
Research Article

Environmental Consciousness in the Accounting Processes of Motor Vehicle Manufacturing Firms in South East Nigeria

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ABSTRACT: *This study is aimed at examining the responsiveness of organizational performance to environmental consciousness as recognized in the financial statements of motor vehicle manufacturing organizations in South East, Nigeria. Specifically, the study is aimed at determining the level of relationship between environmental consciousness and the firm size. The researchers used survey design for this investigation. Questionnaires distributed to the respondents from the existing and surviving motor vehicle manufacturing firms in the South East, Nigeria were used in data collection. The visible and viable motor vehicle manufacturing firms understudied are Anambra Motor Manufacturing Company (ANAMMCO), Innoson Vehicle Manufacturing (IVM) Firm, Cospam and Union Spare parts Industries. The researchers used personal interviews to check consistency in response. Percentage frequency was used in data analysis whereas the Pearson's Product Moment Correlation Coefficient (PPMCC) statistic was used in testing the hypothesis. The results of the analysis revealed that the level of environmental consciousness among manufacturing organizations in Nigeria is dependent on firm size. This study recommended that the Federal Government should fully support the National body responsible for incorporation of firms in the Federation: The Corporate Affairs Commission, in giving a mandate as per the size of all organizations seeking for incorporation in the motor vehicle manufacturing industry. This will consequently increase the level of environmental consciousness in the manufacturing industry, resulting to positive organizational performance.*

KEYWORDS: *Environmental Consciousness, firm size, organizational performance, PPMCC, South East Nigeria.*

I. INTRODUCTION

This research was mainly an empirical research that is targeted at exploring the relationship between environmental accounting consciousness and firm profitability in the accounting processes of the motor vehicle manufacturing firms operating in the South East of Nigeria. In consideration of the nature and composition of the issues raised above, research design for the study rested mainly on survey method. The investigation relied on primary data derived from an extensive field survey on the visible and viable motor vehicle manufacturing firms established in the Anambra, Ebonyi and Enugu States of the South East Zone of Nigeria. These firms must necessarily be registered with Manufacturers Association of Nigeria (MAN). [1]

Previously, human beings dwelling on the planet earth had always thought about the environment in regards to its beauty and natural artistic features. [2] Mankind never in the least considered the outstanding frail nature the earth

possesses. Recently, many people world over have awoken to the realities of how fragile and polluted the earth, where mankind is dwelling, can be. (Global Issues—TalkingITGlobal.org. <http://issues.tigweb.org/environment>. [2]. Pollution has always been the basic issue of the environmental problem. Pollution of the earth can simply be defined as the introduction of harmful substances into the air, land and water.

[2] in her work went further to disclose that throughout the earth's history, pollution has always been in existence. There is an inherent ability to heal itself (after being polluted) which the earth possesses. Nevertheless, the rate at which the mankind who are dwelling on the face of the earth has contributed to the amount of pollution that has entered the earth's environment throughout the many years past, has by far exceeded the earth's inherent ability to heal itself. Another issue which has posed a growing problem to the health of our environment is the problem of mass deforestation of the world's old growth forests. Even though the clearance of the forest has been on the increase, yet very painfully, there has been insufficient reforestation which has eventually and gradually worn down nature's natural defense against all these vices against the earth. There is the fear that if nothing is done urgently to save the situation; man might face the problem of having no trees on the face of the earth in the near future. This would ultimately lead to a world without human beings dwelling in it, world without life. (A Lifeless World!(Global Issues—TalkingITGlobal.org. <http://issues.tigweb.org/environment>. [2].

The awareness of this impending dangerous situation gave rise to the appearing of experts and advocates of environment – centered on reforms to policies, laws and various corporate and social policies which make up the famous Global Environment (Protection) Movement (GEPM) a body which seeks to consulate individual efforts to improve upon the ways that man interacts with the earth upon which he dwells. Therefore, the Global or Environmental issues which are of world interest in conventionally include: Natural Disaster which includes erosion, pollution, deforestation, desertification, degradation; Sustainable Development and Accountability – resulting from Environmental Accounting, Climatic Change and Animal Rights.

