



# Journal of Frontiers in Multidisciplinary Research

## Perception of Financial Literacy in Business Success of Indigenous People

Mirex S Guinawat<sup>1\*</sup>, Sayra Mae Dahinlay<sup>2</sup>, Darwene S Balutic<sup>3</sup>, Ainor P Lansayan<sup>4</sup>, Love Joy B Cobrado<sup>5</sup>, Jovert J Delegencia<sup>6</sup>

<sup>1-6</sup> Business Administration Program, Bukidnonon State University, Philippines

\* Corresponding Author: Mirex S Guinawat

---

### Article Info

**E-ISSN:** 3050-9726

**P-ISSN:** 3050-9718

**Impact Factor (RSIF):** 8.10

**Volume:** 07

**Issue:** 01

**Received:** 13-11-2025

**Accepted:** 16-12-2025

**Published:** 18-01-2026

**Page No:** 60-69

### Abstract

The purpose of this study is to analyze the relationship between business success and financial literacy among Indigenous entrepreneurs in Poblacion, Impasugong, Bukidnon. It attempted to measure the level of financial literacy in financial knowledge, financial behavior, and financial attitude, and investigate how these areas affected the performance of Indigenous businesses. The applied theory is Social Capital Theory, and the researchers are guided by a quantitative-descriptive, correlational design, which used a survey questionnaire to collect data from 130 Indigenous business owners. The statistical tools used to analyze the data were the mean, standard deviation, and Spearman's rank correlation. The results showed that the respondents were very financially literate, particularly in financial behavior, which are good attributes for money management and budgeting. The correlation between financial literacy and business success was also found to be significant and positive, suggesting that better financial knowledge, attitudes, and behaviors among Indigenous entrepreneurs increase their likelihood of successful business performance and survival. The findings demonstrate the significance of culture- and community-based financial education in empowering the entrepreneurship of the Indigenous population. The researchers propose the implementation of financial training and support systems grounded in Indigenous values and practices as the only measure to achieve long-term success in enterprises and economic equality.

**DOI:** <https://doi.org/10.54660/JFMR.2026.7.1.60-69>

**Keywords:** Financial Literacy, Financial Knowledge, Financial Behavior, Financial Attitude, Indigenous Entrepreneurs, Business Success

---

### 1. Introduction

The indigenous population faces unique structural and socio-economic challenges worldwide in relation to business success. Previous research has established that indigenous people, particularly those in remote areas, typically have lower levels of financial literacy compared to non-indigenous people (Brimble *et al.*, 2024) <sup>[6]</sup>. This underlines the importance of financial literacy, including financial knowledge and financial disposition.

Another barrier to indigenous people accessing financial literacy is the lack of business success. Unique intercultural, social, and economic obstacles that indigenous people face offer a better insight into the development and creation of building proper financial literacy (De Gruyter *et al.*, 2024) <sup>[11]</sup>

Moreover, cultural norms and beliefs that undermine the effectiveness of financial literacy make it challenging for indigenous people to embrace these practices. The unique cultures and indigenous beliefs of people create obstacles to the effective implementation of culturally relevant financial literacy interventions (De Gruyter *et al.*, 2024) <sup>[11]</sup>.

Previous research has focused mainly on formal financial literacy programs, the lack of consideration of distinct financial practices, values, and knowledge systems among indigenous people, and, as a result, the undervaluation of their influence. This focused on mainstream ideas of what it means to be financially literate, including credit scores and bank loans. Therefore, in other programs that are not culture-relevant per se, they are ineffective at addressing the specific demands and issues IP faces. This study aimed to examine the effectiveness and cultural relevance of existing financial literacy, drawing on the most relevant literature and incorporating financial knowledge, behavior, and attitudes.

---

These perceptions are important for creating effective, culturally sensitive support systems that can enhance cultural values and business success by leveraging indigenous people's traditional practices. Furthermore, this study analyzed the alignment of current financial literacy programs with standard requirements and expectations. Therefore, the effectiveness of financial literacy, as noted by Lusardi and Messy (2023) <sup>[16]</sup>, is affected by its cultural appropriateness and usefulness in specific situations. Therefore, this study is significant, as it will add knowledge that can be tapped to ensure that the financial literacy interventions are more responsive to the needs of indigenous entrepreneurs in Poblacion Impasugong, Bukidnon.

### 1.1. Objective of the study

The study sought to determine the significant relationship of financial literacy support and indigenous business success in Poblacion Impasugong bukidnon. Indigenous people business owner in Poblacion, Impasugong, Bukidnon, was respond to the following questions.

1. The level of perception of financial literacy among business success of indigenous people in terms of;
  - 1.1. Financial Knowledge
  - 1.2. Financial Behavior
  - 1.3. Financial Attitude
2. The level of business success among indigenous people.
3. The significant relationship of perception of financial literacy on business success of indigenous people.

### Significance of the Study

The results of this study were valuable to the following categories and organizations: indigenous people, Education and program developers, policy makers, community leaders, and organization and scholarly researchers. This research was helpful to indigenous people in Poblacion Impasugong, enabling them to be more productive. The paper has the potential to deepen understanding of how financial literacy support can empower native entrepreneurs, thereby leading to business prosperity and sustainability. Educators and program developers were attempting to determine what is most effective in educating indigenous people in literacy. This knowledge can help them develop more efficient, culturally sensitive programs that address students' needs and make learning more effective and meaningful. Organizations and leaders would be better prepared to push and pull resources and support systems with solid evidence, and to advocate for literacy programs that enable indigenous entrepreneurs and the entire community to prosper. These government officials and decision-makers can learn to establish favorable literacy and business Education policies for indigenous communities. These policies can change the world, creating a better environment in which native businesses can grow and make inroads into the local economy. New knowledge about the relationship between literacy and business success among indigenous people was provided to scholars and researchers. This study provided a solid foundation for future research, launching a new wave of investigation and enriching academic knowledge.

### 1.2. Conceptual Framework

This study is anchored in the concept of financial literacy and its relationships to the business success of indigenous entrepreneurs. This study illustrated the relationship between financial literacy and the business success of indigenous people. There are three dimensions through which financial literacy operationalizes, namely financial knowledge, financial behavior, and financial attitude. These dimensions, influence how indigenous people entrepreneurs benefit from programs like financial literacy.

