
6	The used way to assess real estate investments.	3.78	1.025	15	Important
7	Detailed table for depreciation of fixed assets.	3.80	0.833	13	Important
8	Revenues and expenses of previous years.	3.88	0.791	12	Important
9	The company's share of the profit or loss of companies and subsidiaries.	4.08	0.764	3	Important

10	Decrease of inventory to the net value that is realizable or property value, factories and equipment to a recoverable amount.	3.88	0.791	11	Important
11	Detailed table of loans deadlines provided by third parties.	4.05	0.986	4	Important
12	Table of loans provided to members of the board of directors.	4.03	0.768	6	Important
13	Table with assets provided to others in a form of warranties or guarantees for loans and banking facilities.	3.95	0.815	8	Important
14	Deposit merchandise table for the company for others.	3.60	0.871	20	Medium
15	Deposit merchandise table for others for the company.	3.36	0.705	19	Medium
16	Transactions table with related parties.	3.55	0.714	21	Medium
17	Stocks are classified as parts according to International Accounting Standard no. 2 (Stock) to items such as production, supply of goods, materials, work in progress and finished goods.	3.72	1.037	16	Medium
18	Data of stopped operations.	3.70	0.966	17	Medium
19	Conditional assets and liabilities.	4.78	1.050	14	Important
20	Subsequent events of the budget.	4.03	0.862	5	Important
21	Subsidiaries and associates companies' names.	4.22	0.733	1	Important
	Total	3.87	0.615	5*	Important

* Field order for the areas of informational content of other published financial statements.

From the data shown in the above table, we conclude the following:

1. Investors believe that the data related to informational content of disclosures and notes statement issued by Jordanian public shareholding industrial companies is important in general, except for the paragraphs (5, 14, 16, 17 and 18) where their relative importance were medium.
2. Paragraph (21) that is related to (Subsidiaries and associates companies' names) has achieved the highest relative importance degree with a mean of (4.22) and standard deviation of (0.733), while paragraph (17) that is related to (Stocks are classified as parts according to International Accounting Standard no. 2 (Stock) to items such as production, supply of goods, materials, work in progress and finished goods) achieved the lowest relative importance degree with a mean of (3.55) and standard deviation of (0.714), the explanation of this is that the confirmation of lenders of the existence of transactions that may influence the financial position of these companies in case of the existence of faked or real financial and commercial transactions between borrowing companies and those companies will affect the status of granted loans by company's borrowers, or the

existence of selling process of financial data between these companies which will increase revenues percentage and its profit and may be it is faked selling process.

3. The relative decrease in the standard deviations to answer the paragraphs included in the study which is an indicator of consistency of investors' point of view about the relative importance of disclosures and notes statement.

Table 13: A comparison between the two categories included in the study concerning the relative importance of informational content for the published financial data

No.	Financial Statements	Investors		Lenders		Sample as a whole unit	
		Arithmetic Mean	Relative Importance	Arithmetic Mean	Relative Importance	Arithmetic Mean	Relative Importance
1	Informational content of financial position statement	3.92	Important	4.23	Important	3.92	Important
2	Informational content of income statement	4.04	Important	4.21	Important	4.02	Important
3	Informational content of property rights statement	4.00	Important	4.10	Important	3.98	Important
4	Informational content of cash flows statement	3.89	Important	4.11	Important	3.93	Important
5	Informational content of disclosures and notes accounts	4.08	Important	3.87	Important	3.96	Important
6	Informational content for financial statements as a unit	4	Important	4.10	Important	3.96	Important

It is shown from the table above the following:

1. The two categories of the study agree that the five published financial statements considered as a single unit is the source of the basis for financial decision-making, whether in the field of investment or lending.
2. The relative importance varies between the two categories; investors concentrate their attention to the informational content of each of disclosures, observations and income statement, while lenders pay attention to the financial position statement of and income statement.
3. From the point of view of the study sample as a whole, the published financial statements can be arranged in descending order according to their relative importance as follows:
 - Informational content of income statement.
 - Informational content of property rights statement.
 - Informational content of disclosures and notes accounts statement related to the financial statements.
 - Informational content of cash flows statement.
 - Informational content of financial position statement.

14. Study Deductive Analysis

14.1. Test Study Hypotheses

14.1.1. The First Sub-hypothesis: Informational content of financial position statement issued by Jordanian public shareholding industrial companies doesn't vary from the perspective of investors and lenders.

Table 14: The results of (One Way Anova) test to verify the presence of statistically significant differences in the relative importance of the informational content of financial position statement from the point of view investors and lenders with a moral level of ($\alpha = 0.05$).

Source of Variation	Sum of squares	Freedom Degrees	Squares Average	The value of the Calculated F test	Statistical Significance Sig.	Null Hypothesis
Between Groups	6.958	2	3.479	7.989	0.000	Rejection
Within the Groups	79.252	182	0.435			
Total	86.210	184				

By using the analysis of variance (One Way Anova) test, it discovered that the value of calculated (F) is (7,989) which means rejecting the null hypothesis and accept the alternative one, and that there is statistically significant differences at the level of significance of the test ($\alpha = 0.05$) between the two categories of assessment study of the relative importance of financial position statement.

