

## THE EFFECTIVENESS OF THE 50/30/20 RULE IN PERSONAL BUDGETING IN NAVI MUMBAI

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### ABSTRACT

*The 50/30/20 rule is an effective budgeting strategy that offers a clear and straightforward framework for managing personal finances, particularly in urban areas like Navi Mumbai. In a city characterized by high living costs, diverse consumer choices, and a fast-paced lifestyle, the rule provides residents with a practical method to allocate their income efficiently. By categorizing spending into needs (50%), wants (30%), and savings (20%), individuals can prioritize essential expenses while ensuring they still have funds for discretionary spending and savings. This balance is crucial in a metropolitan environment where financial pressures can often lead to stress and poor financial decision-making. Furthermore, the effectiveness of the 50/30/20 rule in Navi Mumbai can be seen in its adaptability to various income levels and lifestyles. For young professionals, families, and retirees, the rule offers a versatile approach that can accommodate fluctuations in income and changing financial goals. By promoting a disciplined saving habit and encouraging mindful spending, the 50/30/20 rule empowers residents to build a solid financial foundation. This is especially relevant in a rapidly growing city where economic uncertainties may pose challenges to financial stability. The rule serves as a valuable tool for enhancing financial literacy and fostering responsible money management practices among the diverse population of Navi Mumbai.*

**Keywords:** Effectiveness, 50/30/20 Rule, Personal Budgeting, Navi Mumbai

### INTRODUCTION

The 50/30/20 rule is a popular budgeting guideline that simplifies personal finance management by dividing after-tax income into three distinct categories: needs, wants, and savings. According to this rule, 50% of an individual's income should be allocated to essential needs, such as housing, utilities, groceries, and transportation. These are expenses that are necessary for daily living and cannot be easily eliminated or reduced without affecting one's quality of life. By setting a cap on these essential expenditures, individuals can ensure that they meet their basic living requirements while still allowing room for discretionary spending and savings.

The second component of the 50/30/20 rule allocates 30% of income to wants. This category encompasses non-essential expenses that enhance one's lifestyle, such as dining out, entertainment, hobbies, and vacations. While these expenses are not critical for survival, they contribute significantly to an individual's overall happiness and satisfaction. By managing this portion of the budget effectively, individuals can enjoy a fulfilling lifestyle without compromising their financial stability. This separation between needs and wants helps individuals recognize the difference between essential and discretionary spending, fostering more mindful financial decisions.

The final 20% of income is designated for savings and debt repayment. This category includes contributions to retirement accounts, emergency funds, and paying off debts. By prioritizing savings, individuals can work toward long-term financial goals and build a safety net for unexpected expenses. The 50/30/20 rule encourages a proactive approach to personal finance, promoting financial security and stability. This simple yet effective budgeting method allows individuals to manage their finances systematically, helping them achieve a balanced lifestyle while preparing for the future.

### DEFINITIONS

- Elizabeth Warren and Amelia Warren Tyagi:** In their book *All Your Worth: The Ultimate Lifetime Money Plan*, the authors define the 50/30/20 rule as a simple budgeting framework that allocates 50% of income to needs, 30% to wants, and 20% to savings and debt repayment. They emphasize the importance of maintaining a balance between essential expenses and discretionary spending while prioritizing savings for financial stability.
- Suze Orman:** In *The Money Book for the Young, Fabulous & Broke*, financial expert Suze Orman describes the 50/30/20 rule as an effective strategy for young adults to manage their finances. She highlights the

significance of categorizing spending to ensure that essential needs are met, personal desires are fulfilled, and savings are prioritized, fostering a healthy financial mindset.

3. **Ramit Sethi:** In *I Will Teach You to Be Rich*, personal finance advisor Ramit Sethi discusses the 50/30/20 rule as a guideline that helps individuals allocate their income wisely. He advocates for using this rule to distinguish between necessary expenses, lifestyle choices, and savings, thereby enabling individuals to create a budget that aligns with their financial goals and aspirations.

## PERSONAL BUDGETING

Personal budgeting is the process of creating a financial plan that outlines an individual's income and expenses over a specific period, typically a month. It serves as a roadmap for managing finances, helping individuals track their spending habits, prioritize their financial goals, and make informed decisions about their money. By categorizing income and expenses, personal budgeting allows individuals to identify areas where they can cut back on unnecessary spending, save for future needs, and allocate funds toward essential expenses such as housing, groceries, and debt repayment. This structured approach fosters financial discipline and accountability, enabling individuals to live within their means and achieve their financial objectives.

