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# Assessing the Issues Associated with Audit Expectation Gap Among the Public

Charles Osei-Assibey Takoradi Technical University (TTU) Email: coassibeyhl@gmail.com

#### Abstract

Globally, the public perceive auditors to play certain roles in the financial reporting process. However, most of these perceptions have been different from the actual roles for which auditors are mandated to play. This has created an expectation gap between what the duties of auditors are and what the public expect of auditors. This research therefore sought to examine the perception of the public on audit expectation gap in the Sekondi Takoradi Metropolis. Descriptive research design was used. A sample size of 210 respondents was randomly sampled from the population. Data were collected using questionnaire. Data was processed using Statistical Package for Service Solutions (SPSS) version 22.0. Results were analysed using frequencies, tables and charts and correlation analysis was done to establish the relationship between audit expectation gap and perception of the public. The results also showed that majority of respondents perceive the quality of audit reports nowadays to be questionable and others also perceive auditors' report only to please management. It was also showed that factors such as society's failure to understand the duties and roles of auditors and society's unreasonable expectations of auditors affected audit expectation gap.

Keywords: Public Perception, Audit Expectation Gap, Auditor Perception, Public Financial Administration, External Auditors Duties and Roles

### **1.0 INTRODUCTION**

In this dynamic business environment, Companies and their stakeholders pay attention to external audit activities due to the value associated to it. The importance of external audit is due to the differences in the ownership structure of businesses between shareholders and management. However, despite the importance of external audit, some firms have collapsed because of poor practicing of auditing activities, an example is the Enron-Arthur Andersen issue. According to (Adeyemi & Uadiale, 2011) the WorldCom have decreased the confidence of many shareholders, investors, creditors and other partners in the financial industry regarding external audit reports. In Ghana, the collapse of banks such as Capital Bank, Unique Trust Bank, The Beige Bank, Construction Bank and many others have also raised queries about the auditing profession considering stakeholders perception of auditor's task and the actual duties of auditors. As a result of that, public expectation concerning auditors is greater than the standards set for them by firms.

Agyei, Aye and Owusu-Yeboah (2013) defined audit expectation gap as lack of consensus arising from both auditors and their stakeholders as to what constitute the audit functions. Also, Boyle and Canning (2005) claims audit expectation gap arise when what firms expect from their auditors is different from what the public also expect from auditors. Moreover, Haniffa and Hudiah (2007) defined it as the disappointment received by stakeholders arising from low standards of auditors. Fowzia (2009) describes that when this occurs it creates a performance gap on the expectations of society and that of auditors. Globally, there has been public perception that it is the responsibility of the auditor to determine fraud and errors in the preparation of financial statements (Dixon, Woodhead & Sohliman, 2006). According to Dewing and Russell (2014), the public expects that once an opinion is declared free and fair on a financial statement by auditors, then such a report can be relied upon by the public for business and investment decision making. As such, users of financial information expect the auditor's report to be free from error, fraud and of high quality (Dana, 2011). However, auditors continue to contend that their roles are not basically to detect fraud as perceived by society. However, Church, Davis and McCracken (2008) also assert that the aim of financial reporting is to offer useful financial information about entities to users of financial reports in investment and economic decision making. Financial reports are used by suppliers, creditors, shareholders, financial analysts, tax authorities, investors, government entities and the general

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public. Igbinosun (2011) further asserts that the public cannot be blamed for the misunderstanding in the role of auditors as the auditing profession is complicated. McEnroe and Martens (2001) maintain that the gap in audit expectation exist because of misunderstandings of the meanings of the quality of financial reporting. They also say that users of financial information fail to understand the role and functions of auditors.

The International Auditing Standards Board (2010) posits that the objective of auditing is to instill confidence in preparing financial statements through the expression of an opinion based on appropriate financial reporting model. The auditing profession over the years have undergone series of changes. Rezaee and Riley (2010) report that the detection of fraud was the primary objective of audit during the early 1990s. As time went on the role of auditing became an enhancing role such that auditors were interested in the veracity and credibility of financial information provided in the statements of accounts (Lee, Gloeck & Palaniappan, 2007). However, in contemporary periods, auditors now provide services such as identification of business risks, reports on irregularities, and enhancing internal controls (Salehi & Rostami, 2009). The integrity of auditors is being probed in many countries on daily basis, and this is evidenced by litigations and suits against auditors (Leung, Coram, Cooper, Cosserat & Gill, 2004).