Understanding financial concepts such as saving, investing, and borrowing, and having prior knowledge of finance, are significant factors in determining financial decision-making. For example, a study of indigenous women micro-entrepreneurs in Eastern Indonesia found that financial knowledge positively and significantly affects financial management behavior (Purwidiati *et al.*, 2025) <sup>[23]</sup>. Similarly, studies of MSMEs in Yogyakarta reveal that financial knowledge increases financial behavior (Moko W. *et al.* 2022) <sup>[19]</sup>.

Described as the attitude and opinions that shape monetary decisions. The evidence suggests that financial attitude is not only a direct determinant of financial behavior but also an intermediary variable between financial literacy and behavior. A study of MSMEs in Indonesia found that Banyumas affirmed that financial attitude mediates the association between literacy and financial behavior (Rahmawati *et al.*, 2025) <sup>[24]</sup>. This means that the attitudes towards money and resources of indigenous people, even when they influence their ability to utilize this knowledge.

The actual practices of resource management use among income, infrequent savers, and indigenous entrepreneurs in Capas, Tarlac, were influenced by borrowing restrictions and financial practices shaped by the socioeconomic reality Pineda J., (2019) <sup>[22]</sup>.

Indigenous business success is determined by the capacity of indigenous-owned businesses to achieve sustainable financial results and uphold culture, integrity, and social value. There is evidence that, when financial literacy is culturally embedded and aligned with indigenous practices, it leads to better financial management and improved business outcomes (Foley & O'Connor, 2024) <sup>[12]</sup>.

Perceptions of financial literacy, attitude, and behavior are the independent variables. These dimensions define how indigenous people learn and use financial resources. The mediating role is also played by financial attitude in translating knowledge into action (Rahmawati *et al.*, 2025) <sup>[24]</sup>. These relationships, on the other hand, are moderated by culture and social capital in how indigenous entrepreneurs' sense and embrace financial practices. The dependent variable is business success for indigenous businesses, which is likely to be enhanced by the emergence of financial literacy that is more widely available, culturally sensitive, and behavioral.

### 1.3. Statement of the Problem

The study aimed to investigate the significant relationship between financial literacy and the success of indigenous

businesses in Poblacion, Impasugong, Bukidnon. An Indigenous business owner in Poblacion, Impasugong, Bukidnon, responded to the following questions:

1. What is the level of perception of financial literacy among business success of indigenous people in terms of:
  - 1.1. Financial Knowledge;
  - 1.2. Financial Behavior, and
  - 1.3. Financial Attitude.
2. What is the level of business success among indigenous

people.

3. Is there a significant relationship of perception of financial literacy on the business success of indigenous people?

### Research Hypothesis

There is no significant relationship between the perception of financial literacy and the business success of indigenous people.

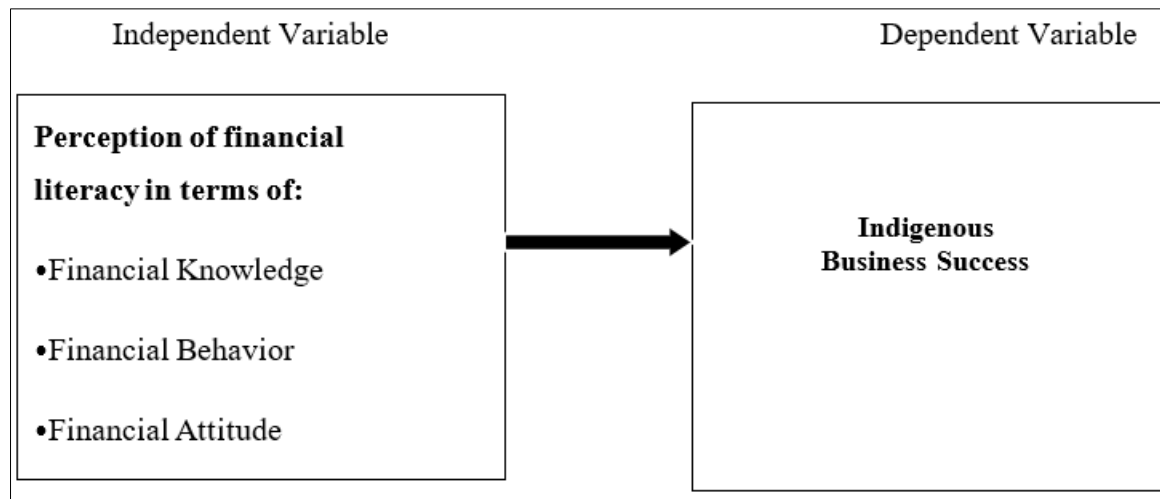


Fig 1: Framework of the Study

## 2. Methodology

### 2.1. Research Design

The researcher adopted a quantitative approach to give formal, systematic, and transparent data, and a descriptive and correlational research design. They were given through the descriptive design, which measured the level of perception of financial literacy, including financial knowledge, attitude, and behavior in relation to indigenous business success.

Also, the correlational design provided insight into the relationship between perceptions of financial literacy and indigenous business success.

### 2.2. Participants of the study

The study included one hundred thirty (130) participants, all of whom were indigenous entrepreneurs residing in Poblacion Impasugong, Bukidnon. They had been instrumental in achieving the aim of the study, which was to explore how financial literacy was perceived to affect the success of indigenous businesses. The participants were selected to ensure adequate representation of a large number of indigenous business owners in the area without making data collection too expensive.

Thus, participants had to be acknowledged members of one of the seven indigenous tribes in Impasugong, actively involved in running a business, and desire to participate in the study. These criteria helped ensure that the views obtained were directly related to the research topic and represented the real-life experiences of indigenous entrepreneurs, whose inputs are important in assessing the importance of financial literacy in business development. Besides, the population

represents the cultural and entrepreneurial diversity of Poblacion, thus was perfect respondent to the study and guaranteed that the investigation is based on the specific socio-economic and cultural environment of the Municipality.