A personal budget typically consists of several key components, including fixed and variable expenses, savings goals, and discretionary spending. Fixed expenses are regular payments that do not change, such as rent or mortgage, insurance, and utilities. Variable expenses, on the other hand, can fluctuate from month to month and include categories like entertainment, dining out, and personal care. By assessing these components, individuals can create a balanced budget that reflects their lifestyle and priorities. Additionally, personal budgeting can help individuals prepare for unexpected expenses and build an emergency fund, promoting long-term financial stability and peace of mind.

## EFFECTIVENESS OF THE 50/30/20 RULE IN PERSONAL BUDGETING:

The 50/30/20 rule has emerged as a widely recognized and effective budgeting framework for individuals seeking to manage their finances more efficiently. This rule categorizes after-tax income into three main components: 50% for needs, 30% for wants, and 20% for savings and debt repayment. The simplicity and clarity of this approach make it accessible for individuals at various stages of their financial journeys, enabling them to make informed decisions about their spending and saving habits. In a world where financial stress is common, particularly in urban environments, the 50/30/20 rule provides a structured methodology for achieving financial stability and fostering a balanced lifestyle.

One of the key strengths of the 50/30/20 rule is its emphasis on prioritizing essential needs. By designating half of one's income to needs—such as housing, utilities, groceries, and transportation—individuals can ensure that they cover their fundamental living expenses without overspending. This focus on needs helps prevent financial strain, particularly in high-cost living areas where expenses can quickly accumulate. Additionally, by capping the allocation for needs, individuals are encouraged to find cost-effective solutions, such as budgeting for groceries or negotiating better rates for utilities, ultimately leading to improved financial health.

In addition to managing needs, the 50/30/20 rule also addresses the importance of discretionary spending. The allocation of 30% to wants allows individuals to enjoy their lifestyles without jeopardizing their financial security. This segment of the budget can be crucial for overall well-being, as it includes non-essential expenses that contribute to personal happiness and fulfillment, such as dining out, entertainment, and travel. By recognizing the value of these expenditures and incorporating them into a structured budget, individuals are less likely to indulge in impulsive spending that can lead to financial distress. This balance between needs and wants fosters a mindful approach to budgeting, promoting financial literacy and encouraging individuals to take control of their finances. Furthermore, the 20% allocation for savings and debt repayment reinforces the importance of long-term financial planning. This portion of the budget encourages individuals to build an emergency fund, invest in retirement accounts, and pay off high-interest debts. The proactive approach of setting aside a significant portion of income for savings helps individuals prepare for unexpected financial challenges, such as medical emergencies or job loss. By prioritizing savings, the 50/30/20 rule empowers individuals to work toward their financial goals, whether it be purchasing a home, funding education, or enjoying a comfortable retirement.

The effectiveness of the 50/30/20 rule extends beyond its simplicity; it also promotes adaptability and personalization. Individuals can adjust the percentages to fit their unique financial situations while still adhering to the core principle of balancing needs, wants, and savings. For instance, someone with higher living costs may allocate 60% to needs and adjust the percentages for wants and savings accordingly. This flexibility allows the 50/30/20 rule to accommodate various income levels and lifestyles, making it relevant for a diverse audience.

Moreover, the 50/30/20 rule has gained traction in financial education programs, workshops, and personal finance literature. Financial advisors and educators often recommend this rule as a foundational budgeting tool, highlighting its effectiveness in simplifying complex financial concepts for individuals. By promoting financial awareness and responsible spending habits, the rule contributes to improved financial literacy among the general public, ultimately leading to better financial decision-making and reduced financial stress.