The external audit report is seen as the last report that seeks to verify all financial data put out by management. Auditors expresses an opinion in the submission of their audit work. In financial audit, the financial report is prepared by the management and a verification done by auditors to ensure all accounting and financial data are prepared in agreement with an applicable financial reporting model (Adeniyi, 2004). Users of financial information views the audit report as a significant source of information that provides assurance about management representation. Hence, users of financial information do not want to see any report that present a different perspective on what really happens in the company. This research examined the perception of the public on audit expectations gap in Ghana.

### 2.0 LITERATURE REVIEW

Perceptions are important in our daily activities and continue to remain a complex field to study. The word "perception" comes from the Latin word "perception," "percipio" and "perceptionem" meaning "to take possession of or to seize" be it physical grasp of something or mental seizure of something with one's senses. Jordaan and Jordaan (1996) assert that perception help to understand why a person behave or think in a certain way. According to Weiner (1989), perception is the collection of information about the world by means of the senses. Randolph and Blackburn (1989) also explain that perception is a process of assigning meaning to the perceived phenomenon that have been selected and processed. Shaver (1994) also explains perception as the understanding of the world constructed from information obtained by means of a person's senses. Deb and Chavali (2010) explain that perception is the process where people interpret sensual impressions into comprehensible and unified view of the world.

Although, it is based on inadequate and unreliable information, perception is the certainty that generally guides human behavior. Forgus and Melamed (1976) explain perception as the process of extracting information. They further argue that perception is the processes that regulate how humans explain their environments. In their opinion, perception is a dynamic process as one selectively distinguishes, arranges and interpret what a person experience. However, interpretations are dependent on the perceivers past experience, traditions about human behavior, knowledge of other circumstances, present expectation and wants. Jordaan and Jordaan (1996) also laments that the fundamental element to perception is that there is a perceiver, who experiences something; and that is perceived either as an object, situation, person, activity or relationship. They further argue that for perception to take place, first, there must be a sensual structure that works normally; second, the sensory structure must be subjected to elementary sensory stimulus; and lastly, the stimulation must be in a static state both physiological and psychological.

Also, though, in some cases these stimuli are experienced, they may often be construed differently due to various factors which may lead to misunderstandings in some ways (Forgus & Melamed, 1976). Bexley and Nenninger (2015) assert that humans make judgments about others and attribute meanings based on observed behavior. In the corporate world, many people including shareholders, creditors, government, and potential investors make their own judgments on the role auditors play in declaring an opinion on a financial statement. Hence, these people form an idea or a perception about whether a

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financial statement of a company is good or bad. Therefore, these tend to create an audit expectation gap between the duties of auditors and what auditors ought to do. In effect, perception is a way of meeting reality and for many it actually is the reality. If a person wants to learn something about the reality, they ought to know how the thing is captured.

### 3.0 RESEARCH METHODOLOGY

#### 3.1 Introduction

This chapter provide information on the methodology approach used in this work. It helps to identify the plans that the researcher adopts in undertaking the research. The research methodology provides laid down and systematic steps to observed in order to arrive at a reliable and valid solutions to problems (Neuman, 2011). The methodological headings of this study comprised the study blueprint, targeted number of individuals, population, and technique in acquiring data procedure and data analysis, research area as well as observing research roles.

### 3.2 Research design

Generally, the research adopted the quantitative method. The quantitative dimension became relevant in this study, due to the fact that it provides numerical results and drew conclusions based on quantitative sampling techniques. Specifically, the research also used the descriptive perspective of research. This perspective helped to understand the characteristics of a phenomenon that exist as espoused in the opinion of Neuman (2007). The descriptive research design also helped to analyse and interpret data in a more factual approach without distortions to data. The design was used because it helped in examining public perception on audit expectation gap in the Sekondi Takoradi Metropolis.

#### 3.3 Population

Sarantakos (2006) described that population is the number of people to which the researcher generalizes results of his findings. In sampling, the researcher has to identify the population characteristics of this current work. The targeted individuals of this study or population comprised all individuals or users of financial statements in the Metropolis. This comprised investors, potential investors, business owners, managers, among other interested parties of accounting statements. Currently, the population of the Metropolis stands at 559,548 out of which a sample is drawn.

