



## ASSESSING THE AWARENESS OF MICROFINANCE BORROWERS IN DEVELOPING ECONOMIC STATUS IN REPARO NASUGBU, BATANGAS

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### ABSTRACT

This study aimed to assess the Awareness of Microfinance Borrowers in Developing Economic Status in Reparo Nasugbu, Batangas. It focuses on the awareness of Microfinance borrowers in economic status.

The participants in the study were fifty (50) Microfinance borrowers using correlational type of Quantitative Research methods. Purposive sampling was used in this study based on the following criteria: Microfinance borrowers and presently borrowed in the year 2023-2024. The researcher conducted survey which was especially accustomed for the use of gathering significant data regarding respondents' profile specifically the age sex, income and occupation, the significance between awareness of microfinance borrowers in developing economic status which are educational expenses and local savings.

The study yielded the following findings: it shows that most of the respondents are between the ages of 51 and above, the majority of them are female respondents than male respondents. Most of the respondents are business owner and earned 5,000 below. Among the two significance between awareness of microfinance borrowers in developing economic status, local savings had the greatest significance. Thus, with the Marketing Awareness Plan crafted, it can be applied to align marketing efforts with the needs and perception of borrowers, improving brand visibility, customer loyalty and engagement.

**Keywords:** *Microfinance, Borrowers, Economic Status, Educational Expenses, Local Savings*

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