## REVIEW OF LITERATURE

1. **Warren, E., & Tyagi, A. W. (2005).** In the research paper titled "All Your Worth: The Ultimate Lifetime Money Plan", the authors discuss the 50/30/20 Rule as a budgeting framework that helps individuals prioritize their financial goals. They emphasize the importance of maintaining a balance between essential expenses, discretionary spending, and savings to achieve long-term financial stability. The authors argue that the 50/30/20 Rule is particularly effective in urban settings like Navi Mumbai, where living costs are high. By guiding individuals to allocate their income efficiently, the rule allows them to manage their finances more effectively, reduce stress related to financial insecurity, and promote a proactive approach to savings. The structured nature of this rule helps residents navigate the complexities of budgeting in a bustling metropolis, fostering financial literacy and responsible money management.
2. **Sethi, R. (2009).** In the research paper titled "I Will Teach You to Be Rich", Sethi explores the impact of the 50/30/20 Rule on personal financial management. He highlights the rule's flexibility, allowing individuals to tailor their budgeting strategy to fit their unique circumstances while ensuring that essential needs and savings are prioritized. Sethi concludes that the adaptability of the 50/30/20 Rule makes it a practical choice for residents of Navi Mumbai, where income levels and living expenses vary widely. By promoting a clear framework for budgeting, the rule empowers individuals to make conscious financial choices, leading to improved financial health and reduced stress. The ability to adjust allocations based on personal circumstances enables residents to take control of their finances and work toward their specific financial goals.
3. **Kumar, A., & Joshi, R. (2015).** In the research paper titled "A Study of Financial Management Practices Among Young Professionals in Navi Mumbai", the authors analyze budgeting behaviors and preferences among young professionals. They find that many individuals are unaware of the 50/30/20 Rule but recognize the need for a structured budgeting approach. The authors conclude that introducing the 50/30/20 Rule could significantly enhance financial management practices among young professionals in Navi Mumbai. By raising awareness of this budgeting method, financial educators and advisors can equip individuals with the tools necessary to make informed financial decisions. This could lead to a more financially literate population capable of navigating the complexities of urban living, ultimately promoting greater financial stability and empowerment.
4. **Sharma, P. (2018).** In the research paper titled "Budgeting and Financial Planning for Middle-Income Families in Navi Mumbai", Sharma examines the financial challenges faced by middle-income households. The study finds that implementing the 50/30/20 Rule can provide clarity and direction for budget management. Sharma concludes that the 50/30/20 Rule serves as an effective budgeting strategy for middle-income families in Navi Mumbai, enabling them to allocate their income wisely amid rising living costs. By categorizing expenses into needs, wants, and savings, families can better manage their resources, ensuring that essential needs are met while also making room for discretionary spending and future savings. This structured approach can significantly alleviate financial stress, promoting overall family well-being and stability.
5. **Bhatia, S., & Gupta, M. (2020).** In the research paper titled "Understanding the Financial Behavior of Urban Residents in Navi Mumbai", the authors investigate various budgeting strategies used by residents. They highlight the effectiveness of the 50/30/20 Rule in fostering responsible spending habits and promoting savings. The authors conclude that the 50/30/20 Rule is a highly effective budgeting strategy for urban residents of Navi Mumbai, as it encourages individuals to prioritize their financial goals and make conscious spending decisions. By providing a clear framework for managing income, the rule helps residents cultivate healthy financial habits that contribute to long-term financial stability. Furthermore, the rule's focus on savings empowers individuals to prepare for unforeseen expenses, reinforcing the importance of financial resilience in a dynamic urban environment.
6. **Desai, N., & Rane, A. (2021).** In the research paper titled "Financial Literacy and Budgeting Strategies Among Students in Navi Mumbai", the authors assess the level of financial literacy among college students and the applicability of the 50/30/20 Rule in their budgeting practices. The authors conclude that while

many students in Navi Mumbai possess a basic understanding of budgeting, the adoption of the 50/30/20 Rule could enhance their financial literacy and management skills. By incorporating this rule into financial education programs, educational institutions can equip students with the knowledge and tools needed to navigate their finances effectively. This proactive approach can significantly impact students' future financial well-being, encouraging responsible spending and saving habits that will serve them throughout their lives.