#### 3.4 Sampling Size and Sampling Procedures

An objective means adopted to take a fair proportion of the entire population to gather data from is the sample and whose results are used to generalize for the entire population. Sampling helps provide a representation of the general population. This study employed the probability method of sampling. The probability method is the best method used in a quantitative study (Krejcie & Morgan, 1970). It is based on this that the research adopted the probability method. Specifically, simple random criteria was employed concerning this work. It was adopted in selecting respondents or users of financial statements in the Metropolis.

This sampling technique was adopted to ensure an objective and fair manner of selecting individuals. One drawback of this method is it does not give a perfect representation of the population of study, it helps probability theory to make estimations of the chance of the samples been drawn. The method was also used due to the nature of the research, the availability of information from the public and the low cost to the researcher. According to the sample size distribution the Krejcie and Morgan (1970) framework, a population in exceeding 250,000 have to target only 384 at a margin of error of 5%. The lottery method in relation to the technique implemented in this work was used to select respondents regarding this dissertation. A sample size of 210 was chosen.

#### 3.5 Data Collection method

There are a number of data collection procedures but the quantitative approach to this research meant that administration of questionnaires was used as the data collection method. Data collected from this source focused on the study questions developed in chapter one. In the opinion of Neuman (2011), administration of questionnaire provides statistical inferences concerning the population. Administration

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of questionnaires was also used in this study because it was less expensive and time consuming compared to the other forms of data collection methods.

### 3.6 Data collection instrument

Data for this work was obtained by issuing scale items to respondents. Questionnaires are used due to the degree of confidentiality and nature of the subject matter. The questionnaires were close ended and consisted of twenty-two (22) items grouped under 5 sections. Section A comprised the details of respondents. This sought to gather some personal information about respondents. The second section sought to provide questions that helped to assess what the population think in relation to auditor's tasks. Section C also sought examines the issues associated with audit expectation gap arising from the population. The fourth section established the attitude of factors that influenced public perception on audit goals set gap. Lastly, the final section established association between study variables.

### 3.7 Data Analysis

Each questionnaire was numbered, cleaned and edited before coding into the software. The software used was Statistical Package for Service Solution version 22 and raw scores were fed into the software. Frequencies, tables and percentages were produced as the output for analysis. Moreover, correlation figures were considered to draw inference on the relationship between perception of individuals and audit expectation gap.

### 3.8 Research area

The geographical location in which this study is carried out is the Sekondi Takoradi Metropolis, the capital of the Western Region in Ghana. The Metropolis share boundaries with Ahanta West District, to the west of a compass, Mpohor Wassa East District, to the north, Shama District to the east and to the South by the sea. It is also one of the 260 in Ghana. It is also part of the 14 MMDAs in the Western Region. It is also the third biggest Metropolis in Ghana. According to (Ghana Statistical Services, 2010) the entire inhabitants numerically is 559,548

The mission of the Metropolis is to ensure that the inhabitant's lives are transformed, welfare and standards are achieved through the provision of basic needs. The Metropolis has modern infrastructure, good living environment and an attractive business environment. The area of study was chosen because many people in the Metropolis have been victims of several corporate failures to which auditors provided professional auditing services to the institutions. It was therefore necessary to use the area to examine the perception that the public have on audit expectation gap.

### 3.9 Reliability and Validity of Data

According to Neuman (2011), studies that adopt probability sampling criteria should determine the reliability and viability of scale items respectively. The former emphasizes on whether the same results will be obtained when applied in different field, whereas the latter emphasizes on how the scale items correctly assessed the variables. A pilot study was undertaken to ensure the eliminations of errors and bias. A pilot study was undertaken from 2<sup>nd</sup> July 2019 to 7<sup>th</sup> July 2019. This helped to ensure the accuracy and consistency of the questions asked, after which some of the questions which were seen to be irrelevant to the study was taken off.

### 3.10 Ethical Consideration

The researcher considered certain ethical issues in the study. First, the researcher sought the consent of the respondents before soliciting for information. Questionnaires were distributed to sampling units to answer questions in the instrument. They were also made aware of the kind of questions, the purpose of the information being sought, and how the information given directly or indirectly affected them. Lastly, respondents were assured of confidentiality of their responses.

#### 3.11 Chapter Summary

This section of the research focused on the approaches used in carrying out the research. It also provided for the ethical issues and limitations that were encountered in conducting the study. In broader

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terms, the research methodology focused on understanding the practicalities involved in making the research outcomes scientific. In the next chapter, results ascertained from the field are presented and analysed using descriptive and inferential statistics.