It is an already well known fact that environmental regulation, pressure group activity, and consumer awareness is weak in developing countries the nation Nigeria inclusive, some corporations in these countries are becoming conscious of their international market and are making appreciable effort as regards sustainable business practices with environmental consciousness. [3].

1.2 Statement of Problem

It is like there is lack of environmental consciousness in the accounting system of motor vehicle manufacturing firms in the South East, Nigeria. It is like the conventional accounting methods, including the conventional approaches to cost accounting have become grossly inadequate and incomprehensive in assessing the sustainability of growth and development in the economy. This can be clearly seen since accountants have either intentionally or unintentionally ignored important environmental costing issues or activities impacting consequences on the environment which in one way or the other affect firms' performance. According to Powell, Sustainable development cannot be applicable in the economy without environmental dimensions. [4]. It is like there is the lack of sustainability awareness in our manufacturing organizations and lack of the expected organizational positive performance in most, if not all the organizations. [5].

1.3 Objective of Study

The study mainly targets to examine the responsiveness of organizational performance to environmental consciousness as recognized in the financial statements of the motor vehicle manufacturing firms in the South East, Nigeria. Specifically, the objective is to determine the level of relationship between environmental consciousness in the accounting processes and the firm size among motor vehicle manufacturing firms in the South East, Nigeria.

1.4 Research Question

What is the level of relationship between environmental consciousness in the accounting processes and the size of the firm among motor vehicle manufacturing organizations in the South East, Nigeria?

1.5 Research Hypothesis

The level of environmental consciousness in the accounting processes among motor vehicle manufacturing firms in the South East, Nigeria is not dependent on firm size.

1.6 Scope of the Study

This study carried out research on the perceived impact of environmental consciousness among manufacturing firms in the Anambra, Ebonyi and Enugu States of the South East Nigeria. Investigations were done only on such firms that are in the motor vehicle manufacturing industry, which are registered with the MAN. The investigation covers the period of six years from 2010 to 2015.

II. LITERATURE REVIEW

Awareness in everyday language simply means the state or condition of being aware, having knowledge, consciousness of some phenomenon. With respect to accounting, environmental consciousness has to do with environmental factors that affect organization in their production and accounting processes. The traditional (conventional) accounting profession (and practices) is focused on the economic aspects only. The environmental dimensions, especially natural resources/assets which are of great importance are taken into consideration. However, the emphasis is on man-made assets only. According to Mohamed, within this context, the traditional accounting practices are termed man-made asset accounting whereas the more recent trends in accounting practices are termed natural asset accounting. [6]. Environmental accounting in the context of financial accounting is referred to as the preparation of financial reports to external users using Generally Accepted Accounting Principles (GAAP). This is financial reporting to external users conveying the impact on environment and activities impacting on eco-efficiency or environmental consciousness. Environmental accounting as an aspect of management accounting serves business managers in making capital investment decisions. This entails a host of some forward looking business decisions such as costing determinations, process/product design decisions, performance evaluations, etc. It also conveys impact on the environment. [7].

2.1 Reasons for Environmental Consciousness and Concerns

Accounting and Environmental Concerns: Different organizations, sectors, have social and environmental impacts on the environments in which they exist. However, these impacts may carry bigger weight than their economic impacts. Environmental responsibility for different entities whether industrial, commercial, service or even voluntary and at all levels whether micro, meso and macro are disclosed by accounting. This is a kind of instrumental role of accounting. Evaluating potential or actual environmental impacts of projects and organizations are the new goals that accounting intends to achieve. These new goals are of great importance as they enable many to take different development decisions measuring which are economically and environmentally sound. The main

users reasons of accounting's interest in the environment are as follows (1): A proper environmental accounting system is a supporting measure for achieving Sustainable Development (SD) in the sense that it is the main tool for measurement, control and decision-making. Environmental expenditures whether Capital (CAPEX) or Operating costs (OPEX) increase dramatically day after day. Management needs financial data about these expenditures. For strategic cost leadership (Driving Cost). [8].