Table 15: (Tukey) test to determine the sample of the study groups that differ in views on the relative importance of informational content of financial position statement with a moral level of ($\alpha= 0.05$).

Category	Arithmetic Mean	Investors	Lenders
Investors	3.92		0.31
Lenders	4.23	0.31	

The previous table shows the differences on the relative importance of the informational content of financial position statement were among the lenders on one hand and investors on the other and they were in favor of lenders at significance level of ($\alpha= 0.05$) which rejected the null hypothesis and accept the alternative one.

14.1.2. The Second Sub-Hypothesis: Informational content of income statement issued by Jordanian public shareholding industrial companies doesn't vary from the perspective of investors and lenders.

Table 16: The results of variance analysis (One Way Anova) to verify the presence of statistically significant differences in the relative importance of the informational content of the statement of income from the point of view of investors and lenders with a moral level ($\alpha= 0.05$).

Source of Variation	Sum of squares	Freedom Degrees	Squares Average	The value of the calculated F test	Statistical Significance Sig.	Null Hypothesis
Between Groups	3.132	2	1.566	4.996	0.000	Rejection
Within the Groups	57.047	182	0.313			
Total	60.179	184				

By using analysis of variance (One Way Anova), the value of calculated (F) was discovered which is (4.996) requires to reject the null hypothesis and accept the alternative hypothesis, which means that there is statistically significant differences at the level of significance of the test ($\alpha= 0.05$) between the two categories of assessment study of the relative importance of the income statement.

Table 17: (Tukey) test to determine the sample of the study groups that differ in views on the relative importance of informational content of income level statement with a moral significance of ($\alpha= 0.05$).

Category	Arithmetic Mean	Investors	Lenders
Investors	4.04		0.37
Lenders	4.21	0.37	

The previous table shows the differences on the relative importance of the informational content of income statement which was between the lenders on one hand and investors on the other, it

was in favor of lenders and with a significance level of ($\alpha = 0.05$), therefore, the null hypothesis was rejected and accepted the alternative one.

14.1.3. The Third Sub-Hypothesis: Informational content of the property rights statement issued by Jordanian public shareholding industrial companies doesn't vary from the perspective of investors and lenders.

Table 18: The results of variance analysis (One Way Anova) to verify the presence of statistically significant differences in the relative importance of informational content of property rights statement from the point of view of both investors and lenders with a moral level of ($\alpha = 0.05$).

Source of Variation	Sum of Squares	Freedom Degrees	Squares Average	The value of the calculated F test	Statistical Significance Sig.	Null Hypothesis
Between Groups	1.162	2	0.806	2.369	0.096	Accepted
Within the Groups	61.918	182	0.340			
Total	63.530	184				

By using variance analysis (One Way Anova), calculated (F) was discovered with a value of (2.369) that requires accepting the null hypothesis and accept the alternative one, which means that there is no statistically significant differences at the level of significance for the test of ($\alpha = 0.05$) between the two categories of assessment study of the relative importance of property rights statement.

14.1.4. The Fourth Sub-Hypothesis: Informational content of cash flows statement issued by Jordanian public shareholding industrial companies doesn't vary from the perspective of investors and lenders.

Table 19: The results of variance analysis (One Way Anova) to verify the presence of statistically significant differences in the relative importance of the informational content of property rights statement from the point of view of both investors and lenders with a moral level of ($\alpha = 0.05$).

Source of Variation	Sum of Squares	Freedom Degrees	Squares Average	The value of the calculated F test	Statistical Significance Sig.	Null Hypothesis
Between Groups	1.810	2	0.905	3.203	0.043	Rejection
Within the Groups	51.424	182	0.283			
Total	53.234	184				

By using variance analysis (One Way Anova), the value of calculated (F) was discovered with a value of (3.203) which requires rejecting the null hypothesis and accept the alternative one, which means that there is statistically significant differences at the level of significance of the

test of ($\alpha= 0.05$) between the two categories of assessment study of the relative importance of cash flows statement.

Table 20: (Tukey) test to determine the sample of the study groups that differ in views on the relative importance of the informational content of the statement of cash flows, with a moral level of ($\alpha= 0.05$).

Category	Arithmetic Mean	Investors	Lenders
Investors	3.89		0.26
Lenders	4.11	0.26	

The previous table shows the differences on the relative importance of the informational content of cash flows statement which were among the lenders on one hand and investors on the other which was in favor of lenders and with the level of significance of ($\alpha= 0.05$), the null hypothesis was rejected and the alternative one was accept.

14.1.5. The Fifth Sub-Hypothesis: Informational content of disclosures and notes of financial statements issued by Jordanian public shareholding industrial companies doesn't vary from the point of view of both investors and lenders.

Table 21: The results of variance analysis (One Way Anova) to verify the presence of statistically significant differences in the relative importance of informational content of disclosures and notes related to financial statements from the point of view of both investors and lenders with a moral level of ($\alpha = 0.05$).