### 4.0 DATA & ANALYSES

With regards to this chapter, the researcher provides statistical information on the data collected and run. The discussions of the study are then linked to empirical literature of similar studies. The chapter is grouped into two main sections. Section one presents statistical information of respondent's details and the last section provides results on the objectives of this work analyses the demographic information of respondents and the second section addresses the objectives of the study.

#### 4.1 Demographic details

The demographic information of the examinees used in the study is presented in sub-headings with tables below.

4.2. Sex Status

	Table 1: Sex status	5	
Sex	Frequency	Percentage	
Males	120	57.1	
Females	90	42.9	
Total	210	100.0	
	Source: Field work (2	019)	

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From the above table 57.1 percent of the examinees were males while 42.9 percent were females. The result from the study indicate that responses were largely in favor of the males

## Age of respondents

Below is the tabular presentation:

	le 2: Age of respondents	Deverenteres
Age	Frequency	Percentage
20 years and below	75	35.7
21-30 years	80	38.1
31-40 years	34	16.2
41-50 years	21	10.0
51 years and above	-	-
Total	210	100.0
So	ource: Field work (2019)	

The study revealed that 35.7 percent of examinees were below 20 years; 38.1 of them claims to see themselves in-between 21 and 30 years; 16.2 percent between the ages of 31 and 40 years with 10 percent of between 41 and 50 years. None of the examinees were above the ages of 51 years. The age of respondents was necessary as it helped to ascertain the level of maturity of the people represented in the study.

#### 4.3 Marital details or figures

The finding on respondents' marital figures is presented in Table 3.

Table 3: Marital details

Marital status	Frequency	Percentage	
Single	95	45.2	
Married	85	40.5	
Divorced/widowed	30	14.3	
Total	210	100.0	

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Source: Field work (2019)

The research showed that majority (45.2%) of the respondents were single while 40.5 percent of examinees were married. However, 14.3 percent of them were either divorced or widowed. This indicate that many of the respondents used in the study were single.

### 4.4 Level of education

Table 4: Level of education figures

Educational level	Frequency	Percentage
Basic education	25	11.9
Secondary education	65	31.0
Tertiary	80	38.1
Professional	40	19.0
Total	210	100.0

Source: Field work (2019)

From above 11.9% of the examinees claims to obtained basic education; 315% of them with high school education; 38.1 percent have tertiary education and 19 percent of respondents were professionals. This indicate that majority of respondents are educated and in better position to understand audit related objectives and gaps.

### 4.5 Occupation

The occupation of respondents is presented below:

Table 5: Occupation figures of examinees

Occupation	Frequency	Percentage
Accountants	10	4.8
Bankers	48	22.9
Teachers	99	47.1
Self-employed	45	21.4
Others	8	3.8
Total	210	100.0

Source: Field work (2019)

From above 4.8 percent of the examinees occupy the position of accountants; 22.9% of them are bankers; 47.1% of them being teachers; 21.4% being sole proprietorships and 3.8% falls under other occupations. The occupation of respondents indicate that they are well knowledgeable and responses given are representative.

### Perception on issues of audit expectation gap

Under here, it presents the perception of respondents on the issues of differences in goals or audit objectives. This helps to understand how respondents relate to issues surrounding the practice of audit. The finding of the research is presented in Table 6.

Table 6: Perception on issues of audit e	expectati	on gap				
Issues of audit expectation gap	SA (%)	A (%)	N (%)	D (%) SI	D (%)	
Assurances of auditors' report are not absolute	58	15	5	10	12	
The quality of audit nowadays is questionable	47	34	2	11	6	
The engagement of auditors in audit and non-audit work for a particular company impairs objectivity	78	14	-	4	4	

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of the auditor						
Management influence auditors Decisions	56	34	2	7	1	
Unwilling to be audit by different Auditors could result in danger	23	45	19	9	4	
					n=210	
	-					

Source: Field work (2019)

The findings of the research indicate that 58% of the examinees highly claim assurances of audit reports are not absolute and 15% of them supported the notion. However, 5% of them remained indifferent on the absoluteness of audit reports. It was also revealed from the research that 10% of the examinees said no to the assertion whereas 12% of them claim greater disagreement with respect to the notion. Based on the above, it can be deduced that greater number of examinees (73%) claim audit reports are not absolute. Similarly, this outcome was presented in the study of Nasreen (2006) who also demonstrated that many people agreed that audit reports are not absolute.