### 2.3. Population sampling

The research used purposive sampling to sample its subjects. This approach was selected to ensure that only those who could offer the most appropriate and valuable information were involved. In particular, the sample included indigenous entrepreneurs who were identified as members of the seven tribes in Impasugong, actively running or administering a business, and interested in taking part in the study. A relationship is assumed to have a medium effect size (0.3), which is considered moderate. To set the appropriate sample size, G\*Power was used, with a one-tailed test to target the assumed direction of the effect, alpha (0.05), and power (0.80). Based on the null hypothesis, the relationship between financial literacy and business success is not significant.

This study had sufficient power to identify meaningful correlations and 20 insights into the possible benefits of the 115. Then the researcher selected 130 participants to obtain more precise data. Purposive sampling was considered suitable since the study aimed to obtain perceptions and experiences of indigenous business owners on how business success depends on financial literacy. By deliberately selecting respondents who met these requirements, the researcher ensured that the data gathered were specific to the purposes and addressed the research problem in a narrow, contextually oriented way.

#### 2.4. Data Analysis

The following are statistical tools that were employed in analyzing the data gathered:

For problems 1 and 2, Descriptive statistics were used to describe the levels of perception of indigenous financial literacy by determining the mean and standard deviation.

For problem 3, Spearman's rank correlation was used to analyze the relationship between perceptions of financial literacy and business success.

Data collection employed an adaptive questionnaire as the primary instrument, which was analyzed quantitatively using statistics to provide information. This method was used to measure the level of perception of indigenous financial literacy, including financial knowledge and financial attitude, in Impasugong, Bukidnon.

#### 2.5. Research instruments

The researcher adapted a questionnaire to survey indigenous business owners in Impasugong about their perceptions of financial literacy for indigenous business success.

To collect exact data for the independent variable, the researcher adopts the questionnaire from the study by Banthia and Dey (2022)<sup>[3]</sup> in the article entitled "*Impact of Financial Knowledge, Financial Attitude, and Financial Behavior on Financial Literacy.*"

For the dependent variable, Indigenous business success, the researcher adapted and modified the questionnaire from the study, "*Factors Contributing to Business: Evidence from Small and Medium-Sized Enterprise Owners,*" by Rankhumise (2022)<sup>[26]</sup>.

The research instrument consists of three parts. The first part is about the demographic profile of the respondents. The second part concerns financial literacy questionnaires, which are divided into three sections: economic knowledge, financial behavior, and financial attitude. Each part consists of seven statements. The third part is a questionnaire for indigenous business success, consisting of seventeen statements.

The instrument was printed by the researcher and distributed face-to-face to each respondent. Each statement was responded to using a 4-point Likert scale, ranging from 1 "strongly disagree" (4) to strongly agree." The researcher was conducting pilot testing to measure the validity and reliability of the instrument.

**Pre-Data Gathering Phase:** The research process commenced with the submission and approval of the revised research. Following approval with the revisions, the study was submitted to ensure compliance with ethical standards,

particularly regarding respondent privacy, informed consent, and data confidentiality.

**Data Gathering Phase:** Survey questionnaires were distributed to indigenous business owners. The instrument measured two key variables: perception of financial literacy (independent variable) and Indigenous business success (dependent variable). The survey was conducted using a 4-point Likert scale, structured items, and print copies.

**Post-Data Gathering Phase:** After collecting all the responses, they were compiled and ready for analysis. Statistical methods were appropriately used to assess the relationship between the variables. The processed data were recorded and presented in an academic style for review, interpretation, and possible reuse, and recommendations were given regarding future financial literacy

#### 2.6. Ethical Consideration

Before the actual gathering of data, the researcher ensured that the participants understood they were participating in a study, the purpose of the research, and the method being used, and ensured that no material information they needed to know was left out.

They were also told that their choice to join the study or not was honored and appreciated and they could pull out of the study any time they please. All the data collected was confidential and only utilized towards the end of the study. This study was tested by a plagiarism detector, which is comparable to plagiarism checker, to assist student to prevent the signs of plagiarism, which may be usage of the ideas, words of other authors and researchers without a reference. In the data collection, this research did not introduce or observations, develop false facts or observations. No claims were made based on incomplete or assumed results.

This study showed no evidence of misrepresentation or manipulation of results to fit a theoretical expectation, nor was there any indication of exaggeration. Conflict of interest was not evident in this study. There was no intention on the part of the researchers to disclose any information that could be detrimental to the welfare of the participants. This study did not add or construct inaccurate facts or observations in the data gathering. No claims were made based on incomplete or assumed results.

This study did not invade participants' privacy or coerce them into acting against their own will, and it ensured that no damage was done to the participants' self-esteem in any way. The research document underwent a series of revisions as per the advice and recommendations of its adviser and panelists.

### 3. Results

#### 3.1. Descriptive Statistics

**Table 1:** Descriptive Statistics for Level of perception of financial literacy among business success of indigenous people

Items	Mean	Std. Deviation	Qualitative statement
1. I am quite confident with basic numerical calculations without any mistakes.	3.20	.79	High
2. I am quite sure about the calculation of simple interest.	3.23	.72	High
3. I know the calculation of amount in case of compound interest.	3.20	.65	High
4. I have the knowledge about the high level of risk with high return	3.35	.65	Very High
5. I know that high inflation leads to increase the cost of living	3.35	.60	Very High
6. I know that the value of money changes with time.	3.49	.63	Very High
7. I am quite confident of using various electronic transactions	3.32	.69	Very High
Financial knowledge	3.31	.50	Very High
Items	Mean	Std. Deviation	Qualitative statement
1. My financial condition can meet all my financial needs only.	3.35	.68	Very High
2. I spend money than to save it for the long term	3.35	.66	Very High
3. I believe in paying my bills on time.	3.36	.54	Very High
4. My financial condition restricts me to do some important things in my life.	3.38	.63	Very High
5. I keep a close watch on my financial affairs	3.41	.66	Very High
6. I have the habits of keeping the records of all of my financial activities.	3.37	.61	Very High
7. I have the tendency to analyze my affordability before buying.	3.39	.58	Very High
Financial behavior	3.37	.43	Very High
Items	Mean	Std. Deviation	Qualitative statement
1. I always stay informed about financial planning	3.44	.60	Very High
2. I have the knowledge of personal financial awareness.	3.43	.62	Very High
3. I have the knowledge of different financial products.	3.46	.61	Very High
4. I stay informed about different investment avenues.	3.34	.63	Very High
5. I always stay informed about stock market activities	3.43	.60	Very High
6. I am confident about managing my financial matters	3.39	.62	Very High
7. I clearly understand the role of agents in investing	3.37	.61	Very High
Financial attitude	3.41	.45	Very High