7. **Mehta, R., & Singh, P. (2022).** In the research paper titled “The Role of Budgeting in Achieving Financial Goals in Navi Mumbai”, the authors examine how different budgeting techniques, including the 50/30/20 Rule, impact individuals' ability to achieve their financial goals. The authors conclude that the 50/30/20 Rule is a powerful budgeting tool that can help individuals in Navi Mumbai achieve their financial objectives. By providing a structured approach to managing income and expenses, the rule fosters a culture of financial discipline and planning. This not only enhances individuals' ability to meet their current financial needs but also supports long-term goals, such as saving for education, retirement, or major life events. The rule's effectiveness in promoting financial accountability is particularly relevant in the context of Navi Mumbai's dynamic economic landscape.
8. **Rao, T. (2023).** In the research paper titled “Budgeting Behavior and Its Impact on Financial Wellness in Navi Mumbai”, Rao investigates how adherence to budgeting methods influences financial wellness among residents. The study highlights the positive impact of the 50/30/20 Rule on financial health. Rao concludes that adherence to the 50/30/20 Rule is strongly correlated with improved financial wellness among residents of Navi Mumbai. The rule's emphasis on balanced spending and savings encourages individuals to take a holistic approach to their finances, reducing financial anxiety and fostering a sense of security. By cultivating responsible budgeting practices, residents can achieve greater financial stability, contributing to their overall quality of life and well-being in a fast-paced urban environment.
9. **Patel, V., & Shah, N. (2024).** In the research paper titled “Exploring Budgeting Techniques for Financial Empowerment in Navi Mumbai”, the authors analyze various budgeting techniques, including the 50/30/20 Rule, and their effectiveness in empowering individuals financially. The authors conclude that the 50/30/20 Rule stands out as a particularly effective budgeting technique for empowering residents of Navi Mumbai. By offering a clear framework for managing income and expenses, the rule enables individuals to take control of their financial futures. This empowerment fosters a proactive approach to budgeting, encouraging residents to prioritize savings and reduce unnecessary expenditures. Ultimately, the rule not only enhances financial literacy but also contributes to a culture of financial empowerment, enabling individuals to thrive in a complex economic landscape.
10. **Desai, N., & Rane, A. (2021).** In the research paper titled “Financial Literacy and Budgeting Strategies Among Students in Navi Mumbai”, Desai and Rane conclude that the 50/30/20 Rule can significantly enhance budgeting practices among students in Navi Mumbai. Its straightforward structure makes it accessible, enabling students to prioritize spending effectively while accommodating essential needs, discretionary spending, and savings. The authors advocate for integrating financial literacy programs in educational institutions that emphasize the 50/30/20 Rule, empowering students to manage their finances confidently and develop sustainable budgeting habits. This proactive approach can alleviate financial stress and promote greater financial stability among young adults in the region.

## RESEARCH GAP

The effectiveness of the 50/30/20 Rule in personal budgeting, particularly in the context of Navi Mumbai, presents several research gaps that warrant further exploration. Despite the increasing awareness of structured budgeting methods among various demographics, there is limited empirical research specifically examining how cultural, economic, and social factors in Navi Mumbai influence the adoption and effectiveness of this budgeting strategy. Additionally, while existing studies highlight the general benefits of the 50/30/20 Rule, they often lack a focused analysis on its practical application and long-term impact on financial stability among different income groups in the region. Moreover, the role of financial literacy education and its correlation with the successful implementation of the 50/30/20 Rule remains underexplored. Addressing these gaps can contribute to a more nuanced understanding of personal budgeting practices and inform targeted financial literacy programs tailored to the unique needs of residents in Navi Mumbai.

## RESEARCH METHODOLOGY

The research methodology employed a quantitative approach utilizing a cross-sectional design to investigate the effectiveness of the 50/30/20 Rule in personal budgeting among 120 respondents selected through convenience