The findings of the research on the questionability of quality of audit reports indicates 47% of the examinees claim quality of audit reports are nowadays questionable while 34% of them said it the notion is true. It was also demonstrated that 11% of them said no to the assertion that audit reports are questionable and 6% claim high disagreement with only 2% remaining neutral to the assertions. This implies that majority (81%) of the examinees claim that the quality of auditing is questionable. The finding of this research is not a positive news to the auditing profession since it is an indication that there is no credibility in audit statements published by auditors. This is not surprising as similar responses were presented in the work of Liggio (2014) who also revealed that the public in Belgium had lost confidence in audit reports due to collapses of companies whose financial statements looked positive yet, collapsed due to financial difficulties that were never reported by auditors.

The findings of the research indicate 78% of the examinees claim the engagement of auditors in audit and non-audit work in a company impairs the objectivity of the auditor. It was further showed that 14% of them accepted and confirmed to the statement whereas 4% of them did not support the assertion. Also, it was shown that 4% of them also claim high disagreements to the assertion and none of the examinees was neutral. The findings of the research revealed 56% of the examinees highly claim auditors are more concerned with pleasing management and 34% of them claim yes to the statement. Moreover, 7% of them disagreed that auditors are more concerned with pleasing management and 2% of them claim be neutral to the assertion. It indicates greater percentage of the examinees (90%) claim auditors are more concerned with pleasing management which is reported similarly from the work of Lee et. al (2007).

Lastly, it was revealed that 23% of the examinees highly claim the unwilling to be audit by different auditors could result in risk while 45% of favorably accepted the notion. It was also demonstrated that 19% of them claim undecided with regards to the notion; 9% of them responded negatively that the unwilling to be audit by different auditors could result in risk and 4% of them claim high disagreement towards the notion. The result of the study show that respondents are knowledgeable when it comes to audit familiarity threat. The response is in agreement with the work of Association of Accountancy Bodies in West Africa (2012) who reports that auditors are not to audit clients for more than five years due to corporate governance issues.

### **5.0 CONCLUYSION**

The objective of the study focused on describing issues of audit expectation gap and the practice of auditing. The key findings were: Majority (73%.0%) of respondents answered that the assurances of audit reports are not absolute. Majority (81.0%) of respondents answered that the quality of audit reports is nowadays questionable. Majority (92.0%) of respondents answered that the engagement of auditors in audit and non-audit work in a company impairs objectivity of the auditor. Majority (90.0%) of respondents answered that financial statement are not objectively doneDrawing conclusion from the final results of

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this current work, they are as follows: There are many unrealistic demands from the side of stakeholders regarding auditors. For instance, while external auditors play integral role of firm's financial reporting process, their job specification do not include fraud detection. It is category stated in the auditing principles that fighting against fraudulence act is the sole task of management. However, the international principles regarding auditing grant auditors. The outcome of this research reveals that auditor's view of their job specification is different from their stakeholders view point in Sekondi Takoradi Metropolis.

This inconsistency is due to the under listed reasons: the public enability to comprehend auditing profession, deficiencies arising from existing accounting standards and society's dissatisfaction with the quality of auditing. The positive and direct influence of perception concerning stakeholders and expectation differences also not only affect the auditing profession but rather, the decisions of investors. This will not make business entrepreneurs consider financial statements of companies in taking business plans but rather fall on other sources of information. The auditing profession is suffering from bad image due to audit expectation gaps which in turn affect the credibility of the profession and the regulation of members of the profession in Ghana. This gap therefore needs to be addressed from different perspectives in order to reduce expectations and add value to the auditing profession.

The researcher develops the below recommendations depending on the summary and conclusion of this work:

- 1. Work structure or task structure of auditors have to be standard and explicit to enable stakeholders appreciate state employed auditors.
- 2. They should be more emphasizes and attention of all auditors' activities employed to fight and eliminate fraudulent and illegal actions.
- 3. The auditing regulatory bodies should raise awareness through education and sensitization various stakeholders or interested parties in progress of assets concerning auditing profession, its duties and task in financial reporting to minimize unreasonable expectation gap.
- 4. In order for stakeholders to develop positive attitudes towards the auditing profession, they expect frequent, active and relevant flow of information from the side of the auditing profession.
- 5. Regulators of the auditing profession should constantly review the work of auditors and provide appropriate punitive measures to auditors who do not adhere to the rules and principles of auditing.

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