**Note Scale:** 4 (3.26-4.00) Strongly agree, 3 (2.51-3.25) Agree, 2 (1.76-2.50) Disagree, 1 (1.00-1.75) Strongly Disagree 4 (3.26-4.00) Very High, 3 (2.51-3.25) High, 2 (1.76-2.50) Low, 1 (1.00-1.75) Very Low

The results in Table 2 indicate that the overall mean score for financial knowledge among Indigenous entrepreneurs is 3.31 (SD = 0.50), which is interpreted as "Very High." This suggests that the respondents possess a solid understanding of key financial concepts essential for managing business activities. The highest-rated item was "I know that the value of money changes with time" (M = 3.49, SD = .63), suggesting that respondents recognize the time value of money, a fundamental concept in financial decision-making. In the meantime, the least-rated item was the type of calculation used to determine the amount in the case of compound interest (M=3.20, SD=0.65), which, although rated high, showed some distance from less technical, computer-oriented financial calculations.

The enlightenment of indigenous entrepreneurs regarding inflation, risk-return relationships, and electronic transactions means they are willing to adjust to shifts and challenges in their fields. Nevertheless, the comparatively lower score in compound interest calculations indicates that it would be necessary to incorporate specific financial literacy programs that not only cover the most fundamental concepts but also enhance technical financial competencies applicable to the growth and development of the business. This resonates with Amagir *et al.* (2020) <sup>[13]</sup>, who argued that financial confidence and culturally relevant financial education are essential for translating knowledge into effective financial practices.

The average financial behavior score in Table 2 is 3.37 (SD=0.43), which is classified as "very high". This implies that the indigenous entrepreneurs in Impasugong demonstrate sound financial management, a factor that makes their

businesses viable. The most highly received scale was "I keep a close watch on my financial affairs" (M = 3.41, SD = .66), which is a good indicator of monitoring and controlling finances. Interestingly enough, the question I spent money instead of saving it Long-term (M=3.35, SD=.66) was also rated as the very high one, which indicates that though the respondents are financially responsible in certain aspects, they can also be characterized as being more inclined to spend, which is a cultural and situational phenomenon in the indigenous communities.

These Results are consistent with the Theory of Planned Behavior, which posits that attitudes, perceived control, and social norms influence financial behavior. The fact that the respondents are highly record-keeping and make payments on time indicates deliberate financial behaviors driven by sound financial attitudes. On the same note, Nazah *et al.* (2022) <sup>[19]</sup> argue that financial literacy is more influential in determining financial management than financial attitudes. The strong financial behaviors in this case indicate that indigenous entrepreneurs can balance financial commitments, track resources, and make sound spending decisions, all of which are attributable to better business results.

Altogether, the results indicate that indigenous entrepreneurs exhibit strong financial discipline and management skills, which could significantly improve their business performance. Nevertheless, spending patterns are highly aligned, suggesting a potential area for improvement in long-term savings and investment activities. This is consistent with Khalisharani *et al.* (2023) <sup>[17]</sup>, who noted that cultural and contextual variation exists in the translation of financial

literacy and attitudes toward behavior across communities. Table 2 shows that the mean financial attitude is 3.41 (SD = 0.46), which is taken to mean very high. This demonstrates that in most cases, indigenous entrepreneurs in Impasugong have positive views of financial management. The statement with the highest rating was the one that said "I know different financial products" (m=3.46, SD=.61). The following statement was that "I always stay informed about financial planning (M3.44, SD= .60), which is a sign of a highly open-mindedness to financial knowledge and a sense of proactive financial orientation. The least rated item was "I stay informed about different investment avenues" (M=3.34, SD=.63), suggesting that respondents are financially oriented but may still have weaknesses in their knowledge of investments and diversification.

Such findings align with the financial capability framework (Atkinson & Messy, 2012) [16], which notes that healthy financial attitudes contribute to effective financial decision-making and financial resilience. A positive disposition encourages translating theoretical knowledge into behavior. This indicates that Khalisharabi *et al.* (2023) [17] found that

financial attitude positively influences financial behavior among students in Southeast Asia. In the same idea, Nazah *et al.* (2022) [19] argue that financial literacy can mold individuals' mindsets to be more success-oriented, even though financial attitudes alone cannot strongly predict behavior.

Moreover, the results align with those of She *et al.* (2021) [28], who showed that financial attitudes, along with knowledge and locus of control, enhance financial well-being through financial behavior. The "very high" ratings here suggest that Indigenous entrepreneurs are not only aware of the importance of financial planning and products but are also motivated to use this awareness to support their businesses. However, the relatively lower investment awareness score highlights the need for targeted interventions to broaden Indigenous entrepreneurs' understanding of financial markets and alternative investment opportunities.

Overall, the findings suggest that Indigenous people in Impasugong possess strong, positive financial attitudes that strongly influence proper financial planning.