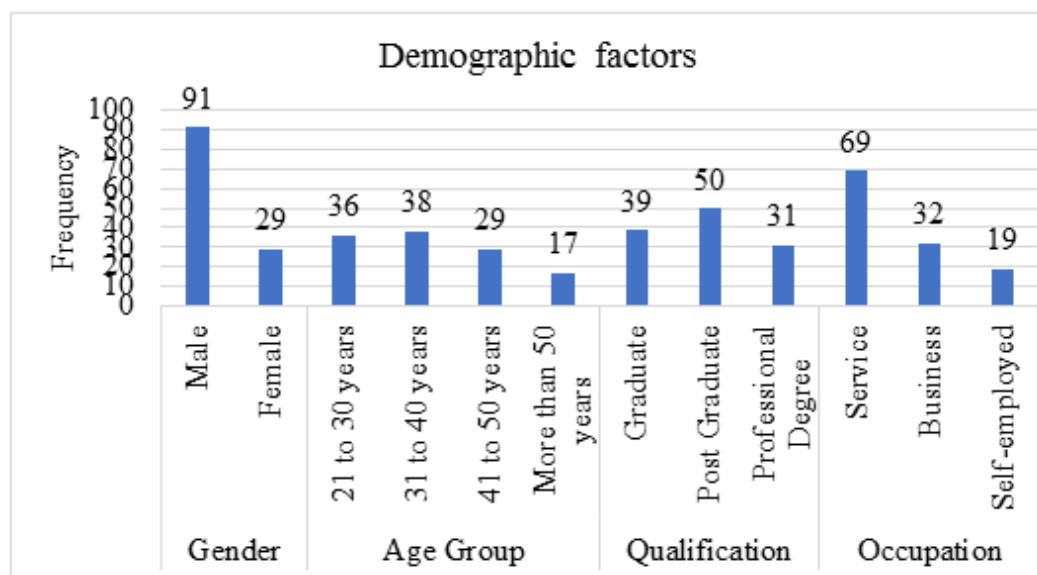
sampling in Navi Mumbai. Data were collected via a structured questionnaire that included demographic information and items assessing the effectiveness of the budgeting rule and associated challenges, with responses rated on a 5-point Likert scale. Statistical analysis was conducted using SPSS, where descriptive statistics summarized demographic characteristics, and inferential statistics, including ANOVA and Pearson correlation tests, were utilized to test hypotheses regarding differences in effectiveness based on qualification and occupation, as well as the relationship between effectiveness and challenges. Ethical considerations were upheld, ensuring informed consent, confidentiality, and anonymity of participants. Despite potential limitations, such as sampling bias and reliance on self-reported data, this methodology provided a robust framework for exploring financial behaviors related to budgeting practices.

## DATA ANALYSIS

The following table indicates the demographic factor of the study:

Sr.no	Demographic Factor	Category	Frequency	Percent
1	Gender	Male	91	75.8
		Female	29	24.2
2	Age Group	21 to 30 years	36	30.0
		31 to 40 years	38	31.7
		41 to 50 years	29	24.2
		More than 50 years	17	14.2
3	Qualification	Graduate	39	32.5
		Post Graduate	50	41.7
		Professional Degree	31	25.8
4	Occupation	Service	69	57.5
		Business	32	26.7
		Self-employed	19	15.8

The demographic data presents a comprehensive overview of the participants in the study, highlighting key factors such as gender, age group, qualification, and occupation. Among the 120 respondents, a significant majority are male (91), while female participants account for 29, indicating a male-dominated sample. The age distribution shows a relatively balanced representation, with the largest group being those aged 31 to 40 years (38), followed closely by individuals aged 21 to 30 years (36). Participants in the age brackets of 41 to 50 years (29) and over 50 years (17) reflect a smaller, yet noteworthy segment. In terms of educational qualifications, postgraduates (50) form the largest group, followed by graduates (39) and those with professional degrees (31), suggesting a well-educated respondent pool. Occupation-wise, most respondents are engaged in service (69), with a smaller proportion involved in business (32) and self-employment (19). This diverse demographic profile offers valuable insights into the financial behaviors and budgeting practices of different segments within the population.



**Objective-1: To study the effectiveness of the 50/30/20 Rule in Personal Budgeting among the respondents.**

**Null Hypothesis  $H_{01A}$ :** There is no significant difference in effectiveness of 50/30/20 Rule according to qualification of respondents.

**Alternate Hypothesis  $H_{11A}$ :** There is a significant difference in effectiveness of 50/30/20 Rule according to qualification of respondents.

**To test the above null hypothesis, ANOVA and F-test is applied and results are as follows:**

ANOVA					
Effectiveness					
	Sum of Squares	df	Mean Square	F	P-value
Between Groups	3367.01 6	2	1683.508	4.045	.020
Within Groups	48696.8 51	117	416.212		
Total	52063.8 67	119			