Source of Variation	Sum of Squares	Freedom Degrees	Squares Average	The Value of the Calculated F test	Statistical Significance Sig.	Null Hypothesis
Between Groups	3.326	2	1,663	4.014	0.020	Rejection
Within the Groups	75.406	182	0.414			
Total	78.732	184				

By using variance analysis (One Way Anova), the value of calculated (F) was discovered with (4.014) which requires rejecting the null hypothesis and accept the alternative one, which means that there is statistically significant differences at the level of significance of ($\alpha= 0.05$) between the two categories of assessment study of the relative importance of disclosures and notes related to financial statements.

Table 22: (Tukey) test to determine the sample of study groups that differ in views on the relative importance of informational content of observations and notes related to financial statements with a moral level of ($\alpha = 0.05$).

Category	Arithmetic Mean	Investors	Lenders
Investors	4.08		0.06
Lenders	3.87	0.06	

The previous table shows the differences on the relative importance of the informational content of disclosures and notes related to financial statements which were among the lenders on one hand and investors on the other, and was in favor of investors with a level of significance of ($\alpha=0.05$), the null hypothesis was rejected and the alternative one was accepted.

14.2. Result of Testing the Main Hypothesis:

Table 23: The results of variance analysis (One Way Anova) to verify the presence of statistically significant differences in the relative importance of the informational content of the published financial statements issued by Jordanian public shareholding industrial companies from the point of view of both investors and lenders with a moral level ($\alpha=0.05$).

Source of Variation	Sum of squares	Freedom Degrees	Squares Average	The value of the calculated F test	Statistical Significance Sig.	Null Hypothesis
Between Groups	2.042	2	1.021	3.536	0.031	Rejection
Within the Groups	52.558	182	0.289			
Total	54.601	184				

By using variance analysis (One Way Anova), the value of calculated (F) was discovered with (3.536) which requires rejecting the null hypothesis and accepting the alternative one, that means that there is statistically significant differences at the level of significance of ($\alpha=0.05$) between the two categories of assessment for the relative importance of the study of informational content of published financial statements issued by Jordanian public shareholding industrial companies.

Table 24: (Tukey) test to determine the sample of the study groups that differ in views on the relative importance of informational content of published financial statements issued by Jordanian public shareholding industrial companies level of moral ($\alpha=0.05$).

Category	Arithmetic Mean	Investors	Lenders
Investors	4.00		0.09
Lenders	4.11	0.09	

The previous table shows the differences on the relative importance of the informational content of disclosures and notes related to the financial statements which were among the lenders on one hand and investors on the other and was in favor of lenders and with the level of significance of ($\alpha=0.05$), which the null hypothesis was rejected and the alternative one was accepted.

15. Results and Recommendations:

15.1. Results:

1. The results of the study showed that the field of informational content of income statement is in the highest degree of relative importance and that the statement of financial position represents less relative degree of importance from the point of view of the study sample as a whole unit.
2. The paragraphs related to properties, factories and equipment represent relatively the higher degree of importance from the point of view of the study sample in the informational content of financial position statement, while the paragraph related to the minority rights within the property formed the lowest degree of relative importance.
3. Paragraphs related to revenue represent the highest relative degree of importance from the point of view of the study sample in the field of informational content of income statement, while the paragraph related to the tax expenditure was the lowest relative degree of importance.
4. Paragraphs related to the gain or loss for the period represent the highest relative degree of importance from the point of view of the study sample in the field of informational content to the statement, while paragraph of property rights concerning the cumulative impact of changes in accounting policy and correct mistakes formed the lowest relative degree of importance.
5. Paragraphs related to cash receipts from the sale of goods and services represent the higher relative degree of importance from the point of view of the study sample in the informational content of cash flows statement, while the paragraph relating to cash payments for income taxes or refunds formed the lowest relative degree of importance.
6. Finally, paragraphs related to the basic assumptions in which the published financial statements prepared for and published for the company represent the highest relative degree of importance from the point of view of the study sample in the field of disclosures and notes informational content related to the financial statements, while the paragraph relating to the expenses and revenues of previous years formed the lowest relative degree of importance.
7. The results of the study sample answers about the relative importance of the informational content of all published financial statements as a whole unit showed the relative degree of importance in descending order as follows:

That the informational content of income statement represents the higher relative degree of importance and then informational content of property rights statement, informational content of disclosures and notes related to the financial statements, informational content of cash flows statement, then the informational content of financial position statement.

15.2. Recommendations:

1. Responsible parties will give the preparation of published financial statements and edited them for more attention and care to reach the element of transparency that should be available in the financial statements.

2. Financial statements preparers and their auditors' shall commit for rules and disclosure requirements stipulated in International Accounting Standard no. (1) (Presentation of Financial Statements).
3. The financial statements are published in accordance with the model multi-purpose financial statements that meet the needs of users of financial statements.
4. Increasing the interest of external auditors towards the practices that carried out by the board of directors of some companies in the field of profits management to reduce the manipulation of financial statements and increase their credibility.

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