It has almost been over-emphasized that in the past, awareness of environmental issues was not seriously included in accounting processes. There were no information needs of environmental costs both within and without organizations. In such situations, the environmental costs of enterprises were included on other items which were understandable. However, with the social and economic development and deteriorating environmental conditions, such accounting practices cannot meet the environmental management needs of the present times. The present environmental protection management times exposed many shortcomings: in the first place, the absence of the environmental costs shown separately, which cannot supply a timely and comprehensive information on environmental costs to meet the environmental management decision-making needs. Secondly, there is the need to simply include the environmental cost into manufacturing costs and the allocated, environmental costs and the corresponding products, processes and the critical links between environmental activities to be cut off. In the third place, some environmental costs are neither recognized nor measured. This has resulted to inadequate estimating and recognition of environmental costs [8].

The global environmental consciousness has been on the increase, as well as the drive for sustainable economic development. This has consequently redirected the attention of manufacturing organizations towards environmental sensitivity. ([3]as in [9]).Minimizing the negative impacts of the manufacturing activities and processes from designing and delivering the products to the environment, are the main targets of environmentally conscious manufacturing organizations according to [10] in his work. He also alluded that for organizations to be more focused on sustainable practices and materials, and become more socially responsible corporations, that they must necessarily be more conscious of the environmental issues. With the application of environmental consciousness in the manufacturing strategies, companies are expected to survive longer. According to Haque in his work, it was the worsening environmental catastrophes and the growing environmental consciousness that led to the emergence of a new model of development known as "sustainable development." He also made it clear that the proponents of sustainable development tend to explore the environmental costs of development activities. [11].

2.2 Stakeholders Theory

The Stakeholder' Theory is such that views the firm as a system that accommodates both the interest of the owners of the firm and that of other groups within the environment in which the firm operates. [12]. The Stakeholders' Theory arguably pointed out that firm cannot exist alone and cannot operate alone. The Theory made it clear that since firms must necessarily relate to their immediate environment, that the interest of the other stakeholders like employees, customers, suppliers and local communities might be considered when taking strategic decisions. As a matter of fact, Lawal pointed out the main argument of the theory which is that firms should not only maximize the returns of stakeholders but that the expectations of stakeholders should be considered. The final argument of the theory is that for a firm to achieve effective performance in the market that cordial relationship must exist between the firm and the stakeholders. In the same vain the firm board should be large and diversified enough to accommodate the interest of other stakeholders. [12].

[13] in their study examined the level of environmental accounting practice of firms that are listed in the Nigerian Stock exchange. They aimed at providing information on how environmental accounting could be used for sustainability economic development enhancement in the Nigerian economy. The study employed the secondary source of data collection. Qualitative data sourced and collected were analyzed with the aid of descriptive statistics. Based on Global Reporting Initiative and Global Environmental Management Initiative vis-à-vis separate

environmental report; environmental protection measures; eco-efficiency indicators; policy, programmes, activities and certifications; environmental & social research & development; environmental report audit; compliance with environmental regulation; social and environmental provisions; government & other incentives related to environmental protection received; details of social and environmental liabilities & contingent socio-environmental liabilities; award received; and emissions trading.

[14] in their study aimed at discussing the impact that environmental consciousness and green intellectual capital had on competitive advantage. The green intellectual capital as an intervening variable to gain insight into how environmental consciousness indirectly affects competitive advantage was adopted by the study. The results of the research revealed that environmental consciousness had an indirect impact on competitive advantage through investment in green intellectual capital. The fact that green intellectual capital is a mediator of the relationship between environmental consciousness and competitive advantage was unarguably confirmed by the research also.