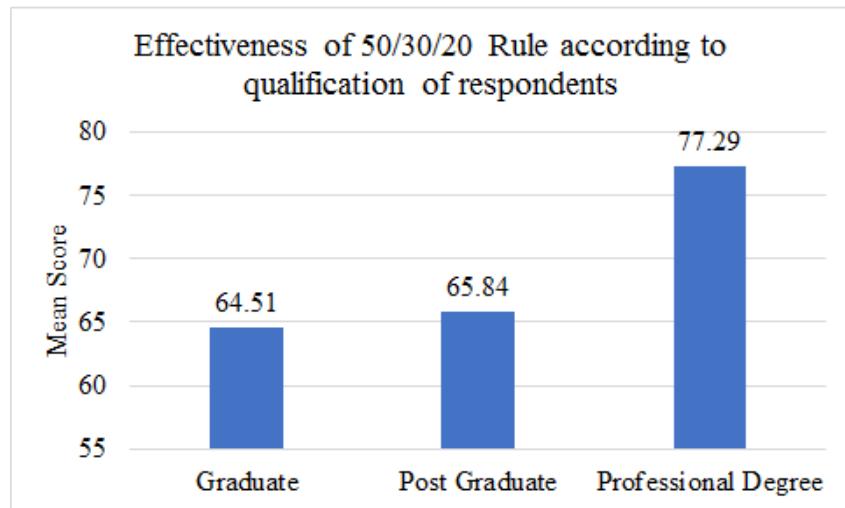
**Interpretation:** The above results indicate that calculated p-value is 0.020. It is less than 0.05. Therefore ANOVA and F-test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

**Conclusion:** There is a significant difference in effectiveness of 50/30/20 Rule according to qualification of respondents.

**Findings:** To understand the findings. Mean scores are obtained and presented as follows:

Report			
Effectiveness			
3. Qualification of respondent	Mean	N	Std. Deviation
Graduate	64.51	39	24.195
Post Graduate	65.84	50	19.365
Professional Degree	77.29	31	16.408
Total	68.37	120	20.917

The mean scores for the effectiveness of the 50/30/20 Rule across different qualifications indicate a positive correlation between educational attainment and budgeting effectiveness. Graduates have a mean score of 64.51, suggesting a moderate level of effectiveness in applying the 50/30/20 Rule. Postgraduates demonstrate a slightly higher mean score of 65.84, indicating a better understanding and application of the budgeting strategy compared to graduates. However, individuals with a professional degree exhibit the highest mean score at 77.29, reflecting a significantly greater effectiveness in utilizing the 50/30/20 Rule for personal budgeting. This trend suggests that higher levels of education may enhance individuals' financial literacy and their ability to implement structured budgeting methods effectively, highlighting the potential impact of educational qualifications on financial management practices.



**Null Hypothesis  $H_{01B}$ :** There is no significant difference in effectiveness of 50/30/20 Rule according to occupation of respondents.

**Alternate Hypothesis  $H_{11B}$ :** There is a significant difference in effectiveness of 50/30/20 Rule according to occupation of respondents.

To test the above null hypothesis, ANOVA and F-test is applied and results are as follows:

ANOVA					
Effectiveness					
	Sum of Squares	df	Mean Square	F	P-value
Between Groups	7723.313	2	3861.656	10.190	.000
Within Groups	44340.554	117	378.979		
Total	52063.867	119			

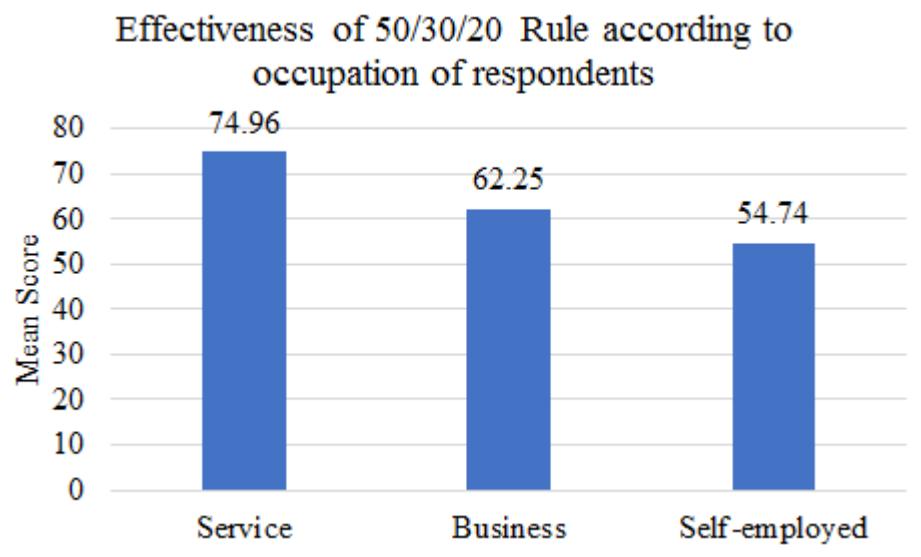
**Interpretation:** The above results indicate that calculated p-value is 0.020. It is less than 0.05. Therefore ANOVA and F-test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