**Table 2:** Descriptive statistics for Level of business success among indigenous people

Items	Mean	Std. Deviation	Qualitative statement
1. The success of indigenous people depends on the owner's personal qualities.	3.47	.56	Very High
2. The success of Indigenous business owners depends on market access	3.37	.54	Very High
3. External factors contribute to success of indigenous people	3.45	.53	Very High
4. Networking contributes to the success of indigenous people	3.43	.60	Very High
5. Quality of services and products determine the success of indigenous entrepreneurs.	3.53	.57	Very High
6. To be successful insights on how to run a business is important.	3.48	.55	Very High
7. Management knows - how by indigenous people leads to success	3.42	.54	Very High
8. The success of indigenous people depends on the competitive price determination.	3.44	.54	Very High
9. Indigenous business owners' performance has influence on the success of the business.	3.41	.58	Very High
10. Access to finance is critical for the success of the business	3.43	.61	Very High
11. Good relations with customers are important for the success of the indigenous business	3.45	.56	Very High
12. The success of indigenous people depends on the ability of business to adopt technology.	3.51	.50	Very High
13. Managerial skills are important for the success of the indigenous business.	3.33	.52	Very High
14. Hardwork is important for the success of the business.	3.46	.54	Very High
15. Access to information technology contributes to the success of the business	3.53	.53	Very High
16. Managerial competency is essential for the success of the business.	3.45	.61	Very High
17. Education and training are key contributors to indigenous business success	3.50	.55	Very High
Indigenous Business success	3.45	.36	Very High

**Note Scale:** 4 (3.26-4.00) Strongly agree, 3 (2.51-3.25) Agree, 2 (1.76-2.50) Disagree, 1 (1.00-1.75) Strongly Disagree 4 (3.26-4.00) Very High, 3 (2.51-3.25) High, 2 (1.76-2.50) Low, 1 (1.00-1.75) Very Low

As shown in the table above, the respondents' typical response to the customer perception of product reliability is "very high" (M = 3.45, SD = 0.36). Consecutively, most of the respondents strongly agreed on the statements "Quality of services and products determine the success of indigenous entrepreneurs." (M=3.53, SD=.57), "Access to information technology contributes to the success of the business" (M=3.53, SD=.53), and "The success of indigenous people depends on the ability of business to adopt technology." (M=3.51, SD=.50) with a "Strongly Agree" level. It is also noticeable that the statement "Managerial skills are important for the success of the indigenous business" gets the lowest

rank with (M=3.33, SD=.52).

The findings of this study are significantly supported by Rankhumise's (2022) [26] study. His research findings show that the performance of SME owners influences the success of their businesses. Additionally, the respondents perceived the adoption of technology as important for business success. As shown by Sweicka *et al.* (2021) [28], financial literacy is key to the success of individuals and even whole communities, especially for indigenous individuals who want to start businesses. Studies have shown a strong positive correlation between financial literacy and business success.

**Table 3:** Significant Relationship Between Financial Literacy and Business Success Using Spearman Rank Correlation.

Financial Literacy Support	Business Success	P-value	Interpretation
Financial knowledge	.892**	<0.01	Significant
Financial Behavior	.914**	<0.01	Significant
Financial Attitude	.885**	<0.01	Significant
Over all Financial Literacy Support	.709**	<0.01	Significant

**Note:** N is the total respondents (N=130)

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

\*Correlation is significant at the 0.05 level (2-tailed).

The correlation coefficient is 0.892, indicating that the higher a person's knowledge of economic concepts, the greater a business's success. This correlation is significant ( $p < 0.01$ ), indicating it is unlikely to be due to chance. In the case that indigenous entrepreneurs know about finance and borrowing wisely. This will help them take control of their economic future and create companies that align with their culture and values. The strong positive relationship of 0.914 indicates a strong link between indigenous people's financial management and their business performance. This relationship is very significant, as evidenced by a lower P-value ( $< 0.01$ ). This means that people who practice good financial practices, such as budgeting, saving, and sound debt management, are far more likely to succeed in their business. The positive correlation of 0.885 indicates that a positive, responsible attitude towards money is closely related to business success. The P-value is lower than 0.01, confirming that these findings are statistically significant. This implies that disciplined people with a vision and a good understanding of financial concepts will find it easier to have a successful business. The positive correlation of the overall financial literacy of 0.709 indicates a significant association between excellent knowledge and implementation of financial concepts and business success. The fact that  $P < 0.01$  is strong evidence that the overall relationship is significant. This is an indication that a holistic strategy in enhancing financial literacy, including knowledge, behavior, and attitude, is vital in achieving a successful business outcome.

In the study by Brimble (2024) [6], the difference in financial and commercial literacy between indigenous and non-indigenous small business owners in Australia was identified, showing that indigenous entrepreneurs, especially those in rural and remote areas, had much lower rates of financial literacy. The areas of location, Education, sex, and age were all linked to literacy inequalities, implying that financial literacy initiatives should be custom-made to attract geographically and socially marginalized populations. Similar to the study by Singh *et al.* (2024) [27], which investigated the financial literacy of Scheduled tribes in India. They discovered that one in every five households was financially aware, had low risk tolerance, and had low levels, which were among the factors that led to low participation in financial markets. These results indicate that indigenous communities' financial knowledge remains limited, preventing them from fully participating in entrepreneurship and economic growth.

In addition to financial literacy, innovation and digital inclusion are becoming defining success factors in businesses. Chen & Guo (2024) [7] found that the adoption of fintech led to high innovation, long-term investment, and human capital growth among micro and small businesses in China, particularly those led by younger entrepreneurs and with limited assets. In line with this, Reni *et al.* (2023)

established that financial literacy and digital innovation had a significant positive effect on the performance of MSMEs in Indonesia. These papers underscore the need to use digital tools in the financial literacy initiative for indigenous entrepreneurs, who often have limited access to conventional financial services. Intervention studies have also confirmed the importance of financial literacy training.

In Iligan City, Philippines, Laygan *et al.* (2024) [15] found that among the women leaders, budget planning and financial decision-making were greatly improved after literacy workshops in a pre-test/post-test design. On the same note, Rahmi *et al.* (2024) [25] also found that financial planning positively and significantly affects MSME sustainability in Makassar City, affirming that training focused on planning and budgeting impacts long-term business continuity. For indigenous entrepreneurs, these findings demonstrate the relevance of including financial planning and budgeting modules in the course.

At the system level, Marza *et al.* (2025) [18] developed a model for measuring financial and digital inclusion using multi-criteria decision-making methods. They discovered that digital and financial education in these areas led to more financially responsible behavior. The authors (Aristie & Gallo, 2025) [1] also examined how confidence and digital skills affect the uptake of robo-advisory in Italy. They established that the greater the abstract knowledge (both digital literacy and financial knowledge), the more they rely on external advice. Both articles highlight the growing overlap between digital literacy and financial empowerment, underscoring the need to address digital inclusion and financial literacy challenges in an indigenous-sensitive way. Lastly, financial literacy is also correlated to business success through the mediating role of entrepreneurial orientation and market responsiveness. As Zufadhli *et al.* (2024) [30] stated, financial literacy contributes to entrepreneurial and market orientation in Indonesian MSEs, and access to capital enhances these outcomes. The results imply that literacy initiatives that develop not only financial competency but also entrepreneurial capabilities can make indigenous businesses more responsive to market opportunities without losing cultural orientation.