Furthermore, [15] in their study aimed at identifying an effective management accounting system employing sustainability accounting concepts for environmental and social cost measurement. Consequently, shareholder value was expected to be added. Previous literature suggested the development of a conceptual framework for environmental management accounting (EMA) and social management accounting (SMA) practices. To this effect therefore, this research tried to design a conceptual model for a sustainability management accounting system (SMAS) combining EMA and SMA practices. To this end, they tried to create more accurate cost information of environment and social impacts. An activity based costing (ABC) application was expanded by SMAS to help in the cost analysis and allocation of environment and social impacts. This application has resulted in companies generating more accurate cost information. Consequently, fully costing products for internal management decision and reporting purposes were given rise to. The study revealed that organizations have the intention to change to new management accounting practices while looking for ways to improve cost identification and measurement of environment and social impacts.

III. METHODOLOGY

This study was mainly an empirical research that sought to explore how the environmental issues have been put into consideration in the accounting processes of the motor vehicle manufacturing firms operating in the South East Nigeria. Taken the nature and content of the issues raised above, research design for the study rested mainly on survey method which relied on primary data derived from an extensive field survey on the motor vehicle manufacturing firms established in the Anambra, Ebonyi and Enugu States of the South East Zone of Nigeria which are registered with Manufacturers Association of Nigeria (MAN). Primary sourcing method of data collection was used for sourcing relevant data. PPMCC statistical tool was used for testing the hypothesis.

3.1. Presentation and Analysis

Table 3.1 shows responses on the Dependence of Firm's Environmental Consciousness on its Size

Table 3.1 Dependence of Firm's Environmental Consciousness on its Size

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	10.0	10.0	10.0
	Disagree	9	9.0	9.0	19.0
	Agree	34	34.0	34.0	53.0
	Strongly Agree	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

Source: Field Survey (2014)

The table reveals that the number of the respondents (34%) does agree. Those that strongly agree are (47%). Nevertheless, those that disagree and strongly disagree are (9%) and (10%) respectively.

Table 3.2 shows responses from the respondents that the Firm's size is on the Large Side.

Table 3.2 The Size of the Firm is on the Large Scale

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	4.0	4.0	4.0
	Disagree	11	11.0	11.0	15.0
	Agree	51	51.0	51.0	66.0
	Strongly Agree	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

Source: Field Survey (2014)

The table shows that the number of the respondents (51%) does agree. Those that strongly agree are (34%). Nevertheless, those that disagree and strongly disagree are (11%) and (4%) respectively.

Table 3.3 shows responses from the respondents on the Firm's size being on the Average.

Table 4.3 The Size of the firm is on the Average Side

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	4.0	4.0	4.0
	Disagree	15	15.0	15.0	19.0
	Agree	68	68.0	68.0	87.0
	Strongly Agree	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Source: Field Survey (2014)

The table shows that the number of the respondents (68%) does agree. Those that strongly agree are (13%). Nevertheless, those that disagree and strongly disagree are (15%) and (4%) respectively.

Table 4.4 shows responses from the respondents that the Firm's size is on the Small Side.

Table 4.4 The Size of the Firm is on the Small Side

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	35	35.0	35.0	35.0
	Disagree	63	63.0	63.0	98.0
	Agree	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Source: Field Survey (2014)

The responses show that the number of the respondents (2) does agree. Those that strongly agree are (0). Nevertheless, those that disagree and strongly disagree are (63) and (35) respectively.

Table 3.5 shows responses from the respondents on Environmental Components of Business Strategy impacted by Firm size.

Table4.5 Environmental Components of Business Strategy Impacted by Firm Size

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	6.0	6.0	6.0
	Disagree	10	10.0	10.0	16.0
	Agree	41	41.0	41.0	57.0
	Strongly Agree	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

Source: Field Survey (2014)

The Table shows that the number of the respondents (41%) does agree. Those that strongly agree are (43%). Nevertheless, those that disagree and strongly disagree are (10%) and (6%) respectively.