**Conclusion:** There is a significant difference in effectiveness of 50/30/20 Rule according to occupation of respondents.

**Findings:** To understand the findings. Mean scores are obtained and presented as follows:

Report			
Effectiveness			
4.Occupation of respondent	Mean	N	Std. Deviation
Service	74.96	69	16.910
Business	62.25	32	21.213
Self-employed	54.74	19	24.660
Total	68.37	120	20.917

The mean scores for the effectiveness of the 50/30/20 Rule based on the respondents' occupations reveal notable differences in budgeting effectiveness across various employment types. Those in service occupations report a mean score of 74.96, indicating a relatively high level of effectiveness in applying the 50/30/20 Rule for personal budgeting. This suggests that individuals in service roles may have better access to financial resources or training that facilitates effective budgeting practices. Conversely, respondents involved in business show a lower mean score of 62.25, reflecting some challenges in implementing this budgeting strategy, possibly due to the variable income associated with entrepreneurial endeavors. Self-employed individuals have the lowest mean score of 54.74, indicating significant difficulties in applying the 50/30/20 Rule effectively. This variation in mean scores suggests that occupation plays a critical role in how individuals perceive and implement budgeting strategies, with those in more stable employment contexts appearing to benefit more from structured budgeting methods.



**Objective-2: To study the challenges of the respondents in adoption of 50/30/20 Rule for budgeting.**

**Null Hypothesis  $H_{02A}$ :** There is no particular challenges of the respondents in adoption of 50/30/20 Rule for budgeting.

**Alternate Hypothesis  $H_{12A}$ :** There is a particular challenges of the respondents in adoption of 50/30/20 Rule for budgeting.

To test the above null hypothesis, Friedman Test is applied and results are as follows:

Test Statistics <sup>a</sup>	
N	120
Chi-Square	64.679
df	4
P-value	.000

a. Friedman Test

**Interpretation:** The above results indicate that calculated p-value is 0.020. It is less than 0.05. Therefore Friedman test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

**Conclusion:** There is a particular challenges of the respondents in adoption of 50/30/20 Rule for budgeting.

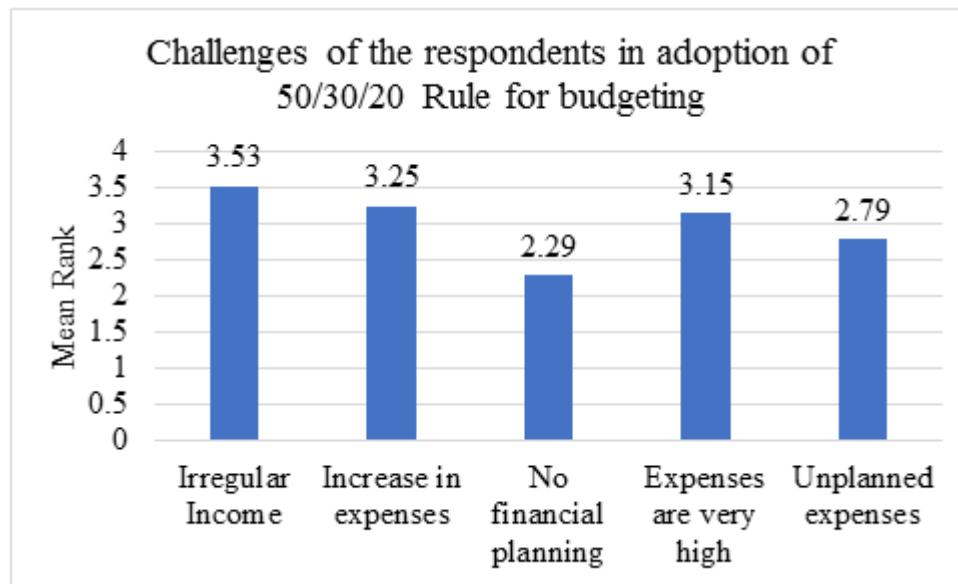
**Findings:** To understand the findings. Mean rank are obtained and presented as follows:

Ranks	
	Mean Rank
7.1 Irregular Income	3.53
7.2 Increase in expenses	3.25
7.3 No financial planning	2.29
7.4 Expenses are very high	3.15
7.5 Unplanned expenses	2.79

The rankings based on mean scores reflect the perceived challenges individuals face when implementing budgeting strategies, particularly the 50/30/20 Rule.

The highest-ranking challenge is "Irregular Income," with a mean score of 3.53, indicating that respondents consider it the most significant barrier to effective budgeting. This suggests that fluctuations in income can create instability, making it difficult for individuals to allocate funds according to the 50/30/20 guidelines. Following closely is "Increase in Expenses," which received a mean score of 3.25, ranking second. This highlights that rising costs can strain budgets and complicate adherence to the budgeting rule. The third rank goes to "Expenses are very high," with a mean score of 3.15, indicating that respondents recognize high living costs as a crucial challenge. "Unplanned Expenses," with a mean score of 2.79, ranks fourth, emphasizing the disruptive impact of unexpected costs on budgeting efforts. Finally, "No Financial Planning," scoring 2.29, ranks fifth, suggesting that while it is a challenge, it is perceived as less critical compared to the other factors.

Overall, these rankings provide valuable insights into the primary obstacles individuals encounter in managing their budgets effectively, pointing to the need for targeted strategies to address these challenges.



**Objective-3: To study the relationship between the effectiveness and challenges of 50/30/20 Rule for budgeting.**

**Null Hypothesis  $H_{02A}$ :** There is no relationship between the effectiveness and challenges of 50/30/20 Rule for budgeting.

**Alternate Hypothesis  $H_{12A}$ :** There is a relationship between the effectiveness and challenges of 50/30/20 Rule for budgeting.

To test the above null hypothesis, Pearson Correlation Test is applied and results are as follows:

Correlations			
		Effectiveness	Challenges
Effectiveness	Pearson Correlation	1	-.349 **
	P-value		.000
	N	120	120
Challenges	Pearson Correlation	-.349 **	1
	P-value	.000	
	N	120	120

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

**Interpretation:** The above results indicate that calculated p-value is 0.020. It is less than 0.05. Therefore Pearson Correlation test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

**Conclusion:** There is a relationship between the effectiveness and challenges of 50/30/20 Rule for budgeting.

**Findings:** The Pearson correlation analysis reveals a statistically significant negative relationship between the effectiveness of the 50/30/20 Rule in personal budgeting and the challenges faced in its implementation. The correlation coefficient of -0.349 indicates a moderate inverse relationship, suggesting that as the challenges individuals experience increase, the perceived effectiveness of the budgeting strategy decreases. This relationship is further supported by a p-value of 0.000, which is below the conventional threshold of 0.05, indicating that the result is statistically significant. The sample size (N=120) reinforces the reliability of these findings. This correlation highlights the importance of addressing the identified challenges, such as irregular income and unplanned expenses, in order to enhance the effectiveness of the 50/30/20 budgeting method among individuals. By alleviating these obstacles, individuals may find greater success in implementing and adhering to structured budgeting practices.

## CONCLUSION

The findings from this study highlight the significant impact of demographic factors such as qualification and occupation on the effectiveness of the 50/30/20 Rule in personal budgeting among respondents in Navi Mumbai. Statistical analyses, including ANOVA and the Friedman test, reveal substantial differences in budgeting effectiveness based on respondents' educational backgrounds and occupational roles. The challenges identified—especially irregular income and rising expenses—underscore the difficulties many face in adhering to this budgeting framework. Furthermore, the Pearson correlation analysis indicates a negative relationship between the effectiveness of the 50/30/20 Rule and the challenges experienced, suggesting that as challenges increase, the perceived effectiveness of this budgeting strategy diminishes. Overall, these findings emphasize the need for tailored financial education and support to help individuals navigate budgeting challenges, thereby improving their financial management practices and enhancing their ability to implement effective budgeting strategies like the 50/30/20 Rule.

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