Overall, these other works support the idea that financial literacy is an important determinant of business success. Its impacts, however, are mediated by the availability of innovation, technological advancement, strategic planning, and entrepreneurial orientation (Manafe, 2023) [17]. Financial literacy among indigenous entrepreneurs cannot be discussed in isolation; it must be incorporated with culturally based practices and supplemented with digital and strategic skills (Molosiwa & Holland, 2020; Chen & Lin, 2020) [20, 8].

The analysis of the literature on financial literacy is vital. Facilitator of indigenous business performance in Impasugong; nevertheless, its efficiency. The success of the delivery, its contextualization, and its design depend on its

well-being (Basha *et al.*, 2020) [4]. Extensive support is to cover four areas related to each other: financial, financial planning, financial behavior, financial knowledge, and financial attitudes. Financial knowledge enables entrepreneurs to make decisions, especially when overcoming such hurdles as access to credit and financial services.

(Kumari *et al.*, 2021) [14] Positive attitudes to finance, including confidence, discipline, and a willingness to assess risks, are also introduced as equally necessary, but they are often influenced by historical injustices and structural obstacles faced by indigenous populations (Molosiwa & Holland, 2020) [20]. Financial conduct, as manifested in savings, investing, debt management, and expenditure, directly determines the sustainability and development of indigenous enterprises (Chen & Lin, 2020) [8]. Powerful literacy initiatives do not just pass on knowledge; they promote actions that lead to concrete business outcomes. These efforts are further reinforced through financial planning, which directs budgeting, forecasting, and long-term sustainability preparation, entrepreneurship (Ali *et al.*, 2022).

Notably, the literature underscores the importance of culturally relevant and financial literacy training programs within the community, which are necessary to develop competency, self-esteem, and inspiration among indigenous entrepreneurs. These programs should consider indigenous values, communal responsibilities, and traditional practices to make them both relevant and effective. Furthermore, broader structural access to resources, digital tools, markets, community support, and government policies are among the dimensions that significantly affect how financial literacy is applied. It is impossible to integrate these socioeconomic, cultural, and political factors, financial literacy services, which risk being inefficient or out of community priorities. The existing literature thus highlights that financial literacy should be comprehensive, culture-aware, and rooted in broader development. Efforts to develop sustainable and meaningful change in indigenous business.

#### 4. Discussion

The findings of the study reveal that the perception of financial literacy in business success of some prominent indigenous individuals in Poblacin, Impasugong, Bukidnon, in terms of; Financial Knowledge, Financial Behavior, and Financial Attitude really has a pivotal impact on their business success in the locality. Accordingly, Indigenous business success is determined by the capacity of indigenous-owned businesses to achieve sustainable financial results and uphold culture, integrity, and social value. There is evidence that, when financial literacy is culturally embedded and aligned with indigenous practices, it leads to better financial management and improved business outcomes (Foley & O'Connor, 2024; Ngugi & Muturi, 2023) [12, 13].

Wherein, on financial knowledge, it can be seen on the presented table results that it has a 3.41 mean and a qualitative statement of very high. This finding is aligned with the study of (Rumaolat *et al.*, 2025) which states that, understanding financial concepts such as saving, investing, and borrowing, and having prior knowledge of finance, are significant factors in determining financial decision-making. In which example for this is the study of indigenous women micro-entrepreneurs in Eastern Indonesia found that financial knowledge positively and significantly affects financial

management behavior.

On the one hand, specifically the aspect of financial behavior, it can be seen that it has a qualitative statement of very high with a mean of 3.37. Anchoring on the study conducted in tarlac, they have found out that the actual practices of resource management, saving, and use among income, infrequent savers, and indigenous entrepreneurs in Capas, Tarlac, were influenced by borrowing restrictions and financial practices shaped by the socioeconomic reality (Dulay & Briones, 2022). Also, in rural Kenya, a study found that financial literacy partially mediates behavior and enterprise performance (Ngugi & Muturi, 2023), indicating that good financial behavior plays a significant role in ensuring that knowledge and attitudes translate into concrete business performance.

In addition, on the dimensions of financial attitude, it can be inferred that it has a mean of 3.41 with a qualitative description of very high. This finding suited to the study conducted by (Rahmawati *et al.*, 2025) [24], Described as the attitude and opinions that shape monetary decisions. Wherein, they've found out that the evidence suggests that financial attitude is not only a direct determinant of financial behavior but also an intermediary variable between financial literacy and behavior. A study of MSMEs in Indonesia found that Banymas affirmed that financial attitude mediates the association between literacy and financial behavior. This means that the attitudes towards money and resources of indigenous people, even when they influence their ability to utilize this knowledge.

Withal, Perceptions of financial literacy, attitude, and behavior are the independent variables. These dimensions define how indigenous people learn and use financial resources. They are both a direct consequence of knowledge and attitude and a medium for connecting financial literacy to business outcomes (Ngugi & Muturi, 2023). The mediating role is also played by financial attitude in translating knowledge into action (Rahmawati *et al.*, 2025) [24]. These relationships, on the other hand, are moderated by culture and social capital in how indigenous entrepreneurs' sense and embrace financial practices. The dependent variable is business success for indigenous businesses, which is likely to be enhanced by the emergence of financial literacy that is more widely available, culturally sensitive, and behavioral, indeed.

#### 5. Conclusion

This study found a significant positive link between perceived financial literacy encompassing financial knowledge, behavior, and attitude. The success of indigenous businesses. Higher levels of financial expertise, positive financial behaviors, and proactive financial attitudes were all associated with greater business success among the participants. The general attitudes towards financial literacy was a good indicator of the success and it became the importance of financial literacy among entrepreneurs by educating and making efforts locally so that indigenous entrepreneurs could develop.