Table 3.6 shows responses from the respondents on Business Strategies being impacted by Firm Size in spite of environmental factors.

Table3.6 Business Strategies being impacted by firm size in Spite of Environmental factors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	10.0	10.0	10.0
	Disagree	10	10.0	10.0	20.0
	Agree	40	40.0	40.0	60.0
	Strongly Agree	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

Source: Field Survey (2014)

Table 4.6: The table reveals that the number of the respondents (40%) does agree. Those that strongly agree are (40%). Nevertheless, those that disagree and strongly disagree are (10%) each.

Table 3.7 shows responses from the respondents on Government Policies affecting Firm Size in Spite of Environmental Factors.

Table 3.7 Government Policies Affecting Firm Size in Spite of Environmental Factors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	7.0	7.0	7.0
	Disagree	13	13.0	13.0	20.0
	Agree	40	40.0	40.0	60.0
	Strongly Agree	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

Source: Field Survey (2014)

The Table shows that the number of the respondents (40%) does agree. Those that strongly agree are (40%). Nevertheless, those that disagree and strongly disagree are (13%) and (7%) respectively.

Table 3.8 shows responses from the respondents on Government Policies affecting Environmental Performance in spite of Firm Size.

Table 3.8 Government Policies Affecting Environmental Performance in Spite of Firm Size

		Frequency	Percent	Valid Percent	Cumulative Percent
:	Strongly Disagree	13	13.0	13.0	13.0
	Disagree	7	7.0	7.0	20.0
	Agree	31	31.0	31.0	51.0
	Strongly Agree	49	49.0	49.0	100.0
	Total	100	100.0	100.0	

Source: Field Survey (2014)

The Table shows that the number of the respondents (31%) does agree. Those that strongly agree are (49%). Nevertheless, those that disagree and strongly disagree are (7%) and (13%) respectively.

Table 3.9 shows responses from the respondents on integration of Business Strategy and Environmental Policy being positively affected by Firm Size.

Table 3.9 Business Strategy and Environmental Policy Affected by Firm Size

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	7	7.0	7.0	7.0
Disagree	10	10.0	10.0	17.0
Agree	43	43.0	43.0	60.0
Strongly Agree	40	40.0	40.0	100.0
Total	100	100.0	100.0	

Source: Field Survey (2014)

Table 3.9 shows that the number of the respondents (43%) does agree. Those that strongly agree are (40%). Nevertheless, those that disagree and strongly disagree are (10%) and (7%) respectively.

3.2. Hypothesis and Testing Hypothesis

We restate Hypothesis in Null Hypothesis (H_0) and Alternative Hypothesis (H_1) forms as follows:

H_0 The level of environmental consciousness in the accounting processes of manufacturing firms in the South East Nigeria is not dependent on firm size.

H_1 The level of environmental consciousness in the accounting processes of manufacturing firms in South East Nigeria is dependent on firm size.

Decision Rule

(Rule a): Accept H_1 and Reject H_0 if critical value >0.05 and calculated value $P < 0.05$, under the critical condition alpha $\alpha = 0.05$ level of significance.

(Rule b): Reject H_1 and Accept H_0 if critical value <0.05 and calculated value $P > 0.05$, under the critical condition alpha $\alpha = 0.05$ level of significance.

IV. RESULTS AND ANALYSIS

The Pearson's Product Moment Correlation Coefficient (PPMCC) method of data analysis using SPSS Version 17, from Table 4.8.2 are as follows:

e.g. (1) Correlation (r) between environmental consciousness and size of the firm:

critical value $>0.05 = 1$, while calculated value $P < 0.05 = -0.326$ which implies that the critical value (1) $>$ calculated value (-0.326)

e.g.(2) Correlation (r) between environmental components and size of the firm: critical value $>0.05 = (1)$, while calculated value $P < 0.05 = -0.277$ which implies that the critical value (1) $>$ calculated value (-0.277)

e.g. (3) Correlation (r) between business strategy and environmental policy:

critical value $>0.05 = 1$, while calculated value $P < 0.05 = -0.332$ which implies that the critical value (1) $>$ calculated value (-0.332)

Decision

Hence, the Null hypothesis (H_0) is rejected, while the Alternative hypothesis (H_1) is accepted, which states that the level of environmental consciousness in the accounting processes of motor vehicle manufacturing firms in Nigeria is dependent on firm size.

