

THE STANDARD OF LIVING: EXPLORING INFLATION'S IMPACT ON PAKISTANI CITIZENS

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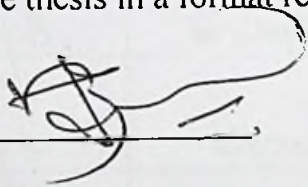
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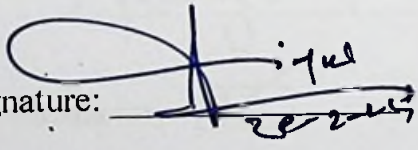
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No.	Date	Place of Meeting	Topic Discussed	Signature of Student
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2	28/sep	faculty 3	Conceptual framework	
3	5/oct	faculty 3	Literature Review	
4	19/oct	faculty 3	Hypotheses Development	

Progress Satisfactory

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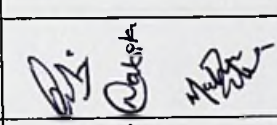
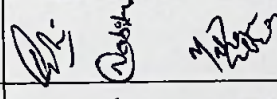
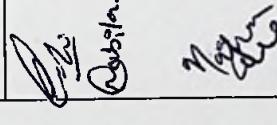
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ABSTRACT

This research project explores diverse impact of inflation on the living standards of individuals and families in Pakistan. With Pakistan facing high inflation and unemployment, this study investigates the challenges and impact of inflation into an individual's standard of living. As price hikes, the cost-of-living increases, thereby diminishing the purchasing power of Pakistani citizens and adversely impacting their standard of living. Through a survey research approach, questionnaires were distributed among the citizens of Karachi through which, various options were studied. The study analyzes the impact of inflation and unemployment on standard of living including the mediating factors which were business conditions and psychological effects. Furthermore, the research identifies the challenges faces by Pakistani families in their financial situation due to the inflationary trend. Findings suggest that the relationship between inflation and standard of living is partially explained by both business conditions and psychological effects. Whereas the business conditions and psychological effects do not mediate the relationship between Unemployment and Standard of Living, as the indirect influence was not statistically significant. Thus, that there is an inverse relationship between Inflation and the Standard of Living.

Keywords: Inflation, Unemployment, Standard of Living, Price hikes, Business conditions, psychological effects