#### Findings Summary

After the analysis, there are the findings based on the SOP; The level of perception of financial literacy among business success of indigenous people in terms of Financial Knowledge, Financial Behavior, and Financial Attitude is "Very High". The assessment on the level of business success

among indigenous people is “High” based on how they perceived their general business performance as regards to profitability, growth and sustainability. There was a significant relationship between the Independent Variable, which is the Perception of financial literacy and the Dependent Variable, which is the Business Success of Indigenous people.

**Implication for Practice:** The findings highlighted important integration of financial knowledge, financial behavior, and financial attitude as it is the most effective way for the betterment of business. That is why, it is very essentials to continue the implementations and integrations of such business dimensions in order for the business to prosper well and generates more jobs for indigenous peoples in the locality.

### Recommendation

Based on the study's results, a set of recommendations is offered to promote the financial literacy of indigenous entrepreneurs and help them achieve sustainable success.

Indigenous business owners, they need to constantly enhanced their financial literacy by means of frequent training courses and seminars, which are aimed at the up-to-date economic habits and the proficient usage of online financial instruments.

Government and local agencies, local financial education interventions based specifically on indigenous populations, are urged to be undertaken by the government and local agencies. These should entail the availability of microfinance institutions and special workshops on economic management, which will empower indigenous entrepreneurs.

Non-governmental organizations (NGOs), can also work directly with the indigenous people to create and deliver entrepreneurship and financial literacy mentorship programs, as well as toolkits and resource provision to facilitate the best practice in managing small enterprises.

Academic Institutions they have opportunities to do additional research on topics such as digital financial literacy and intergenerational financial behavior. It would be more informative to increase the sample size and conduct comparative research across different indigenous communities or geographic areas.

For future researchers, it is recommended to: Provide more detailed demographic information for respondents, including age, gender, education level, marital status, family size, household income, business type, years in business, and geographic location. These variables may provide deeper insights into the financial literacy levels and entrepreneurial success of indigenous communities.

Research on how the internet and digital business resources can affect the financial literacy and success of indigenous businesses.

Think about longitudinal research that would help determine how long-term the effect of financial literacy on business performance lasts.

Discover the business success indicators for sustainability, especially for two important dimensions:

First, Financial sustainability in terms of regular profitability, appropriate budget, savings reinvestment, and the ability to absorb financial shocks.

Second, Operational sustainability is calculated in the form of business continuity, customer retention, business

flexibility to change, and the effective utilization of digital and community-based business practices.

The focus on these areas will allow stakeholders and future researchers to learn more about the dynamics of indigenous entrepreneurship and to have a positive impact on the development of sustainable economic practices among indigenous communities.

### Hypothesis testing results and decision

**Ho1:** There is no significant relationship between the perception of financial literacy and the business success of indigenous people.

The results reject the null hypothesis ( $r(130) = .709, p < .01$ ). This simply implies that overall financial literacy indicates a significant association between excellent knowledge and implementation of financial concepts and business success. The fact that  $P < 0.01$  is strong evidence that the overall relationship is significant. This is an indication that a holistic strategy in enhancing financial literacy, including knowledge, behavior, and attitude, is vital in achieving a successful business outcome. Accordingly, Perceptions of financial literacy, attitude, and behavior are the important variables that should be integrated in business. These dimensions define how indigenous people learn and use financial resources. They are both a direct consequence of knowledge and attitude and a medium for connecting financial literacy to business outcomes (Ngugi & Muturi, 2023). The mediating role is also played by financial attitude in translating knowledge into action (Rahmawati *et al.*, 2025)<sup>[24]</sup>. These relationships are moderated by culture and social capital in how indigenous entrepreneurs' sense and embrace financial practices. The dependent variable is business success for indigenous businesses, which is likely to be enhanced by the emergence of financial literacy that is more widely available, culturally sensitive, and behavioral.

### References

1. Aristie M, Gallo A. Financial literacy, robo-advising, and the demand for human financial advice: Evidence from Italy. arXiv. Cornell University Library; 2025. Available from: <https://doi.org/10.48550/arXiv.2505.20527>
2. Azhima N, Pinem D. Analysis of financial literacy, financial technology, and lifestyle on financial behavior of Generation Z in Pulo Village. ResearchGate; 2024. Available from: [https://www.researchgate.net/publication/378057086\\_Analysis\\_of\\_Financial\\_Literacy\\_Financial\\_Technology\\_and\\_Lifestyle\\_on\\_Financial\\_Behavior\\_of\\_Generation\\_Z\\_in\\_Pulo\\_Village](https://www.researchgate.net/publication/378057086_Analysis_of_Financial_Literacy_Financial_Technology_and_Lifestyle_on_Financial_Behavior_of_Generation_Z_in_Pulo_Village)
3. Banthia S, Dey R. Impact of financial knowledge, financial attitude, and financial behavior on financial literacy. Acad Account Financ Stud J. 2022. Available from: <https://www.abacademies.org/articles/factors-contributing-to-business-success-evidence-from-small-and-mediumsize-enterprise-owners.pdf>
4. Basha M, Elango R. Financial literacy and investment behaviour of IT professionals in India. East Asian J Multidiscip Res. 2022;1(5):777-88. Available from: [https://www.researchgate.net/publication/363239809\\_Financial\\_Literacy\\_and\\_Investment\\_Behaviour\\_of\\_IT\\_Professionals\\_in\\_India](https://www.researchgate.net/publication/363239809_Financial_Literacy_and_Investment_Behaviour_of_IT_Professionals_in_India)
5. Bourdieu P. Conceptualisation and theories of social capital. In: The forms of capital. Greenwood Press; 1986. (Summary hosted by CIIF.) Available from: <https://www.ciif.gov.hk/en/sc-resource/sc-2.html>