Testing Hypothesis

Table 4.10 presents the Pearson's Product Moment Correlation Coefficient (PPMCC) method of data analysis using the SPSS Version 17, of Hypothesis 2.

Table 4.1 Environmental Consciousness and firm size

Test Statistic PEARSON PRODUCT MOMENT CORRELATION COEFFICIENT (PPMCC)

		Your Firms Environmental Consciousness is Dependent on its Size	The Size of Your Firm Can be Said to be on the Large Scale	The Size of Your firm can be said to be on the Average	The Size of Your Firm can be Said to be on the Small Side	There are some Environmental Components of Business Strategy which are Impacted by the Size of your Firm	Business Strategies are impacted by firm Size in Spite of Environmental Performances	Business Strategies are Impacted by Firm Size in Spite of Environmental Performances	Government Policies do Affect Firm Size in Spite of Environmental Factors	Government Policies do Affect Environmental Performance in Spite of Firm Size	Integration of Business Strategy and Environmental Policy are Positively Affected by Firm Size
Your Firms Environmental Consciousness is Dependent on its Size	Pears on Correlation	1	.546*	.076	-.326**	.758**	.817**	.715**	.696**	.891**	.755**
The Size of Your Firm Can be Said to be on the Large Scale	Pears on Correlation	.546**	1	-.090	-.410**	.396**	.422**	.543**	.543**	.516**	.475**
The Size of Your firm can be said to be on the Average	Pears on Correlation	.076	-.090	1	-.069	.055	.113	.084	.176	.098	.133
The Size of Your Firm can be Said to be on the Small Side	Pears on Correlation	-.326**	-.410*	-.069	1	-.277**	-.346**	-.292**	-.279**	-.338**	-.332**

There are some Environmental Components of Business Strategy which are Impacted by the Size of your Firm	Pears on Correlation	.758**	.396*	.055	-.277**	1	.658**	.692**	.557**	.796**	.684**
Business Strategies are impacted by firm Size in Spite of Environmental Performances	Pears on Correlation	.817**	.422*	.113	-.346**	.658**	1	.617**	.651**	.789**	.749**
Business Strategies are Impacted by Firm Size in Spite of Environmental Performances	Pears on Correlation	.715**	.543*	.084	-.292**	.692**	.617**	1	.554**	.808**	.600**
Government Policies do Affect Firm Size in Spite of Environmental Factors	Pears on Correlation	.696**	.543*	.176	-.279**	.557**	.651**	.554**	1	.688**	.607**
Government Policies do Affect Environmental Performance in Spite of Firm Size	Pears on Correlation	.891**	.516*	.098	-.338**	.796**	.789**	.808**	.688**	1	.790**
Integration of Business Strategy and Environmental Policy are Positively Affected by Firm Size	Pears on Correlation	.755**	.475*	.133	-.332**	.684**	.749**	.600**	.607**	.790**	1

Source: Field Survey (2014) with SPSS Version 17 Analysis, using Pearson's Product Moment Correlation Coefficient (PPMCC)