6. Brimble M. Examining the financial and commercial literacy of Australian Indigenous small business owners. *Account Finance*. 2024. doi:10.1111/acfi.13343
7. Chen J, Guo L. Fintech and MSEs innovation: An empirical analysis. arXiv. Cornell University Library; 2024. Available from: <https://doi.org/10.48550/arXiv.2407.17293>
8. Chen Y, Lin Z. Business intelligence capabilities and firm performance: A study in China. *Int J Inf Manage*. 2020. Available from: <https://www.scinapse.io/papers/3081704263>
9. Côté S. Successes of grassroots, Native-led financial education. National Endowment for Financial Education (NEFE); 2024. Available from: <https://www.nefe.org/news/2024/09/successes-of-grassroots-native-led-financial-education.aspx>
10. Dahlima D, Fauzi M, Syarif H. The influence of financial literacy, locus of control, government support, and access to capital on financial behavior in business sustainability in MSMEs in Sambas Regency. *ResearchGate*; 2024. Available from: <https://www.researchgate.net/publication/382010338>
11. De Gruyter M, Smith J, Lee K. Financing Indigenous entrepreneurs: A review and research agenda. *Aust J Manage*. 2024. doi:10.1177/03128962241270823
12. Foley D, O'Connor M. A practical tool to enable Indigenous enterprise planning and development grounded in culture. *ResearchGate*; 2024. Available from: <https://www.researchgate.net/publication/377952400>
13. Hossain M. Financial resources, financial literacy and small firm growth: Does private organizations support matter? *J Small Bus Strategy*. 2020. Available from: <https://libjournals.mtsu.edu/index.php/jsbs/index>
14. Kumari A, Gupta S, Reddy P. Financial literacy of microentrepreneurs and its effect on business performance and innovativeness: Empirical evidence from India. *Vision*. 2024. doi:10.1177/09708464241233025
15. Laygan M, Santos R, Villanueva P. An assessment of financial literacy training project for key women leaders: The case of Iligan City. *E3S Web Conf*. 2024. doi:10.1051/e3sconf/202457003011
16. Lusardi A, Messy F. The importance of financial literacy and its impact on financial wellbeing. *Organisation for Economic Co-operation and Development (OECD)*; 2023. Available from: <https://www.researchgate.net/publication/371517152>
17. Manafe M, Santoso R. Exploring the relationship between entrepreneurial mindsets and business success: Implications for entrepreneurship education. *ResearchGate*; 2023. Available from: <https://www.researchgate.net/publication/369403981>
18. Marza S, Prasetyo L, Nugroho D. Applying AHP and fuzzy AHP management methods to assess the level of financial and digital inclusion. *SSRN*. Elsevier; 2025. doi:10.2139/ssrn.5086151
19. Moko W, Setiawan H, Darma P. The effect of financial knowledge, financial attitude, and personality on financial management behavior. *ResearchGate*; 2022. Available from: <https://www.researchgate.net/publication/366585091>
20. Molosiwa S, Holland P. The impact of financial literacy on the performance of small and medium-sized enterprises (SMEs): A review of literature. *ResearchGate*; 2020. Available from: <https://www.researchgate.net/publication/391427942>
21. OECD/INFE. International survey of adult financial literacy. *OECD Publishing*; 2023. Available from: [https://www.oecd.org/en/publications/oecd-infe-2023-international-survey-of-adult-financial-literacy\\_56003a32-en.html](https://www.oecd.org/en/publications/oecd-infe-2023-international-survey-of-adult-financial-literacy_56003a32-en.html)
22. Pineda J. The financial literacy of Indigenous people entrepreneurs in Capas, Tarlac. *Asian Acad Res J*. 2019. Available from: <https://ojs.aaresearchindex.com/index.php/AJMRA/article/view/2803>
23. Purwidiyanti W, Tubastuvi N, Darmawan A, Rahmawati IY. Does financial behavior mediate the relationship between financial literacy and financial experience towards financial performance of small businesses? *Atlantis Press International B.V.*; 2022. doi:10.2991/aebmr.k.211225.033
24. Rahmawati D, Thaha AR, Priyanto A. The impact of financial literacy and digital transformation on MSME performance in Bandung City. *BASKARA J Bus Entrep*. 2025. Available from: <https://jurnal.umj.ac.id/index.php/baskara/index>
25. Rahmi R, Sarda S, Masrullah M. Analysis of financial planning on the sustainability of MSME businesses. *Int J Econ Res Finance Account*. 2024. doi:10.55227/ijerfa.v2i4.197
26. Rankhumise E. Factors contributing to business success: Evidence from small and medium-sized enterprise owners. *Int J Entrep*. 2022. Available from: <https://www.abacademies.org/articles/factors-contributing-to-business-success-evidence-from-small-and-mediumsize-enterprise-owners-13652.html>
27. Singh B, Singh M. Financial literacy and its determinants among the scheduled tribes: Evidence from India. *Int J Soc Econ*. 2024. Available from: <https://ideas.repec.org/a/eme/ijsepp/ijse-01-2023-0008>
28. Swiecka B, Lewandowski P, Jablonska A. Consumer financial knowledge and cashless payment behavior for sustainable development in Poland. *Sustainability*. 2021. Available from: <https://www.researchgate.net/publication/352189111>
29. Women Entrepreneurship Knowledge Hub (WEKH). Early stages of Indigenous women's entrepreneurship. *Women Entrepreneurship Knowledge Hub*. Toronto Metropolitan University; 2024. Available from: <https://wekh.ca/research/early-stages-of-indigenous-womens-entrepreneurship/>
30. Zulfadhli Z, Desfitriana D, Pramajaya J. The effect of financial literacy, access to capital, entrepreneurial orientation, and market orientation on the growth and sustainability of micro and small enterprises in Palembang. *Econ Sustain Entrep*. 2024. doi:10.58812/esee.v3i02.376

### How to Cite This Article

Guinawat MS, Dahinlay SM, Balutic DS, Lansayan AP, Cobrado LJB, Delegencia JJ. Perception of financial literacy in business success of Indigenous people. *Journal of Frontiers in Multidisciplinary Research*. 2026;7(1):60–69. doi:10.54660/JFMR.2026.7.1.60-69

### Creative Commons (CC) License

This is an open access journal, and articles are distributed under the terms of the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International (CC BY-NC-SA 4.0) License, which allows others to remix, tweak, and build upon the work non-commercially, as long as appropriate credit is given and the new creations are licensed under the identical terms.