** . Correlation is significant at the 0.01 level (2-tailed).

In Table 4.1 the SPSS result revealed that comparing each factor with itself gives a unity, that is: one (1). However, matching each of the attributed questions, we can see that almost all of them have a value greater than 0.05, which means that the relationship with each of the questions is positive. Therefore, from the Table, most of the comparisons show that there is highly positive relationship. Hence, the NULL Hypothesis (H_0), which states that the level of environmental consciousness in the accounting processes of motor vehicle manufacturing firms in the South East Nigeria is not dependent on firm size, should be rejected. On the other hand, the Alternative Hypothesis [H_a] which states that the level of environmental consciousness in the accounting processes of motor vehicle manufacturing firms in the South East Nigeria is dependent on firm size should be accepted. This is as a result of the fact that the SPSS Table 4.10 above shows that most of the cells are more than 0.05. Hence, the PPMCC under the critical condition of alpha (α) = 0.05 level is very significant. This is both at one-tailed test and two-tailed test of significance. Thus we accept the alternative hypothesis which states that the level of environmental consciousness in the accounting processes of motor vehicle manufacturing firms in South East Nigeria is dependent on firm size.

V. DISCUSSIONS

The result of PPMCC applied on hypothesis 2 indicates that the level of environmental consciousness among motor vehicle manufacturing firms in Nigeria is dependent on firm size. The study revealed that the size of firm in the manufacturing industry can be said to be on the large, average or small side. These various size indicators were used in determining the level of environmental consciousness in this study. As a matter of fact, there are some environmental components of business strategy which are impacted by the size of the firm. During the course of the study, it was also revealed that some business strategies were impacted by the size of the firm in spite of environmental factors. (Source: Survey, 2014). This study also revealed that both business strategies and government policies do affect firm size and organizational performance in spite of environmental factors. It was also found that the integration of business strategy and environmental policy are positively affected by firm size. The findings in this study is in line with the work of [16], where they tested and found that environmental consciousness with respect to voluntary disclosure of environmental accounting information in the annual report is positively related to firm size. This is also supported by [17] as in [2], when they found a positive association between size and voluntary social responsibility disclosure. In their work, they argued that firms which are more visibly pronounced are likely to have voluntary disclosure information, which in turn enhances their corporate reputation. Furthermore, [2], in their work, "Positive Accounting Theory" went ahead to support this finding by maintaining that the firm size is a comprehensive variable, which can proxy a number of corporate attributes. Such corporate attributes are competitive advantage, information production cost and political cost.

VI. SUMMARY OF FINDINGS

1. The level of environmental consciousness in the accounting processes of manufacturing firms in South East Nigeria is dependent on firm size.
2. Firms that are bigger in size are more environmental-friendly than firms that are smaller in size.

VII. CONCLUSION

This study was mainly an empirical research that sought to explore how the environmental issues have been put into consideration in the accounting processes of the motor vehicle manufacturing firms operating in Nigeria. Taken the nature and content of the issues raised above, research design for the study rested mainly on survey method which relied on primary data derived from an extensive field survey on the motor vehicle manufacturing firms established in the Anambra, Ebonyi and Enugu States of the South East Zone of Nigeria which are registered with Manufacturers Association of Nigeria (MAN).

VIII. RECOMMENDATIONS

Based on this study, the following recommendations apply;

1. The National body responsible for incorporation of firms in the Federation: The Corporate Affairs Commission should be fully supported by the Federal Government in giving a mandate as per the size of all organizations seeking for National incorporation in the motor vehicle manufacturing industry. This will consequently increase the level of environmental consciousness in the manufacturing industry.

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2. All environmental-friendly firms should be encouraged by the Federal Government by way of National Awards and capital support from time to time.

IX. CONTRIBUTIONS TO KNOWLEDGE

This paper contributes to existing literature by examining this issue within the context of the motor vehicle manufacturing industry in South East, Nigeria, to ascertain the relationship between environmental consciousness and firm profitability. This definitely will lead to more appropriate accounting information and consequently more accurate accountability of the financial condition of the firm which will in turn lead to viability, sustainability and development. Conclusively this is the first time, to the best of my knowledge a research is done on the impact of environmental accounting information of motor vehicle manufacturing organizations in this part of the world with respect to firm profitability. Therefore, this work is an addition to literature.

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